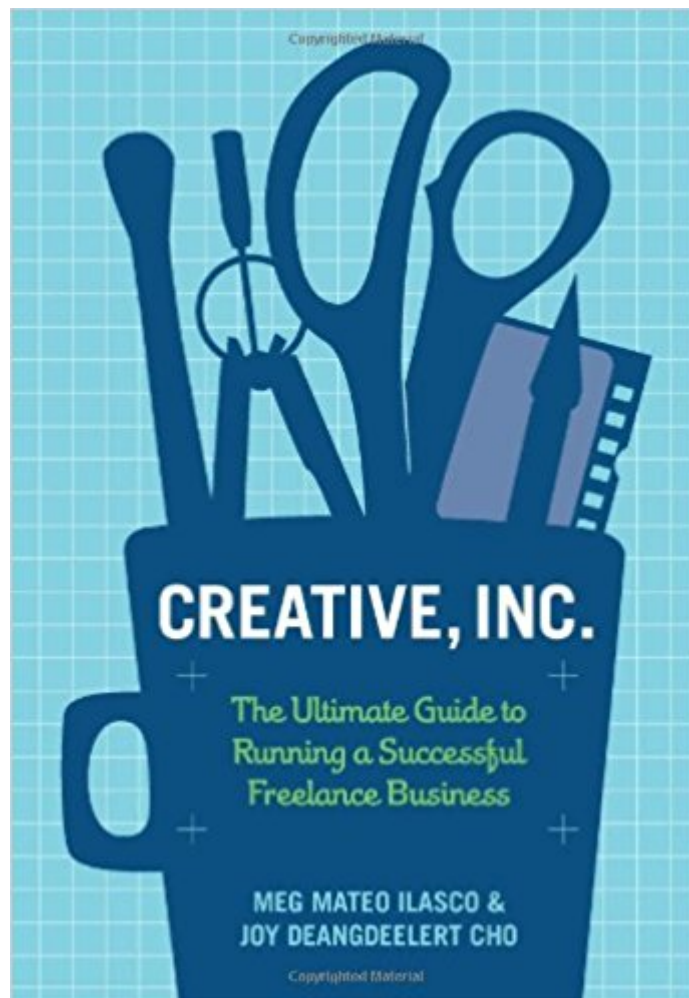




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# Creative, Inc.: The Ultimate Guide To Running A Successful Freelance Business



## 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 Ilasco 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

Meg Mateo Ilasco started her freelance business, Mateo Ilasco, in 2005 and is the author of Craft, Inc. and the Craft, Inc. Business Planner. Meg lives in the San Francisco Bay Area. Joy Deangdeelert Cho launched her design business, Oh Joy!, in 2005. She works with clients nationwide and authors an award-winning design blog. Joy lives in Philadelphia.

There is some good stuff in here, but much of the book is filled with interviews of successful freelancers. Pretty much half of the book is interviews. If you are looking for a more in depth guide. Keep shopping.

Freelancing, whether you are a photographer or illustrator can be an extremely daunting task. How do you find clients? How much should you charge them? How do you balance your schedule so you aren't always working? All this and more are covered in Creative, Inc. The Ultimate Guide to Running a Successful Freelance Business. Meg Mateo Ilasco & Joy Deangdeelert Cho, have

written a clear concise guide full of practical information, interspersed with anecdotes of those who have turned their artistic talent into a thriving freelance career. The book begins with the basics of how to decide if freelancing is a good fit, and then goes into detail building your business from the ground up. Ilasco and Cho are great authorities on this subject because they themselves have turned their own talents into extremely flourishing careers. Ilasco runs a studio by her own name which produces stationery and home products. She has written a few other books and serves as the creative director of Anthology, a new home and lifestyle magazine. Cho not only runs her own successful stationery business, and writes two blogs [...]), but also has a consulting business for new small business owners and freelancers. Creative Inc book fills the void of information for artists wanting to turn their vision to a full time business. The book is written in a casual and straightforward manner, making it a must read for anyone trying to make the jump to freelance or starting a small business.

I can't stop myself from flipping to the next page! Extremely, valuable information and resources! If you're looking to learn the skills/process of being a [insert creative position/field here] then this book isn't helpful. However, you should still consider including it in your cart regardless. It's either going to inspire you and make you want to start your creative business right away, or it's gonna make you say "Nope, that ain't for me" (but honestly, there's even tips for how to deal with the different areas of it that you don't want to deal with). REALLY an extremely useful guide. Thank you for this gem!

I'm an experienced copywriter but new to the freelancing world. My problem with this book is that the title should REALLY be: "Design Inc." While it also didn't feel like an "Ultimate" guide, I have no problem with that part of the title, a little exaggeration never hurt anybody, but the "Creative" part about it mislead me into buying a book that wasn't for me. Pretty surprised that copywriters were barely mentioned considering the bulk of the freelance market is mostly comprised of designers, photographers and writers. In a nutshell, this book is for you if: you're a newbie designer or other visual arts and/or new to freelancing. Fellow copywriters, this book is not for you. "Creative" just seemed a little too broad in this case.

As a new entrepreneur, this book provided a more clear understanding of the journey ahead. It helped me decide how to price my hourly rate and had great tips for putting together estimates, marketing myself, setting up shop, and much more. Will be keeping this on my shelf for reference. Highly recommended!

I've just started dabbling in some freelance graphic design, and recently got this book. I found this book to be very helpful, insightful and informative. It's current and up to date in the freelance business industry. I was already a little familiar with some of the industry information provided in the book, however, I gained much more insight from the topics discussed in this book. The chapters on "Getting Paid" and "agents" were particularly helpful. The Artists' Profiles were my favorite part of the book! It was very interesting and insightful to read various Q&A interviews from other freelance designers in the industry. I felt the Artist Profiles really added to the book with "real world" perspectives. I was pleasantly surprised by how much I learned from this book. It's a well written, down to earth guide, that's very informative for anyone in the creative freelance business.

Highly organized and thoughtful book of everything you could imagine entering (or expanding) on your freelance career. I find the book more universal, than thorough, and wish some areas were given a bit more attention. They refer you to other sources or websites for more reading--which is helpful--but reduces the impact of its own resourcefulness. This book feels like someone holding is holding your hand in a career direction that seems to have no guide.

I've been freelancing for four years and it's still a bit of a mystery to me. Creative Inc. helps iron out most of the bigger things that confused me and showed me a few things I simply didn't know about the freelance world. It is a simplistic and visual approach to give you a good overview of what it will take to freelance. Sprinkled in are interviews of professionals in appropriate sections of the book. Not necessarily a straight read-through; I jumped around a lot. Good read!

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