

graphic artists guild handbook pricing and ethical guidelines

[#graphic artists guild](#) [#graphic design pricing](#) [#ethical guidelines for artists](#) [#freelance artist handbook](#) [#creative industry standards](#)

The Graphic Artists Guild Handbook provides indispensable pricing and ethical guidelines for freelance graphic artists and design professionals. This essential resource helps creatives confidently set fair rates, navigate client relationships, and uphold professional standards, ensuring sustainable practices within the dynamic creative industry.

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Graphic Artists Guild Handbook, 16th Edition

The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included. For the sixteenth edition, the content has been reorganized, topics have been expanded, and new chapters have been added to create a resource that is more relevant to how graphic artists work today. Features include: More in-depth information for the self-employed on how to price work to make a sustainable living and plan for times of economic uncertainty. A new chapter on using skills and talents to maximize income with multiple revenue streams—workshops, videos, niche markets, passion projects, selling art, and much more. Current U.S. salary information and freelance rates by discipline. Pricing guidelines for buyers and sellers. Up-to-date copyright registration information. Model contracts and forms to adapt to your specific needs. Interviews with eleven self-employed graphic artists who have created successful careers, using many of the practices found in this Handbook.

Graphic Artists Guild Handbook

This 11th edition includes the latest pricing surveys for buyers and sellers, an expanded, updated chapter on digital media development, and the latest on recent court decisions and legislation affecting artwork and design.

Graphic Artists Guild Handbook

An indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the need for up-to-date information on business, ethical, and legal issues is greater than ever. Find it all here in the 14th Edition.

Graphic Artists Guild Handbook

For years, the Graphic Artists Guild Handbook: Pricing and Ethical Guidelines has been the industry bible for graphic designers and illustrators. This, the 13th edition, continues the tradition with new information, listings and pricing information based on surveys of working designers. It addresses legal rights and issues such as how copyright laws affect the income and work of graphic artists. It also provides tips on how to negotiate the best deals and how and what to charge for work, and includes sample contracts. For design and illustration professionals, there is no more comprehensive and informative resource.

Graphic Artists Guild Handbook

From the Graphic Artists Guild comes the complete pricing and ethical reference for designers—helping members and non-members alike navigate the world of charging and collecting payment for their designs as well as building their freelance business. Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the demand for up-to-date information on business, ethical, and legal issues is greater than ever. The fully updated 15th Edition includes: —The latest pricing guidelines for buyers and sellers —Current salary information with job descriptions —Formulas for determining hourly and per diem freelance rates —Hourly freelance rates by discipline —Copyright registration information —Model contracts and forms that can be adapted for specific needs —A totally revised and updated chapter on Surface Pattern Design —An expanded chapter of additional professional, business, and legal resources with the latest contact information This one-stop resource provides all the professional and legal guidance every graphic designer needs to build their business and enhance their careers.

Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines

More than 150,000 copies sold! First published in 1973, the Graphic Artist's Guild Handbook has become the essential source for fair prices and practice. Assembled by the national organization for graphic artists, this 10th edition contains the latest information on business, pricing and ethical standards for nearly every discipline in the visual communications industry, from advertising to publishing to corporate markets. NEW! important updates on technology standards, practices and pricing for Web and multimedia design; NEW! updated sample contracts and definitions of contract terminology; NEW! coverage on stock and royalty-free images, with pricing information from both the buyer's and seller's point of view; NEW! legal affairs section discusses the impact of current legislation on copyright and sales tax issues; NEW! expanded index for quicker, easier reference.

Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines

The most respected single reference for buyers and sellers of creative work returns in an updated ninth edition, containing the latest, essential information on business, pricing, and ethical standards for nearly every discipline in the visual communications industry--from advertising to publishing to corporate markets.

