BO1281-R The Entrepreneur in You: A Designers Roundtable

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Class summary

This roundtable discussion focuses on topics around freelancing and running your own small business. Discover from the experience of others that there's more than just being good at what you do. This discussion covers the business of being an independent business owner. We address topics relating to what type of business you should form, marketing and advertising, financing, and paying yourself. Many freelance designers are very skilled engineers and artists. This session takes an approach that keeps that in mind. Learn about community resources and online tools that make managing your business easier so you can focus on your clients.

Key learning objectives

At the end of this class, you will be able to:

- Identify what it takes to start and run your own freelance business.
- Explain the different types of business entities and which one could be best for your business.
- Find local, state, and federal business resources to help you establish and grow as a freelancer.
- Discover online tools that can make operating your business simpler.

About the Speaker

- Trainer / Instructor
  - Teaching 3ds since 3D Studio DOS Release 3.
  - Autodesk Certified Instructor since 1998.
  - Trainer – The 3D Professor (3ds Max / Maya / AutoCAD)
- Author
  - Autodesk Fundamentals Courseware
  - CAD Learning online 3ds Max / Maya courseware
  - Co-developer of Autodesk's 3ds Max Fundamentals Standards
  - Co-developer of Autodesk Certified Instructor Program
  - www.the3dprofessor.com

Simple Ground Rules

Please think about these ground rules…

- Keep comments short (think Twitter)
- Give everyone a chance to speak
- Share your solutions (no complaints)
- Talk about what works for you
- No sales pitches please

The Entrepreneur in You!

Quick Poll

- Who is an independent business owner?
- What type of business do you own? Should you own?
  - Sole Proprietorship
  - Partnership
  - Limited Liability Corporation
  - Limited Liability Partnership
  - S Corporation
  - C Corporation
  - Not for Profit

The Entrepreneur in You

- Choosing one business type over another
  - Sole Proprietorship
  - Partnership
  - Limited Liability Corporation
  - Limited Liability Partnership
  - S Corporation
  - C Corporation
  - Not for Profit

The Entrepreneur in You

- What is one hurdle you had to overcome?

The Entrepreneur in You

- How do you market your product or service?

The Entrepreneur in You

- How do you pay yourself?
- How do you pay your taxes?
- Accounting?
  - DIY or Professional

Resources… (Federal)

- How do you make use of:
  - Small Business Administration (http://www.sba.gov/)
  - Business USA (http://business.usa.gov/)
  - SCORE (http://www.score.org/)
  - Others? Let us know what you have found…

Resources… (State/Local)

- How do you make use of:
  - Small Business Development Centers
  - Business Incubators
    - Example: BASE (Business Acceleration Site at Enka) http://www.abtech.edu/base

Tools…

- Project Management:
  - What is your project management tool of choice?
  - What online tools do you use, if any?
    - Benefits?
    - Draw Backs?
  - Zoho (https://www.zoho.com)
  - ASANA (https://asana.com/)
  - Basecamp (https://basecamp.com/)
  - Trello (https://trello.com/)

Tools…

- Social Media Management:
  - What is your social media management tool of choice?
  - What online tools do you use, if any?
    - Benefits?
    - Draw Backs?
  - Hoot Suite (https://hootsuite.com)

Tools…

- Website tools:
  - What online tools do you use, if any?
    - Benefits?
    - Draw Backs?
  - Google Analytics (http://www.google.com/analytics)
  - Webmaster tools (https://www.google.com/webmasters/tools)
  - AdWords (http://www.google.com/adwords)

Thank You

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