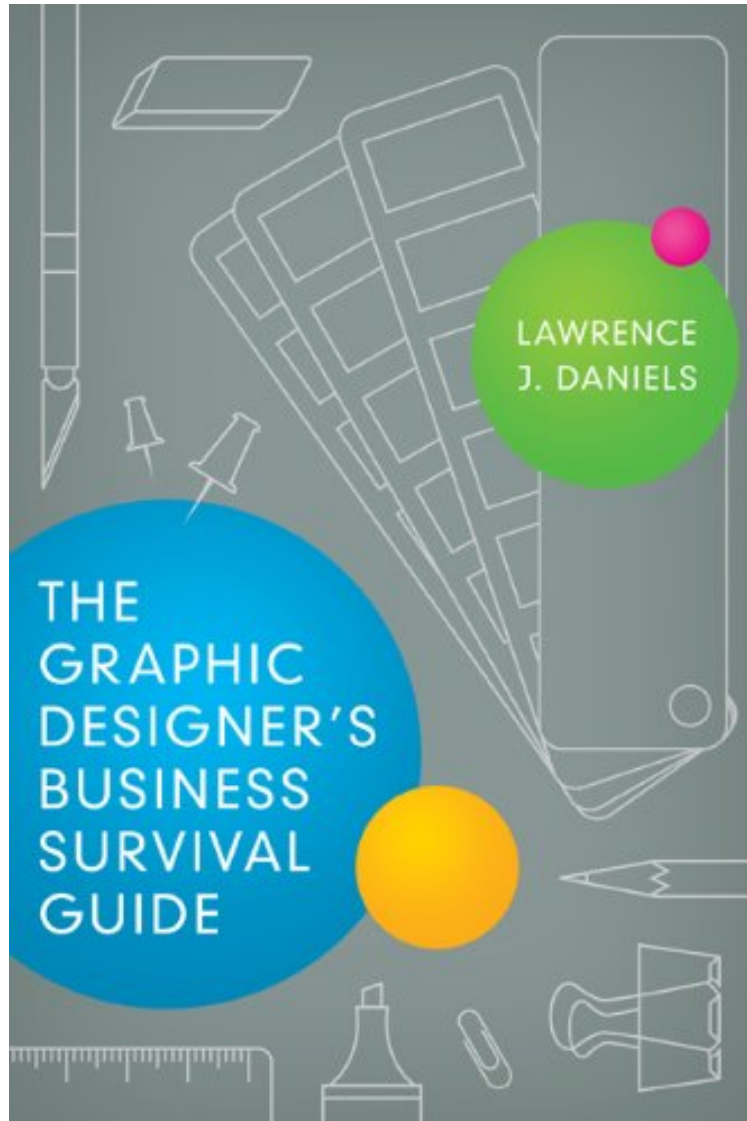


(Download pdf) The Graphic Designer's Business Survival Guide

The Graphic Designer's Business Survival Guide

Lawrence J. Daniels

**Download PDF / ePub / DOC / audiobook / ebooks*



DOWNLOAD



READ ONLINE

#1188600 in eBooks 2012-11-30 2012-11-12 File Name: B00AG40VOU | File size: 24.Mb

Lawrence J. Daniels : The Graphic Designer's Business Survival Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Graphic Designer's Business Survival Guide:

1 of 1 people found the following review helpful. This is a good personal look at starting and building a design agency. By Rene Alvarez This is a good personal look at starting and building a design agency. The most useful sections focus on the author's personal experience. As a business guide, it is lacking; marketing tactics merely glossed over, it does not explore revenue streams fully, and lacks clear strategic advice. The author fleetingly addresses digital in this book, when digital work has become so important today's market, whether designing digital solutions for clients or marketing yourself effectively. An easy read for some extra insights, but not a great guide if you're looking for more

