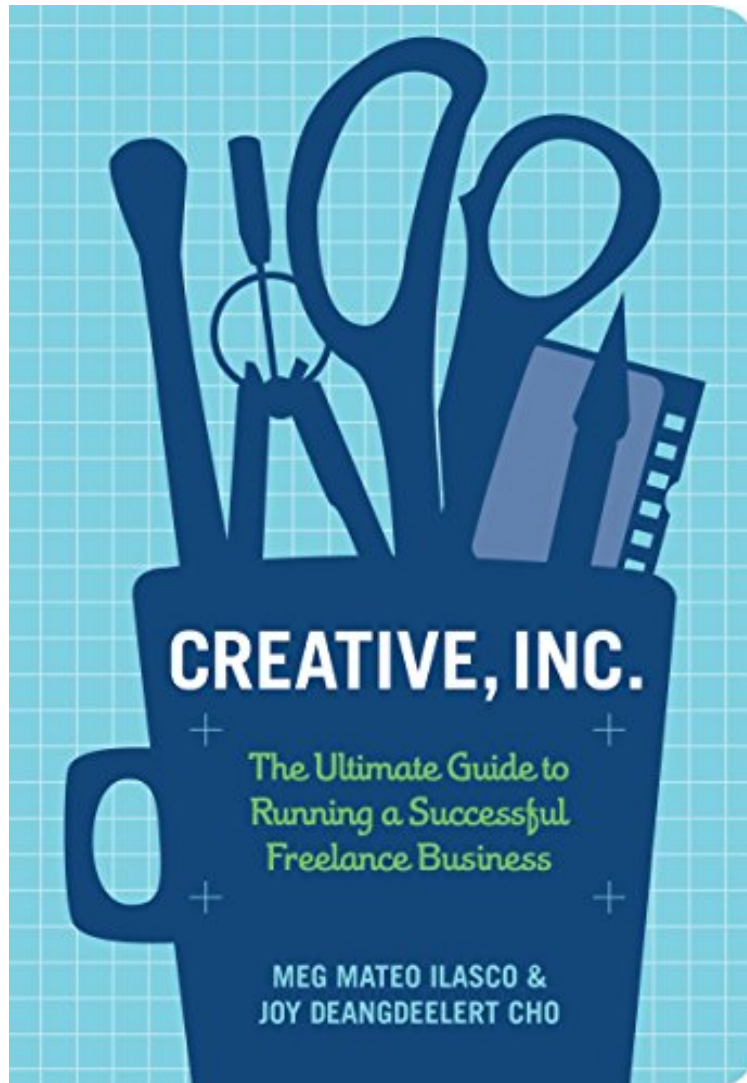


## Creative, Inc.: The Ultimate Guide to Running a Successful Freelance Business

*Joy Deangdeelert Cho, Meg Mateo Ilasco*  
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**Joy Deangdeelert Cho, Meg Mateo Ilasco : Creative, Inc.: The Ultimate Guide to Running a Successful Freelance Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Creative, Inc.: The Ultimate Guide to Running a Successful Freelance Business:

8 of 8 people found the following review helpful. Lots of filler.By Patrick PhillipsThere is some good stuff in here, but much of the book is filled with interviews of successful freelancers. Pretty much half of the book is interviews. If you are looking for a more in depth guide. Keep shopping.2 of 2 people found the following review helpful. Clear and concise, but full of informationBy CornelljordoFreelancing, whether you are a photographer or illustrator can be an

extremely daunting task. How do you find clients? How much should you charge them? How do you balance your schedule so you aren't always working? All this and more are covered in *Creative, Inc. The Ultimate Guide to Running a Successful Freelance Business*. Meg Mateo Iasco and Joy Deangdeelert Cho, have written a clear concise guide full of practical information, interspersed with anecdotes of those who have turned their artistic talent into a thriving freelance career. The book begins with the basics of how to decide if freelancing is a good fit, and then goes into detail building your business from the ground up. Iasco and Cho are great authorities on this subject because they themselves have turned their own talents into extremely flourishing careers. Iasco runs a studio by her own name which produces stationery and home products. She has written a few other books and serves as the creative director of *Anthology*, a new home and lifestyle magazine. Cho not only runs her own successful stationery business, and writes two blogs [...]), but also has a consulting business for new small business owners and freelancers. *Creative Inc* book fills the void of information for artists wanting to turn their vision to a full time business. The book is written in a casual and straightforward manner, making it a must read for anyone trying to make the jump to freelance or starting a small business. 0 of 0 people found the following review helpful. What a gem! By Arlene B. I can't stop myself from flipping to the next page! Extremely, valuable information and resources! If you're looking to learn the skills/process of being a [insert creative position/field here] then this book isn't helpful. However, you should still consider including it in your cart regardless. It's either going to inspire you and make you want to start your creative business right away, or it's gonna make you say "Nope, that ain't for me" (but honestly, there's even tips for how to deal with the different areas of it that you don't want to deal with). REALLY an extremely useful guide. Thank you for this gem!

As the hipster classic *Craft, Inc.* did for crafters, this book will teach all types of creatives illustrators, photographers, graphic designers, animators, and more how to build a successful business doing what they love. Freelancing pros Meg Mateo Iasco and Joy Deangdeelert Cho explain everything from creating a standout portfolio to navigating the legal issues of starting a business. Accessible, spunky, and packed with practical advice, *Creative, Inc.* is an essential for anyone ready to strike out on their own.