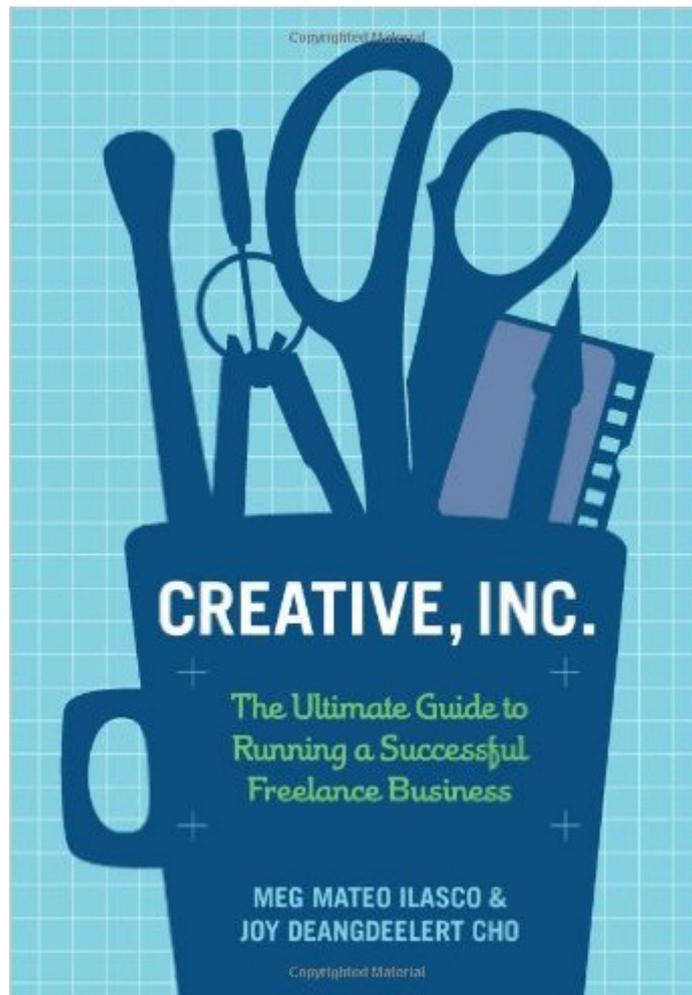


The book was found

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

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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.

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