



Graphic Designer s Guide to Creative Marketing: Finding and Keeping Your Best Clients (Paperback)

By Linda Cooper Bowen

John Wiley and Sons Ltd, United States, 1999. Paperback. Book Condition: New. 234 x 190 mm. Language: English . Brand New Book. You know you ve got the talent, now let them know it- your complete guide to finding, winning, and keeping good clients Written by a graphic designer and successful marketing consultant, this book is the most complete guide available to marketing your services, with clear, practical, step-by-step instructions on every aspect of graphic design marketing, including: Developing and implementing a marketing plan Researching prospective clients Creating effective marketing materials Cold calling and follow-ups Effective communication Dressing for success Resumes, cover letters, and portfolios Proposals, bids, and contracts Keeping good clients-account management Also included are sample business forms, contracts, proposals, letters, and checklists, along with stunning full-color examples of successful self-promotion campaigns for every budget. Throughout the book, there are fascinating and instructive interviews with clients as well as graphic designers from across the country who share what they ve learned about marketing and managing graphic design services.



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