



Start Your Own Graphic Design Business: Your Step-By-Step Guide to Success (StartUp Series)

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It's time to make your mark in the world of graphic design. There's no doubt you've imagined it—placing your name and logo on business cards, taking creative control and being your own boss. Why not turn your fantasy into reality? Whether you want to start a part-time graphic design business, a full-time operation or build a substantial company with a full staff of graphic designers, everything you need to get started is at your fingertips. Learn the basic requirements, startup costs, day-to-day operations and even what to do when things don't go as planned. Industry experts and successful graphic designers share what they've learned and give you the motivation and priceless tips and tricks to help you reach success. Learn how to:

- Discover your market and their needs
- Choose a business environment that works for you
- Create a business brand that gets noticed
- Write a marketing plan that captures clients and creates referrals
- Develop profitable client relationships
- Set your fees
- Boost profits by expanding your specialty or your business

Combine your creativity with Entrepreneur's expert advice—and design your own successful graphic design business today!

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