



How to Open & Operate a Financially Successful Web Site Design Business

Charlotte Evans, Bruce Brown

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The Pricing & Ethical Guidelines Handbook published by the Graphic Arts Guild reports that the average cost of designing a Web site for a small corporation can range from \$7,750 to \$15,000. It is incredibly easy to see the enormous profit potential.

Web design businesses can be run part- or full-time and can easily be started in your own home. As such, they are one of the fastest growing segments of the Internet economy.

Here is the manual you need to cash in on this highly profitable segment of the industry. This book is a comprehensive and detailed study of the business side of Web site design. It should be studied by anyone investigating the opportunities of opening a Web design business and will arm you with everything you need, including sample business forms, contracts, worksheets and checklists for planning, opening, and running day-to-day operations, plans and layouts, and dozens of other valuable, time-saving tools that no entrepreneur should be without.

While providing detailed instructions and examples, the author leads you through finding a location that will bring success, drawing up a winning business plan (the Companion CD-ROM has the actual business plan that can be used in MS Word), buying (and selling) a Web design store, pricing formulas, sales planning, tracking competitors, bookkeeping, media planning, pricing, copy writing, hiring and firing employees, motivating workers, managing and training employees, accounting procedures, successful budgeting, and profit planning development.

By reading this book, you will become knowledgeable about basic cost control systems, retail math and pricing issues, Web site plans and diagrams, software and equipment layout and planning, legal concerns, sales and marketing techniques, IRS reporting requirements, customer service, direct sales, monthly profit and loss statements, tax preparation, public relations, general management skills, low and no cost ways to satisfy customers and build sales, and low cost internal marketing ideas, as well as thousands of great tips and useful guidelines. The manual delivers hundreds of innovative ways to streamline your business.

Learn new ways to make your operation run smoother and increase performance. Business owners will appreciate this valuable resource and reference it in their daily activities as a source for ready-to-use forms, Web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied. The Companion CD-ROM contains all the forms in the book, as well as a sample business plan you can adapt for your own use.

The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com

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