

BOSTON CHAPTER GRAPHIC ARTISTS GUILD

Setting Up Shop (for Artists)

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I. INTROS (BIOS AND BACKGROUNDS)

- a. Jennifer Fairman, CMI
- b. Ronald Schmelzer, Entrepreneur
- c. 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 BIZ

- a. Incorporating
 - i. Sole Proprietorship, LLC, LLP, S-Corp
 - ii. SS-4, 8832 forms
 - iii. W2, W9, 1099
- b. Building a budget – planning your year (quarter/month)
- c. Work at home or in an office?
- d. Finding the right people
 - i. Accountants
 - ii. Bank (business vs. personal)
 - iii. Business Credit Cards
 - iv. Lawyers?
 - v. Certifications
- e. Website
- f. Trademarks, etc.

IV. DAY-TO-DAY OPERATIONS

- a. Sales – Dealing with Clients
 - i. Finding your price
 - ii. Estimates and proposals
 - iii. Working with contracts copyrights
 - iv. Turning customers into referrals
- b. 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

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

QUICK DEMOS:

- 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

RECOMMENDED RESOURCES:

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/>

(if you have 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)

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 Guild 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)

Guild 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)

Guild 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)

ABOUT THE SPEAKERS:



JENNIFER FAIRMAN received her Master of Arts in Medical and Biological Illustration from the Johns Hopkins University School of Medicine, Baltimore, Maryland. Jennifer's background includes experience in medical and scientific illustration for

publication and patient education, 2D animation, web publishing and interactive design.

She pursued undergraduate studies at the University of Maryland, College Park where she also worked as an illustrator and graphic designer for the Department of Communication Services. In May of 1995 she received a Bachelor of Arts in studio art with a minor in German and a Bachelor of Science in Biological Sciences.

Jennifer worked as a scientific illustrator for the Smithsonian Institution in Washington, DC. She was based at the USDA Systematic Entomology Laboratory located within the National Museum of Natural History. She also interned for Hurd Studios in Brooklyn, New York the summer of 1998, where she story-boarded and illustrated for patient education medical videos for public television.

From there, Jennifer moved to Boston to work as a staff medical illustrator for the Lahey Clinic, a suburban hospital and community group practice. Shortly thereafter, she founded FAIRMAN STUDIOS.

Jennifer is a professional member of the Association of Medical Illustrators (AMI), the Guild of Natural Science Illustrators (GNSI), the Graphic Artists Guild (GAG), the Massachusetts Business Association and is currently a board member of the Vesalius Trust.

She has received numerous grants and awards for her work including Certificates of Merit from the AMI, a Smithsonian Women's Committee Grant, a James Smithson Society Fellowship, and a Vesalius Trust Research Grant. She is also the 1999 recipient of the Inez Demonet Award.



Founder and senior analyst of ZAPTHINK, RON SCHMELZER is a well-known expert in the field of XML and XML-based standards and initiatives. Ron has been featured and written for periodicals, and has spoken at numerous industry conferences including XML

One, Comdex, and Internet World on the topic of XML.

Prior to ZapThink, Ron Schmelzer was a founder and "ePostle of Partners" for ChannelWave, where he was responsible for identifying the needs of channel partners and making sure all partners receive the full benefit of partner relationship management systems. Prior to co-founding ChannelWave, Ron worked on advanced Internet applications for U.S. Robotics and was a founding partner of Dynamic Data Services, a data-networking company.

Ron, was named "Geek of the Week" in Internet Magazine and was listed among Boston Magazine's Internet Top 40. Ron was lead author of XML and Web Services Unleashed (SAMS, March 2002) and received a B.S. degree in Computer Science and Engineering from the Massachusetts Institute of Technology (MIT).