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition

Get ready to enter the working world of illustration with this freshly updated second edition of Brazell and Davies's *Becoming a Successful Illustrator*. This edition features even more 'Spotlight on...' sections, with advice from practicing illustrators as well as the people that commission them. You can enjoy

added coverage in fields such as moving image, character illustration and social media. There are also new exercises to get you started planning and building your business, and over 200 inspirational examples of artwork, most of which are new to this edition. You can expect practical tips on how to seek work, how to market yourself and how to run your illustration business in an enterprising way, with advice that will prove useful long after your first commission. Building on the resources of the first edition, this continues to be the must-have guide to practicing professionally as an illustrator. Featured illustrators include: Millie Marotta Mark Ulriksen Natsko Seki Ellen Weinstein Stephen Collins ... and many more Featured topics include: Finding clients Agency representation Fields of work Financial and legal requirements Skills in art and design Self-promotion Showing work Managing your business

Graphic Artists Guild Handbook

"Provides definitive guidelines on all aspects of the graphic design business."—FYI. * Newly revised and expanded version of an industry classic--5,000 sold! * Up-to-the-minute! Includes web, interactive, and green design, new legislation * Each chapter written by an authority on the subject. Here's the definitive guide to professional business practices in graphic design, now fully revised and updated for the digital age. Up-to-the-minute coverage of web, interactive, and motion graphics; green design; potential repercussions of legislation on Orphan Works; protection of fonts and software; managing creative people; using professional help such as lawyers; and much more. Each in-depth chapter, covering such topics as professional relationships, fees, contracts, managing large projects, copyright and trademark issues, electronic uses, and more, has been written by an authority in the field. The newly revised AIGA Standard Form for Design Services is included for the convenience of readers, along with a complete resources section. No designer should do business without this comprehensive, authoritative book. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Graphic Artists Guild Handbook

Learn how to price creative work with confidence. Win more bids. Make more money. When it comes to pricing their work, far too many freelance designers and agencies merely guess what to charge their clients. As a result, profitable projects have as much to do with luck as they do anything else. In *The Psychology of Graphic Design Pricing*, you'll learn how to take luck out of the equation by calculating the cost to produce your work, understanding its market value, and extracting your client's budget. These three variables are used in a pricing spectrum, empowering you to price your work with confidence and profitability in every project opportunity. This book will teach you how to calculate your production costs, understand market value, extract your client's budget, bid with the right project price, and increase your profitability.

Becoming a Successful Illustrator

Graphic designers constantly complain that there is no career manual to guide them through the profession. Design consultant and writer Adrian Shaughnessy draws on a wealth of experience to provide just such a handbook. Aimed at the independent-minded, it addresses the concerns of young designers who want to earn a living by doing expressive and meaningful work and avoid becoming a hired drone working on soulless projects. It offers straight-talking advice on how to establish your design career and suggestions - that you won't have been taught at college - for running a successful business. This revised, extended edition includes all-new chapters covering professional skills, the creative process, and global trends, including green issues, ethics and the rise of digital culture. The book contains all-new imagery, and the previous interviews have been replaced with new ones, each focusing on a specific issue of importance to graphic designers.

AIGA Professional Practices in Graphic Design

"Do you want to establish or expand a career for yourself in fine art, illustration, or design? The 2017 Artist's Graphic Designer's Market is the must-have reference guide you need. Thousands of successful artists have relied on us to help develop their careers and navigate the changing business landscape.

The 2017 Artist's & Graphic Designer's Market introduces a whole host of new features and guarantees the most up-to-date, individually verified market contacts possible." --

Legal Guide for the Visual Artist

"A professional's guide to licensing and royalty agreements"--Cover.

The Psychology of Graphic Design Pricing

Featuring hundreds of carefully hand-crafted illustrations as well as significant tuition on how to best compose and use images to create the most powerful frames, this book is potentially Hans P. Bacher's life's work encapsulated in one volume. Here, the internationally renowned production designer shares his expertise in an easy-to-follow and imaginative way – giving tips, exercises, and a depth of knowledge garnered from a lifetime in the industry. Bacher's production designs have established the look of many seminal animated films such as *The Lion King*, *Balto*, *Mulan* and *Beauty and the Beast*, so fans of his work will be delighted. While keeping the focus on storytelling, Bacher instructs readers in the art of animated cinematography with the ever-present aim of soliciting an emotional response from the audience. *Vision: Color and Composition for Film* represents an amazing depth of experience — and is visually arresting to boot.