nuanced, practical help in creating a modern agency. 1 of 1 people found the following review helpful. Required reading for any graphic designer
By Martin Michael A graphic designer would have to spend many years on-the-job to learn what is concisely presented in this guide. The author shows that he is a go-to expert and his book should be required reading for college courses and kept for valuable future reference.
0 of 0 people found the following review helpful. An excellent and needed resource for graphic design entrepreneurs
By ntortorella The Graphic Designer's Business Survival Guide provides graphic designers with a solid, sensible path for success. As many of us have learned, talent alone is simply not enough to ensure success. In most cases, it's those designers who couple talent with savvy business skills who are the winners. Daniels also shares many of his firm's business forms and correspondence templates honed over his career. Those alone are more than worth the cost of the book by saving readers a hefty amount of time and trial and error. Beyond this, the author shares his proven business practices and knowledge, presenting a series of workable and repeatable systems, specifically for graphic designers. In addition, the book includes insights and advice from seasoned design pros and entrepreneurs. Readers will come away with the ability to move out of the freelance mentality and into the realm of valued consultant. They will also learn the ins and outs of building solid client relationships, enhancing their communications skills, conducting prospect research, drafting compelling proposals and presentations and making design decisions that are based on facts and truly serve the client. There will always be business and management challenges for graphic designers and any business owner, for that matter. But, those challenges are a lot easier to handle when one has a good business sense and know-how. Design business owners can learn what's needed over many years and more than a few courses at the School of Hard Knocks or they can get a head start by reading The Graphic Designer's Business Survival Guide.

Graphic design is a crowded, highly competitive world. And it takes a lot more than raw talent and technical ability to make it as an independent designer. Successful graphic designer and entrepreneur, Larry Daniels exposes the weak spot of so many: the critical business side of running even a one-person design firm. Designers often prioritize aesthetics over a client's needs, and ignore basic business skills such as writing, record keeping, and relationship building. This practical insiderr's guide explains how to build a profitable, sustainable design business. Packed with sample agreements, letters, forms, and more, it reveals how to:

- Create a website and portfolio that highlight design solutions
- Do pre-pitch research and deliver winning presentations
- Prepare inviting proposals that win lucrative contracts
- Establish a reliable system for tracking billable hours (and staying solvent)
- Use cold-calling strategies even sales phobics can master
- Quantify design decisions in ways that business management can relate to and respect
- Break out of "freelancerr" mode to highly compensated creative consultant

The field of design is littered with failures. To stand out and succeed, you need to be professional, efficient, and focused on the bottom-line results that clients value. The Graphic Designer's Business Survival Guide shows you how.

"Trust us, this book isn't just good for folks in the graphic design industry, it's good for anyone looking to do freelance work or set up their own company." --NY Creative Interns "This is a great book on starting and running a graphic design business....a great tool." --Reading Room Books "Whether you're a full-time freelancer or do a few projects on the side, this book will help ensure your success." --How magazine From the Back Cover Congratulations! You've got your own graphic design business--a dream job. Now for the reality part. As you've probably discovered (or will soon), the creative life comes with tons of noncreative tasks: hunting for work, writing proposals, organizing processes, tracking bills, and stressing about staying solvent. The Graphic Designer's Business Survival Guide will help you succeed. Packed with real-life business wisdom you don't learn in design school, this invaluable guide reveals the secret for building a profitable, sustainable business: communicating with clients and prospects on their terms. That means understanding marketing objectives and corporate culture, quantifying design decisions in ways that management can relate to, and cultivating sound business practices. Packed with insider tips and techniques from the author's own experience transitioning from struggling freelancer to highly valued creative consultant, as well as a wealth of client letters, production schedules, nondisclosure agreements, creative briefs, time tracking templates, progressive billing forms, and other sample documents, The Graphic Designer's Business Survival Guide explains how to:

- Develop a unique market niche that sets you apart
- Create a website and portfolio that highlight design solutions
- Do pre-pitch research and deliver winning presentations
- Establish a reliable system for tracking billable hours
- Use cold-calling strategies even sales phobics can master
- Make design decisions based on bottom-line results that clients value

Great designers don't always have great design businesses. The Graphic Designer's Business Survival Guide helps you stand out and succeed with your professionalism, efficiency, and consistent business focus. Lawrence J. Daniels is past president of DanielsDesign Inc., a New York-based branding and communications design firm that has been a consistent recipient of major industry recognitions for outstanding achievement. About the Author LARRY DANIELS is past president of DanielsDesign Inc., a New York based branding and communications design firm that has been a consistent recipient of major industry recognitions for outstanding achievement.