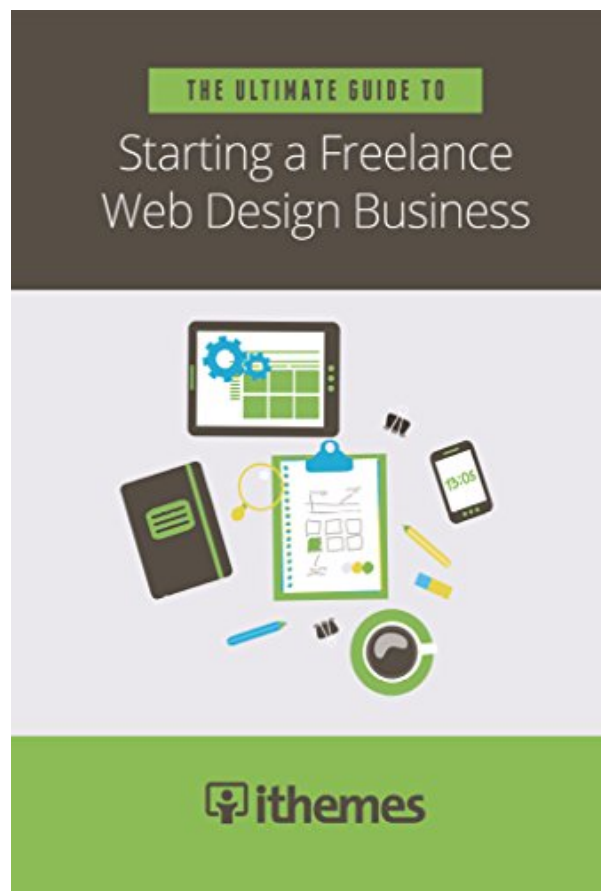
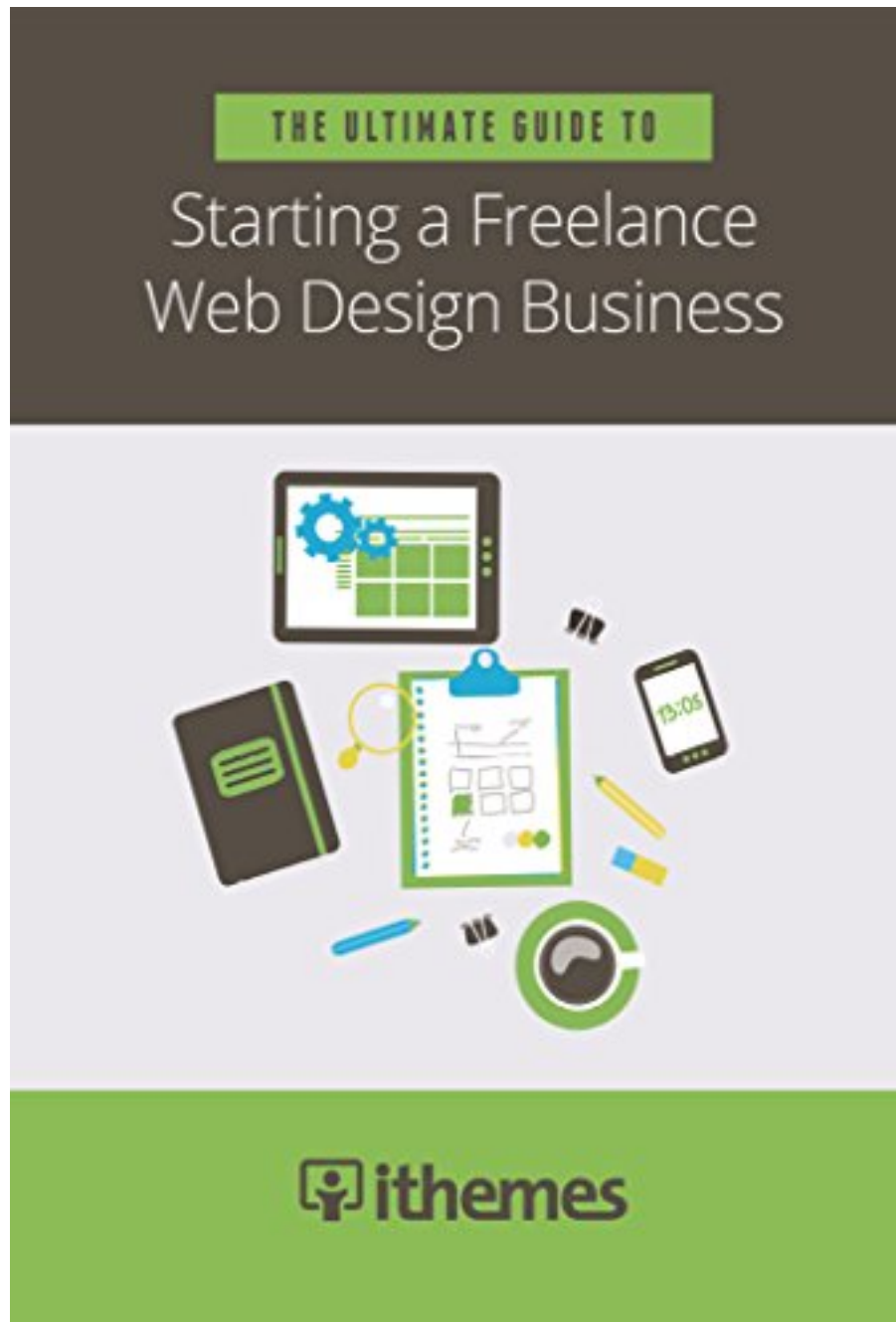