How to be a Graphic Designer, Without Losing Your Soul

Updated, expanded and redesigned with contemporary illustrations, this comprehensive guide covers all aspects of the law likely to affect illustrators. It contains recommended terms and conditions, advice on calculating fees, how to write a licence agreement and how to be protected against exploitative practices.

Artist's and Graphic Designer's Market 2017

This book offers practical help and guidance to aspiring illustrators. All areas of the job are covered – creating a portfolio; approaching potential clients; preparing for meetings and negotiating contracts; setting up a studio; maintaining a flow of work and managing one's time and cash. Self-promotion, creating websites, self-publishing and the pros and cons of agents are all explored. International illustrators are interviewed, discussing how they got their break in the industry, their experiences with clients, their methods of promoting work and more. In addition, leading art directors describe their approach to commissioning illustration, how they spot new talent, their thoughts on promotional material and their advice to up-and-coming illustrators. Packed with useful tips gleaned from the author's own career as an illustrator, and his work as an agent handling some of the best new talent, the book is an essential read for anyone looking to succeed in illustration.

Licensing Art and Design

This book is an artist's guide to copyright, written for makers. Both practical and critical, it will guide you through the concepts underlying copyright and how they apply in your practice. How do you get copyright? For what work? And for how long? How does copyright move across mediums, and how can you go about integrating the work of others? *Copy This Book* details the concepts of authorship and original creation that underlie our legal system, equipping the reader with the conceptual keys to participate in the debate on intellectual property today. "This sharp and useful book shines a light on the rights of all artists to protect--and share--their work. Eric Schrijver has produced an essential guide for navigating the new Commons and the old laws of copyright control." --Ellen Lupton

Vision

The fourth edition of this popular guide contains twenty-nine of the most essential business and legal forms to meet the everyday needs of today's illustrators. Updated throughout, new forms include a promissory note, releases, and an agreement to arbitrate. Each form is accompanied by step-by-step instructions, advice on standard contractual provisions, and unique negotiation checklists for making the best deal. Included are: Estimate • Confirmation of Assignment • Invoice • Illustrator-Agent Contract • Book Publishing Contract • Collaboration Contract • Contract for the Sale of an Artwork • Contract for Receipt and Holding of Artwork • Illustrator-Gallery Contract with Record of Consignment and Statement of Account • Licensing Contract to Merchandise Images • Release Form for Models • Property Release • Permission Form • Nondisclosure Agreement for Submitting Ideas • Copyright

Transfer Form • Application for Copyright Registration of Artwork • License of Rights and Electronic Rights • Contract with an Independent Contractor • Trademark Application • Commercial Lease • Sublease • Lease Assignment The collection provides a password and link to a supplemental website, which contains all the discussed forms for both the PC and Mac platforms. Thorough discussions of legal issues relevant to the industry make this a must-read for any illustrator—established or starting out. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

The Illustrator's Guide to Law and Business Practice

Creatives are taught the rules of design by mentors and professors. We are told what to do and how to do it. "Follow the rules and color within the lines," they say. "Only use two fonts on a page and don't make your logo too complicated," they say. It's time for us to tell them to shove it. Creative Anarchy explains and explores both rule-following and rule-breaking design. It includes tips to throw design caution to the wind, designers' stories with galleries of work, and creative exercises to help push your designs to the next level. Creative Anarchy is about great design and awesome ideas. You'll find sections specifically devoted to designing logos, posters, websites, publications, advertising and more.

