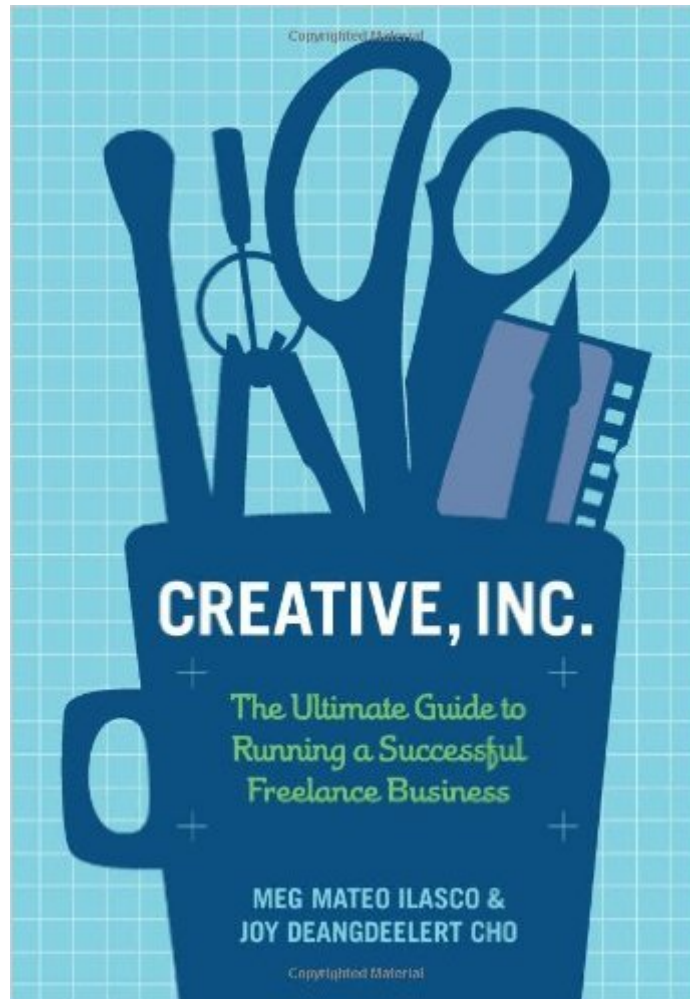


The book was found

# Creative, Inc.: The Ultimate Guide To Running A Successful Freelance Business



## Synopsis

As the hipster classic *Craft, Inc.* did for crafters, this book will teach all types of creatives illustrators, photographers, graphic designers, animators, and more how to build a successful business doing what they love. Freelancing pros Meg Mateo Ijasco and Joy Deangdeelert Cho explain everything from creating a standout portfolio to navigating the legal issues of starting a business. Accessible, spunky, and packed with practical advice, *Creative, Inc.* is an essential for anyone ready to strike out on their own.

## Book Information

Paperback: 184 pages

Publisher: Chronicle Books; 1 edition (July 28, 2010)

Language: English

ISBN-10: 0811871614

ISBN-13: 978-0811871617

Product Dimensions: 5.6 x 0.6 x 8 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (85 customer reviews)

Best Sellers Rank: #39,519 in Books (See Top 100 in Books) #10 in [Books > Arts & Photography > Business of Art](#) #515 in [Books > Business & Money > Small Business & Entrepreneurship](#) #12410 in [Books > Reference](#)

## Customer Reviews

I found this book to not only be an interesting read but very informative too. It starts off as a guide for those who have never freelanced before but as you move on through the chapters it suggests that you have started your business and by the end it talks about the future. It is a great book for those who are starting out at the very beginning but is also useful for people (like me) who have been working for themselves for a while. There is information on setting up a portfolio, what kind of person you need to be to be able to do this sort of work and has a big focus on those that work for clients. For me, the best parts of the book were the profile interviews with other creative freelancers who are successful in their own business as well as the chapters on pricing, agents and balancing work and personal life. The pricing chapter was particularly helpful to me, so much so that I actually wished I could hug the authors when I read it. I also appreciated the chapter on finding an agent and whether that might be the right decision for you. The balancing of work and personal life (something I'm not that great at) was also helpful, especially from a standpoint from someone who's

been-there-done-that. The book is honest and funny at times and it doesn't make the world of freelancing sound like a whole lot of long lunches and never ending holidays, which I think adds to its usefulness. But it doesn't make it sound like a hell that you'll wish you never entered either. I will also note that while it is written for an American audience, other than the parts about becoming a business in a legal sense and the tax requirements, it seems pretty universal and certainly applicable to Australian and international readers.

[Download to continue reading...](#)

Creative, Inc.: The Ultimate Guide to Running a Successful Freelance Business BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) Monsters, Inc. Little Golden Book (Disney/Pixar Monsters, Inc.) My So-Called Freelance Life: How to Survive and Thrive as a Creative Professional for Hire Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) eBay: The Ultimate Step-By-Step Beginners Guide to Sell on eBay and Build a Successful Business Empire From Scratch (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Online Business) Hack Upwork: How to Make Real Money as a Freelancer: Work From Home and Create a Thriving Freelance Business 100% Online (Hacks to Create a New Future Series Book 2) Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) T-shirt Black Book - The Ultimate How To Guide to Starting A Successful Clothing Line: The essential guide for startup brands wanting to create a successful clothing line. Running Motivation and Stamina: Train Your Brain to Love Running with Self-Hypnosis, Meditation and Affirmations Chi Running: A Training Program for Effortless, Injury-Free Running Running for Beginners: Teach Me Everything I Need to Know About Running in 30 Minutes Running for Beginners: Get a Glimpse inside the Runner's World: Your Training Plan on How to Start Running Injury Free The Renegade Writer: A Totally Unconventional Guide to Freelance Writing Success The Shut Up and Shoot Freelance Video Guide: A Down & Dirty DV Production Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses The Artist's Business and Marketing ToolBox: How to Start, Run and Market a Successful Arts or Creative Business Freelance Writer's Handbook Search Engine Optimization for Freelance Writers: A complete primer on SEO for content creators.

[Dmca](#)