



## Start & Run a Desktop Publishing Business (Start & Run Business Series)

*Barbara A. Fanson*

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# **Start & Run a Desktop Publishing Business (Start & Run Business Series)**

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## **Start & Run a Desktop Publishing Business (Start & Run Business Series)** Barbara A. Fanson

Today's technology allows anyone with a computer and some software to call herself or himself a desktop publisher. But can these people also say that they can meet promised deadlines, satisfy the client, run a business, and make money doing so? With the expert advice included in this thorough guide, anyone with an eye for design and an entrepreneurial edge can learn how to succeed in this competitive, thriving business. Manage your business profitably Develop a niche market Find opportunities on the Internet Whether you would like to strike out on your own or have been operating a business for years, this book is full of helpful advice on how to run an efficient and profitable desktop publishing business — from registering a business name, to producing artwork, to invoicing and collecting your fees. This new edition includes updates on new technological changes in the industry. The book also includes samples, worksheets, and checklists to help the entrepreneur get started. It includes: Starting a business: the basics Pricing your work Equipping your office Marketing your business Managing a studio Working efficiently Dealing with suppliers Using the Internet to expand your services Obtaining the right technology



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