



The Designer's Guide To Marketing And Pricing: How To Win Clients And What To Charge Them

By Ilise Benun, Peleg Top

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Do what you love and make money!

The Designer's Guide to Marketing and Pricing will answer all the common questions asked by designers trying to stay afloat in their creative business - and also successful designers who want to put a little more thought into their operations. Whether you're a freelancer, an aspiring entrepreneur or a seasoned small-business owner, you'll learn everything you need to know about how to market and price your services.

This book shows you how to:

- learn which marketing tools are most effective and how to use them
- create a smart marketing plan that reflects your financial goals
- plan small actionable steps to take in reaching those financial goals
- determine who your ideal clients are and establish contact with them
- turn that initial contact into a profitable relationship for both of you
- talk to clients about money and the design process - without fear
- figure out a fair hourly rate and give an accurate estimate for a project

You'll learn the ins and outs of creating and running a creative services business - the things they never taught you in school. Plus, there are useful worksheets throughout the book, so you can apply the principles and formulas to your own circumstances and create a workable business plan right away.

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Editorial Review

About the Author

A marketing consultant to creatives since 1988, Ilise Benun partnered with designer Peleg Top in 2004 to create Marketing Mentor, a company dedicated to teaching self-employed creatives how to market their work. Benun's marketing articles have been featured

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