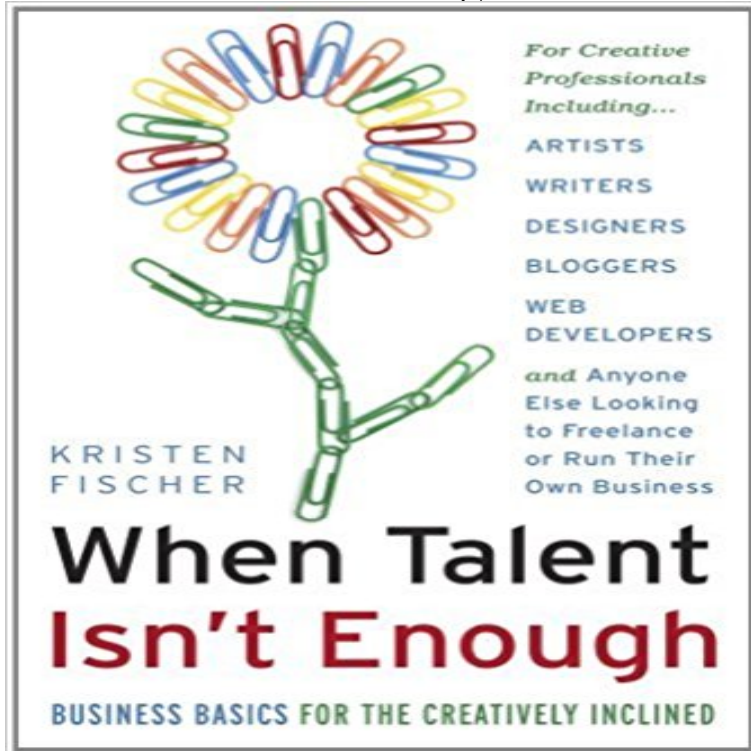


When Talent Isn't Enough: Business Basics for the Creatively Inclined



In *When Talent Isn't Enough* copywriter and journalist Kristen Fischer offers powerful strategies and practical stories from some of today's most prominent creative professionals on how to run a thriving freelance business. Whether you freelance on the side or work full-time as a self-employed professional, this information-packed business book offers a non-technical, easy to read way to learn all of the basic information you need to know. It covers all aspects of launching and managing a successful business for any creative entrepreneur or solo practitioner. *When Talent Isn't Enough* offers savvy and easy-to-apply business advice for writers, designers and artists who want to: Run a profitable, fulfilling business; Cultivate lasting client partnerships; Market themselves alongside seasoned pros, in-house talent and established agencies; Understand the legalities of doing business; Spearhead hassle-free accounting and bookkeeping practices; Overcome challenging situations with clients; Embrace self-promotion as a solo professional.

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