

# Graphic Design Business: Entrepreneur's Step-by-step Startup Guide

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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!

**The First Three Years** In addition to industry specific information, you'll also tap into Entrepreneurs more than 30 years of small business expertise via the 2nd section of the guide - **Start Your Own Business**. SYOB offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, you'll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges. Pin point your target market

- Uncover creative financing for startup and growth
- Use online resources to streamline your business plan
- Learn the secrets of successful marketing
- Discover digital and social media tools and how to use them
- Take advantage of hundreds of resources
- Receive vital forms, worksheets and checklists

From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. We'll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.

**BONUS: Entrepreneurs Startup Resource Kit!** Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's

why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more all at your fingertips! You'll find the following:

**The Small Business Legal Toolkit** When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the how do I get started? questions every business owner faces along with a thorough understanding of the legal and tax requirements of your business.

**Sample Business Letters** 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style.

**Sample Sales Letters** The experts at Entrepreneur have compiled more than 1000 of the most effective sales letters covering introductions, prospecting, setting up appointments, Publisher: Entrepreneur Press Illustration: N Language: ENG Title: Graphic Design Business: Entrepreneur's Step-by-Step Startup Guide Pages: 00942 (Encrypted EPUB) On Sale: 2012-07-15 SKU-13/ISBN: 9781613082089 Category: Business & Economics : Entrepreneurship

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