How to Be an Illustrator Second Edition

Ditch your nine-to-five and become your own boss with this insider's guide to freelancing from Martina Flor, a leading designer, educator, author, and entrepreneur. The Big Leap covers all aspects of starting your own business, from practical skills like identifying potential clients and pricing projects to important big-picture topics like managing time and finances, diversifying income streams, and taking care of your most important tool—you! Flor demonstrates each concept with helpful case studies pulled from her own journey from freelance designer to influential, international business owner. Creatives across disciplines will benefit from this thorough and easy-to-follow career guide, including designers, illustrators, photographers, programmers, writers, and editors.

Copy This Book

Mookie & Rona is a very human story in dog form. Mookie is a real five-year-old Cavachon. His life has changed a lot since Rona (the Coronavirus - COVID19) arrived. Through Mookie's experience, his beloved humans, Matthew and Katelyn, are able to see beyond the disappointments, anxiety, and sadness that Rona has caused.

Business and Legal Forms for Illustrators

This book is practical and immediate, without being condescending or overly technical. It is like having a graphic design mentor who will help you come up with ideas, develop your concepts, and implement them in a way that is engaging and humorous. It gives readers the experience and ability that normally comes from years of on-the-job training. All of the essential techniques of graphic design and its digital implementation are covered. Read this book and gain 25 years of experience in how to think like a creative, act like a businessman and design like a god. This book is designed like a notebook, with all the authors' tips and knowledge already inside. However, it also includes blank pages that allow the user to personalize this reference book with specific notes that are relevant to his or her studio, suppliers or clients.

Creative Anarchy

Play with sand on a beach or in a sand box. Children use their imagination to bring sand play and activity to life

The Big Leap

This book offers practical help and guidance to aspiring illustrators. All areas of the job are covered – how to create a portfolio; the most effective ways to approach would-be clients; how to prepare

for meetings and negotiate contracts; and how to handle, deliver, and bill a job. There is advice on how to avoid the pitfalls that can undermine crucial first impressions; how to set up a studio; and how to maintain a flow of work and manage one's time and cash. Success in self-promotion, creating websites, self-publishing, and the pros and cons of agents are all explored. International illustrators are interviewed, discussing how they got their break in the industry, their experiences with clients, their methods of promoting work, and more. In addition, leading art directors describe their approach to commissioning illustration, how they spot new talent, their thoughts on promotional material, and their advice to up-and-coming illustrators. Packed with useful tips gleaned from the author's own career as an illustrator, and his work as an agent handling some of the best new talent, the book is an essential read for anyone looking to succeed in illustration.

The Win Without Pitching Manifesto

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

Mookie & Rona

A funny, colorful, fascinating tour through the work and life of one of today's most influential graphic designers. Esquire. Ford Motors. Burton Snowboards. The Obama Administration. While all of these brands are vastly different, they share at least one thing in common: a teeny little bit of Aaron James Draplin. Draplin is one of the new school of influential graphic designers who combine the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. *Pretty Much Everything* is a mid-career survey of work, case studies, inspiration, road stories, lists, maps, how-tos, and advice. It includes examples of his work—posters, record covers, logos—and presents the process behind his design with projects like *Field Notes* and the “Things We Love” State Posters. Draplin also offers valuable advice and hilarious commentary that illustrates how much more goes into design than just what appears on the page. With Draplin's humor and pointed observations on the contemporary design scene, *Pretty Much Everything* is the complete package.

Know Your Onions: Graphic Design

Covers a wide range of graphic design including film, magazines and posters. Also cover techniques used such as airbrushing and computer generated images

The Storybook Kids - How to Play with Sand

The legendary graphic designer shares a retrospective of his most influential and unforgettable work in this career-spanning memoir. *Brand by Hand* documents the work, career, and artistic inspiration of graphic designer extraordinaire Jon Contino. A born-and-bred New Yorker, Jon's upbringing comes through in the way he talks—and, most importantly, in the way he designs. He is the founder and creative director of Jon Contino Studio, and for more than two decades, he has built a massive collection of award-winning graphic-design work for high-profile clients such as Nike, 20th Century Fox, and *Sports Illustrated*. Over the course of his career, Jon has gone to design hell and back, facing obstacles like fear, self-doubt, and bad luck. *Brand by Hand* documents the evolution of his work, exploring his lifelong devotion to the guts and grime of New York and cementing his biggest artistic inspirations, from hardcore music to America's favorite pastime. *Brand by Hand* showcases Jon's minimalist illustrations and unmistakable hand-lettering. It also shares how he took a passion for pen and ink and turned it into an expanding empire of clients, merchandise, and artwork.

