



Graphic Designer's Guide to Pricing, Estimating & Budgeting Revised Edition

Theo Stephan Williams

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Whether you're a start-up business or an experienced owner, this invaluable guide provides a one-stop source of indispensable, innovative methods for achieving productivity and profitability in every area of a graphic design business.

This brand-new and completely updated edition offers practical guidelines for setting rates, dealing with clients' budgets, preparing an estimate, and establishing profitability. Readers will also discover step-by-step strategies for pricing on the Internet, negotiating effective pricing with clients, and developing options to traditional pricing. Plus, the easy-to-read sidebars throughout this valuable guide offer dozens of creative, resourceful success tips for running a top-notch business.

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