Course Title: Starting a Graphic Design Business

Course Description:
Learn the essentials to starting your own graphic design freelance business. Cover the business aspects of freelancing from marketing to billing. Develop time saving strategies and customer service techniques as you prepare to launch your next successful graphic design business.

Course Prerequisite(s):
Must have working knowledge of the graphic design industry

Course Objectives:
How to start your own business, understanding of company organization, pricing, forms, day-to-day operations of a business. Getting incorporated –vs.– DBA, etc…

Lesson Plan – by week or session
Session 1: Is a Freelance business right for you?
Factors That Prompt and Motivate a Person to Start His or Her Own Business
Session 2: Defining your business service - Find your niche market.
Business Plan Basics Essentials of a business plan
How to set up your own graphic design business
Requirements (software, programming and design knowledge)
Work availability (what jobs are out there and how to get them)
Assessing your Portfolio, Resume, Skillset - hardware, software skills, and/or relevant experience you have under your belt?

Session 3: Getting Your Business Started
Step-by-step on setting up your company (Sole Proprietorship, Partnership, Corporation)
Financing your business plan
Setting up a home office
Equipment Needed (computers, software, servers, ISP connection)
Business Services

Session 4: Setting up your Indentity System, Portfolio and Resume

Session 5: Setting up your Indentity System, Portfolio and Resume continued

Session 6: Marketing Your Business
Branding your Company, Marketing methods for finding clients, Setting up Marketing Collaterals as marketing and advertising tools

Session 7: Selling Your Services to clients
Pricing Your Jobs and Projects
What’s your time worth
Forms and Contracts

Session 8: Bookkeeping and Job Tracking
Billing and Collecting
Business Deductions
IRS and Business Tax

3/10/2009