How to be an Illustrator

Anyone wishing to create children's books will learn how to tell a story visually; build a storyboard to plot the flow of a book; prepare pages for a printer; and go about finding a publisher. Step-by-step sketches provide insights into drawing characters and developing settings. The works of such renowned

illustrators as Beatrix Potter, William Steig, and Maurice Sendak are used to demonstrate a visual approach to storytelling. 10 color and 600 b & w illustrations. Copyright © Libri GmbH. All rights reserved.

Creating a Brand Identity: A Guide for Designers

A complete guide to freelance graphic design—created specifically for design students Why wait until you graduate? Freelancing is a great way to jumpstart your career in graphic design. It lets you apply what you've been learning in school, close the gaps in your education with real-world experience, enhance your portfolio—and make a little money at the same time. A Graphic Design Student's Guide to Freelance: Practice Makes Perfect covers everything you need to know to begin successfully freelancing as a designer, including how to set up your business, deal with legal and financial issues, find clients, and work with them effectively. This full-color guide is divided into sections that correspond to your particular skill level as a student—beginner, intermediate, or advanced. These sections give you specific tasks and goals to help your freelance design work go smoothly as you progress from your very first professional job to gain experience with a range of projects and clients and prepare to move into a full-time graphic design career once you complete your studies. Complete with sample forms available online (invoices, a proof approval form, job jacket, and more) and 175 color images, including samples of paid work created by students, A Graphic Design Student's Guide to Freelance: Practice Makes Perfect will help you navigate the world of freelance design with confidence. Inside this book, you will learn to: Write a business plan Purchase key equipment Set rates and draw up contracts Find and manage clients Create and show concepts Market your company Expand your business Develop your portfolio And more

Draplin Design Co.

How do dealers price contemporary art in a world where objective criteria seem absent? Talking Prices is the first book to examine this question from a sociological perspective. On the basis of a wide range of qualitative and quantitative data, including interviews with art dealers in New York and Amsterdam, Olav Velthuis shows how contemporary art galleries juggle the contradictory logics of art and economics. In doing so, they rely on a highly ritualized business repertoire. For instance, a sharp distinction between a gallery's museumlike front space and its businesslike back space safeguards the separation of art from commerce. Velthuis shows that prices, far from being abstract numbers, convey rich meanings to trading partners that extend well beyond the works of art. A high price may indicate not only the quality of a work but also the identity of collectors who bought it before the artist's reputation was established. Such meanings are far from unequivocal. For some, a high price may be a symbol of status; for others, it is a symbol of fraud. Whereas sociological thought has long viewed prices as reducing qualities to quantities, this pathbreaking and engagingly written book reveals the rich world behind these numerical values. Art dealers distinguish different types of prices and attach moral significance to them. Thus the price mechanism constitutes a symbolic system akin to language.