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About the Author

Since 2008, iThemes has been creating WordPress tools and resources to help you build and grow your freelance web design business with WordPress. With a full lineup of WordPress themes, plugins, training and WordPress maintenance services, iThemes is your one-stop shop for professional WordPress tools.

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Ready to go freelancing? What do you need to know? Where should you begin?

Whether you build websites as a hobby or already have a few clients, this book is the ultimate resource for starting a freelance web design business. We've combined the wisdom of successful freelance web designers into one go-to reference book.

Learn to:

- Develop a philosophical foundation for your work
- Define goals & objectives for your business
- Handle your finances—from startup costs to budgets
- Have confidence in your quotes and pricing
- Market and sell the value of your work
- Find (and keep) quality clients
- Develop additional streams of recurring monthly revenue
- Improve your technical skills
- Stay productive and focused in your home office
- Achieve better work/life balance

"I wish this book existed in 2007. I would have felt less nervous and been less anxious. I would have been better prepared for the ups and downs. It would have been my desktop reference as I waded through what it really meant to be a solid freelance web designer."

—Cory Miller, iThemes Founder & CEO

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Most helpful customer reviews

2 of 2 people found the following review helpful.

Fantastic Job!! Finally, a blueprint for building your own business...

By Beach-Man

This is a fantastic book, written with relevant examples, and testimonies by other freelancers who have

already accomplished varying degrees of success in the freelance WordPress Web Designer world. I have a pretty extensive business background thru formal education and through 15+ years of IT/management consulting for various sized companies. Coming from my background, there was nothing earth shattering revealed in the book, but I found the precise relevance of the examples to be an eye opener. I'm not ashamed to say that I took copious notes and plan to implement many of the concepts and techniques in my own business.

If I were to list one thing that I think might limit the wider acceptance of the book, I think it would be that much of the tone seemed to be written from a WordPress "Developer" (someone who writes code, and fully customizes WP, including developing plugins and themes) perspective. I bring this up only in an effort to come up with something that "could" have been done differently. In fact, there are a lot of us out here who are not plugin developers, but who are building web development or website support businesses and who do not, and may never learn to write code at that level.

That being said, I found the writing style to be exceptional, and the book hard to put down. The staff at iThemes (I am also a customer of their utilities and tools which I use to manage the WP websites I develop and manage) did an great job in taking the majority of the jargon out of the text so that the book reads like, well..., a primer on how to run a solid web development business, rather than a sales pitch for their products. I admire and respect that... Well done.

2 of 2 people found the following review helpful.

Not What I Was Looking For

By M. Dickson

I was looking for a guide to tell me how to price my work, etc.

This book is more of a pep talk on how to have the courage to take the leap into working for yourself.

Not bad - just wasn't what I was looking for.

1 of 1 people found the following review helpful.

The one book you need for this topic...

By D. Carnahan

Interesting, good information, great writing, not textbook-y, easy to read and understand and put into practice.

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