

I. INTRODUCTION

- a. Jennifer Fairman, CMI
- b. Fairman Studios - how it came to be

II. THINKING ABOUT SETTING UP SHOP

- a. Working for yourself – covering your worth and overhead
- b. What about you and your business is special?
- c. Who are your clients/prospects?
- d. Who will you be competing with?

III. STARTING THE BUSINESS

- a. Incorporating
 - i. Sole Proprietorship, LLC, LLP, S-Corp
 - ii. SS-4, 8832 forms
 - iii. W2, W9, 1099
- b. Keeping it Separate!
 - i. Business items
 - ii. Personal items
- c. Start-up Expenses
 - i. Gathering your current assets
 - ii. Getting what you need
- d. Building a budget – planning your year (quarter/month)
- e. Work at home or in an office?
- f. Finding the right people
 - i. Accountants
 - ii. Bank (business vs. personal)
 - iii. Business Credit Cards
 - iv. Lawyers?
 - v. Certifications
- g. Website
- h. Trademarks, etc.

IV. DAY-TO-DAY OPERATIONS

- a. Marketing – Finding Customers
 - i. Networking and Referrals
 - ii. Organizations / Associations
 - iii. Directories and Source Books
 - iv. Artist Reps
 - v. Personal Websites/
Website Communities
 - vi. Direct marketing
 - vii. Cold calling
 - viii. Advertising
 - ix. Trade Shows
- b. Sales – Dealing with Clients
 - i. Finding your price
 - ii. Estimates and proposals
 - iii. Working with contracts copyrights
 - iv. Turning customers into referrals

c. Finance – For you and the Govt

- i. Insurance
- ii. Quarterly payments
- iii. Planning for Retirement:
 - 1. SEP
 - 2. Keogh
 - 3. 401k
 - 4. IRA

- iv. Health Insurance
- v. Workman's Comp

d. Info Systems – Tools and Technology

- i. FileMaker Pro –
Databases, Inventory etc.
 - 1. Client Databases
 - 2. Archiving Your Assets
- ii. QuickBooks Pro - Accounting

e. Managing your Time –

You're the company, "You get the business, don't let the business get you"

- i. Sales, Production, Customers, Marketing, and Focus
- ii. Picking the low hanging fruit
- iii. Outsourcing (1099s)
- iv. Patience –

"Don't sweat the small stuff"
Problems never go away,
they just change.

- v. Time saving tools (see IV.d.)
- vi. Focus and responsibility to you
and your clients

f. Getting Help

- i. Subcontracting (1099 forms)
- ii. Working with others in your field
keeping in touch with
colleagues, classmates, faculty etc.
- iii. Outsourcing what doesn't make
sense for you to do

V. ANYTHING ELSE ON YOUR MIND?

Q & A

VI. TIME SAVING DEMOS

- a. QuickBooks Pro
- b. FileMaker Pro
 - i. Client Tracking Systems
 - ii. Illustration Archives

WEBSITES:

Small Business Administration

<http://www.sba.gov/>

(go visit their library in downtown Boston)

SCORE (Service Corps Of Retired Executives)

<http://www.scoreboston.org/>

(for specific business inquiries, make an appointment)

INC Magazine

<http://www.inc.com/>

(good articles)

Entrepreneurial Connection

<http://www.entrepreneurialconnection.com/>

(good articles)

Massachusetts Government

<http://www.mass.gov>

(running a business in MA)

Entrepreneur Magazine

<http://www.entrepreneur.com/>

(great articles!)

Microsoft bCentral

<http://www.bcentral.com/articles/anthony/>

(Great advice from Joseph Anthony)

MSN Money

<http://moneycentral.msn.com/home.asp>

ABC's of Small Business

<http://www.abcsmallbiz.com/>

(great reference website)

Inc. Magazine

<http://www.inc.com/magazine/>

(where to start and grow your business)

Guild Forums

<http://www.gag.org/>

(get advice from peers - lowest button on left)

Copyright Office

<http://www.loc.gov/copyright/>

(protect your work)

US Copyright Law Information

<http://www4.law.cornell.edu/uscode/17/ch5.html>

(protect your work)

JobLine News

<http://www.gag.org/jobline/index.html>

(get job leads)

The Company Corporation

<http://www.corporate.com>

(incorporate!)

The Commonwealth of Massachusetts

Corporations Division

<http://www.state.ma.us/sec/cor/coridx.htm>

(incorporate in MA)

Compliance Watch

<http://www.compliancewatch.com>

(keep your business in check)

IRS Website (Forms)

<http://www.irs.gov/formspubs/index.html>

(download forms for taxes, incorporating and more!)

BOOKS:

Pricing & Ethical Guidelines (PEGs)

<http://www.gag.org/pegs>

(an industry standard - FREE with GAG membership)

The Business Side of Creativity: The Complete Guide for Running a Graphic Design or Communications Business

by Cameron S. Foote, Mark Bellerose (Illustrator)

Business and Legal Forms for Illustrators

by Tad Crawford

When Smart People Fail :

Rebuilding Yourself for Success

by Carole Hyatt, et al

The Education of an Illustrator

by Steven Heller (Editor), Marshall Arisman (Editor)

MAGAZINES:

HOW (Business, Creativity and Technology Magazine for Graphic Designers)

GAG members can subscribe for \$33, this gives members 33% off the regular subscription rate of \$49. Write to Lynn Kruezkamp, F&W Publications, 1507

Dana Ave., Cincinnati, OH 45207, or fax her at 513.531.1025.

Print (Graphic Design Magazine)

GAG members can subscribe for \$45, a 21% discount off the regular subscription rate of \$57. Call Print at 800.222.2654, or fax to 301.984.3203.

SOFTWARE:

QuickBooks Pro (Intuit)

<http://quickbooks.intuit.com/qbcom/jhtml/products.jhtml>

(Small Business accounting software)

Quicken/TurboTax (Intuit)

http://www.intuit.com/products_services/personal_finance/

Microsoft Money (Microsoft - for Windows users)

<http://www.microsoft.com/money/default.asp>

(Personal accounting software)

FileMaker Pro (FileMaker, Inc.)

<http://www.filemaker.com/>

(Databases and archives for clients and your work)

eFax (j2 Global Communications)

<http://go.efax.com/s/r/eFaxHomepage>

(electronic/email powered faxing)