Graphic Design

"For aspiring illustrators, students, or anyone who loves to draw, this workbook helps to build up drawing skills, confidence, and an attention-grabbing portfolio ... [Includes] 12 step-by-step assignments to illustrate commercially compelling products--like a greeting card, product packaging, a magazine editorial, and more"--Amazon.com

Brand by Hand

The definitive, must-have guide to pursuing an art career—the fully revised and updated edition of Art/Work, now in its fourteenth printing, shares the tools artists of all levels need to make it in this highly competitive field. Originally published in 2009, Art/Work was the first practical guide to address how artists can navigate the crucial business and legal aspects of a fine art career. But the rules have changed since then, due to the proliferation of social media, increasing sophistication of online platforms, and ever more affordable digital technology. Artists have never had to work so hard to distinguish themselves—including by making savvy decisions and forging their own paths. Now Heather Bhandari, with over fifteen years of experience as a director of the popular Chelsea gallery Mixed Greens, and Jonathan Melber, a former arts/entertainment lawyer and director of an art e-commerce startup, advise a new generation of artists on how to make it in the art world. In this revised and updated edition, Bhandari and Melber show artists how to tackle a host of new challenges. How do you diversify

income streams to sustain a healthy art practice? How can you find an alternative to the gallery system? How do you review a license agreement? What are digital marketing best practices? Also included are new quotes from over thirty arts professionals, updated commission legal templates, organizational tips, tax information, and advice for artists who don't make objects. An important resource for gallerists, dealers, art consultants, artist-oriented organizations, and artists alike, Art/Work is the resource that all creative entrepreneurs in the art world turn to for advice.

Writing with Pictures

A Revival and Celebration of the Golden Age of Typography Any type user and enthusiast will doubtless derive joy from the letters and ornaments in *Vintage Graphic Design*, gathered from the rare and forgotten sources that authors Steven Heller and Louise Fili have collected over the years. As type gourmets, Heller and Fili savor type in many forms—especially the aesthetically idiosyncratic and the printed artifacts of which historical or retro typefaces are samples. A period of rapid innovation and growth in printing and type technology, the late 1800s and early 1900s saw type foundries in Europe and America burst into wellsprings for bold compositions and arresting typefaces. However, this is not a history book; rather, it is a sampler of tasty typographic confections or so-called eye candy. The curated selection here reflects this era's printing material, including stock pictorial cuts, filigree borders, and cartouches galore. These aesthetic gems are the fruit of Heller's and Fili's labors after spending decades scouring the antiquarian book and flea markets of Paris, Berlin, Rome, Florence, Barcelona, eastern Europe, and elsewhere online and in auction catalogs to find examples of graphic design worth preserving and reviving. These beautiful—yet often absurd—rarities represent historic typeface catalogs and specimen sheets from an age when craftsmanship was at its zenith and attention to manufacture was rigorous. Paired best with the authors' 2011 book, *Vintage Type & Graphics*, this full color volume is not just about delectation for its own sake, but to prove beyond a drop-shadow of a doubt that just because a typeface or decorative device is "old" does not mean it is "old-fashioned."

A Graphic Design Student's Guide to Freelance

Amazingly, one-third of the American workforce is freelance—that's 42 million people who have to wrestle with not just doing the work, but finding the work, then getting paid for the work, plus health care, taxes, setting up an office, marketing, and so on. Now help is here, and consultants, independent contractors, the self-employed, "solopreneurs," and everyone else living a freelancer's life will never be alone again but instead can be part of a strong and vibrant community. Written by the authority on freelance working, Sara Horowitz, MacArthur "Genius" Fellow and founder of the national Freelancers Union and, most recently, the Freelancers Insurance Company, *The Freelancer's Bible* will help those new to freelancing learn the ropes, and will help those who've been freelancing for a while grow and expand. It's the one-stop, all-encompassing guide to every practical detail and challenge of being a nimble, flexible, and successful freelancer: the three essentials of getting clients and the three most important ways to keep them happy. Five fee-setting strategies. Thirteen tactics for making it through a prolonged dry spell. Setting up a home office vs. renting space. The one-hour contract. A dozen negotiating dos and don'ts. Building and maintaining your reputation. Dealing with deadbeats. Health Insurance 101. Record-keeping and taxes. Productivity, including a quiz: "What Is Your Ideal Day?" Building a community. Subcontracting and other strategies for taking your freelancing career to the next level. Retirement plans, plans for saving for education, and how to achieve financial freedom.

Talking Prices

Illustration Workshop