



How to start

Your graphic design
business





How to use this guide:

This guide is meant to accompany the recorded class and materials.

Use these workbooks and checklists to help define your skills and offerings.

let's get started!

Outlook on entrepreneurship

My top reasons for starting a business:

My personal strengths:

My personal weaknesses:

Defining my skills

My top technical skills:

My top creative skills:

New skills to learn:

Defining my skills

My USP:



My service offerings:



It's a match

Create your customer personas?



It's a match

Based on your personas, what services are your ideal customers looking for?

How will your customers find you?

What regular communications or practices do you need to put into place to be found?

Pricing my services

My hourly rate is

Each year I want to make:

The number of hours I need to bill, or projects I will take each month:

My top services and package prices are:

My top sources of income will be:

Branding & Marketing

My brand values:



Words and phrases I use to describe my business:

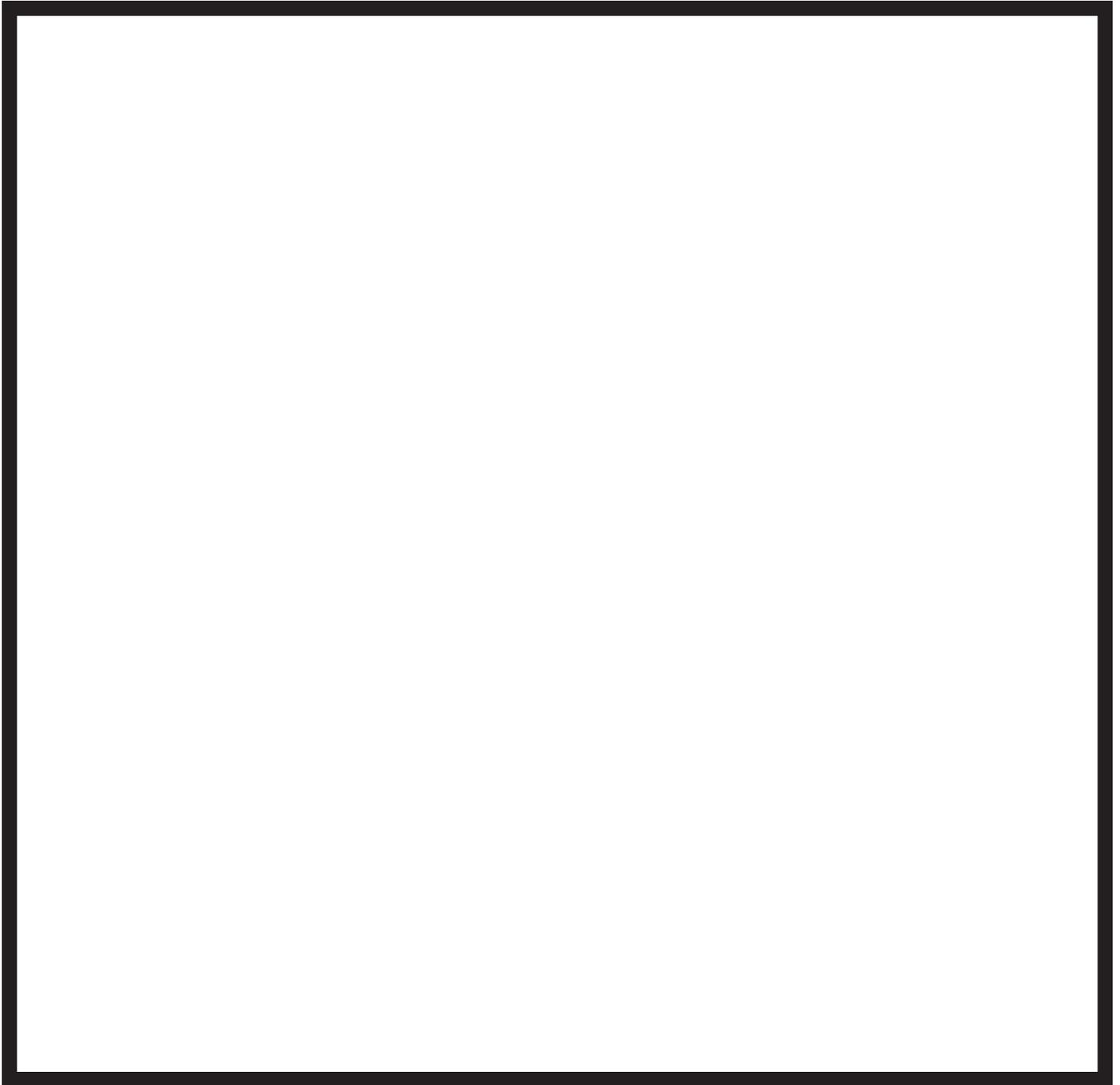


My visual brand:



Outlook on entrepreneurship

My vision for my business:

A large, empty rectangular box with a thick black border, occupying the lower two-thirds of the page. It is intended for the user to write their vision for their business.

PROJECT PLAN

Project Scope _____

Top Milestones _____

Phase 1

MILESTONE	ASSIGNED TO	DUE DATE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Phase 2

MILESTONE	ASSIGNED TO	DUE DATE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Phase 3

MILESTONE	ASSIGNED TO	DUE DATE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

CONTRACT CHECKLIST

- Agreement parties:** Who the contract is between.
- Scope:** Describe the scope of the work in detail.
- Deliverables:** What you will deliver to client and format.
Include policy on sending files including source (original) files,
- Compensation:** Cost you will charge and payment milestones or due dates.
- Cancellation policy:** Who can cancel the project and what happens if a project is canceled. Process for canceling project. Describe refund policy.
- Rights:** Who owns rights to the work (including drafts) and when is ownership turned over to the client.
- Portfolio Use:** Add a clause if you plan to retain rights to use work in your portfolio or other uses.
- Due dates, schedules and dependencies.** Your ability to deliver work may be based on client approval timeline or other factors, so be sure to factor that in.
- Client responsibilities:** What the client has to deliver to you and when.
- Client review process: How long client has to review work:** How long client has to review and approve designs.
- Non-responsiveness clause:** How long does client have to respond to communications or questions. What happens if client does not respond.
- File retrieval:** Add if you charge a fee to retrieve and send files to a client after a project is completed. (For ex., if a client needs files 6 months later.)
- Confidentiality clause.** The client might share industry knowledge or trade secrets with the designer who has to promise not to share any of this proprietary information for personal benefit
- Signature**