



## The Entrepreneur in You: A Designers Roundtable

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**BO1281-R** 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.

### 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

*Steven attended R.I.T.'s film/animation in 1989 & A-B Tech's Entrepreneurship in 2011. Opened Spectralight Images in 1989 to deliver 3D training and animation. Moved to Orlando, FL in 1990. As VP of Computer Animators Plus (1995) began teaching 3D at Seminole State College. With a love of art, opened Gallery 611 in 1997, and formed the Orlando Visual Artists League in 2000, president until 2004. In 1998 he became an Autodesk® training specialist, and has contributed to Autodesk's certified training material for 9 releases of 3ds Max®. He was a co-developer of Autodesk's ACI Program, and Autodesk's 3ds Max® fundamental standards. Now he develops 3ds Max / Maya training courseware for CAD Learning's online training. Spectra3D Technologies provides 3ds Max, Maya & AutoCAD training. Steven teaches classes for end users, companies, Autodesk University, & others. Past trainees: Disney, Guess, US Army, and more. In 2014 Spectra3D Technologies expanded into 3D printer sales and support offering an array of 3D printers, design services and 3D printing training.*

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# Running your own business: Are you ready?

## The Entrepreneur in You

- 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?
  
- Choosing one business type over another
  - Sole Proprietorship
  - Partnership
  - Limited Liability Corporation
  - Limited Liability Partnership
  - S Corporation
  - C Corporation
  - Not for Profit
  
- What is one hurdle you had to overcome?
  
- How do you market your product or service?
  
- 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/>)

### 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>)

### 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>)
- AdSense (<http://www.google.com/adsense>)