

Introduction

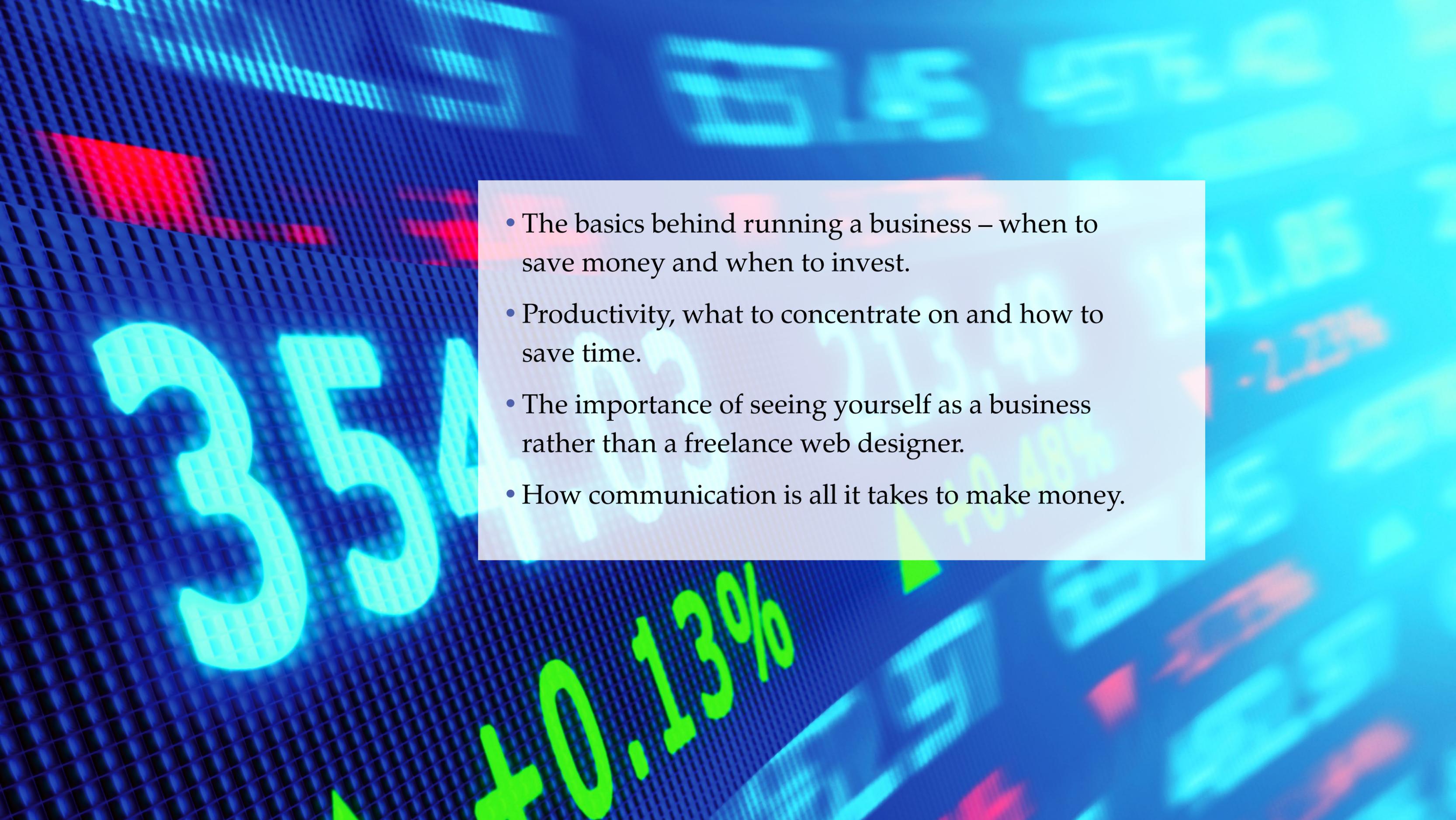




Introduction

This course is about providing quality design and marketing solutions for clients and forging mutually beneficial long-term business relationships.

Understand the importance of providing a quality premium service that people will pay extra for.

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- The basics behind running a business – when to save money and when to invest.
 - Productivity, what to concentrate on and how to save time.
 - The importance of seeing yourself as a business rather than a freelance web designer.
 - How communication is all it takes to make money.



Starting a business

what you need in terms of equipment and software as well as a business plan for your new company





How to get clients – the most important thing – online efforts with a blog, SEO, social media and relationships. And offline, meeting people in your local community. What to put in your portfolio.



How to deal with clients –
what to say and what not to
say – and how to deal with
client issues.



The process you go through to plan, design and develop a site, logo or any design for a client.

```
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<div id="copySpaceGrid">  
  <div class="csNW"></div>  
  <div class="csN"></div>  
  <div class="csNE"></div>  
  
  <div class="csW"></div>  
  <div class="csCenter"></div>  
  <div class="csE"></div>  
  <div class="csSW"></div>  
  <div class="csS"></div>  
  <div class="csSE"></div>  
</div>
```

```
</div>  
<p>Click where your text will appear.</p>
```

```
<p><a href="#">Apply</a>  
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```

```
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    <div><input type="checkbox" /></div>  
  </div>  
</div>
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  <div id="Illustration_list">
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Money

How much to charge?

How to raise prices?

How to do the accounts.



Web designers' business survey:

What Designers Do, How They Make Money
& Where They Find Clients

How Web Designers Get Paid





The Future

- Specialisation & Diversification
- Outsourcing
- Products & Passive Income



I'm Rob Cubbon. I've been running a successful design business for over five years. Prior to that I did very menial typesetting roles. I really can't stress how terrible my professional life was before I started my own design company.

Business model

Providing quality design and marketing solutions for clients and forging mutually beneficial long-term business relationships is a sound long-term business model.

