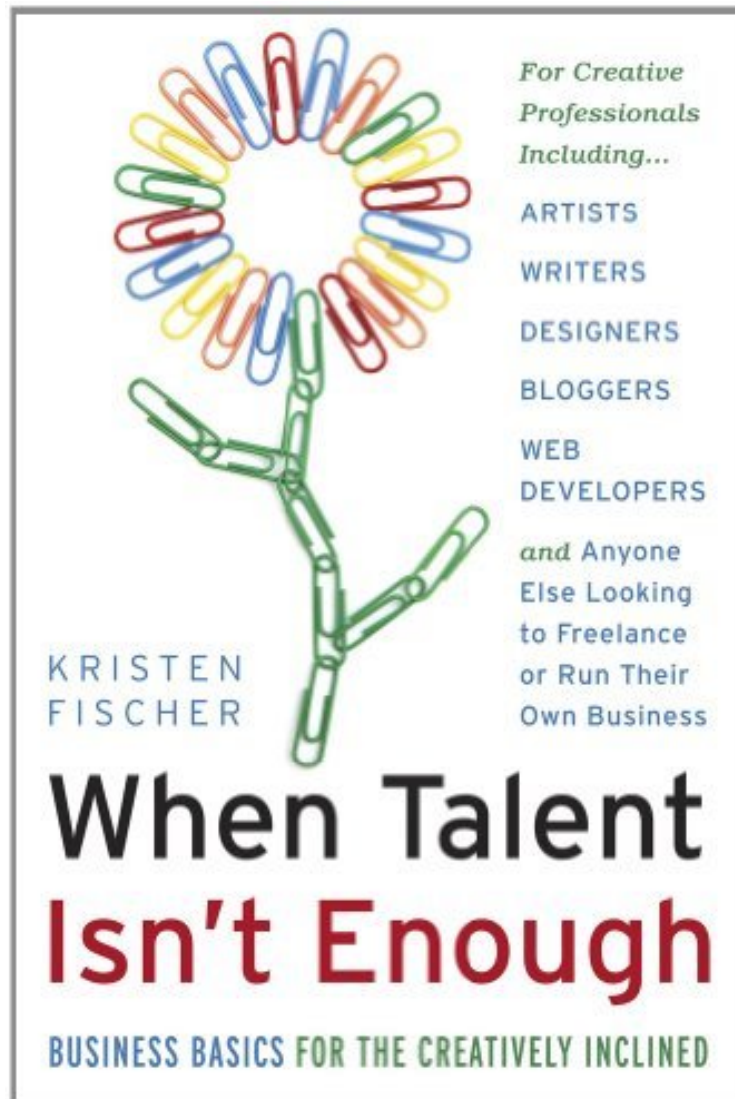


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When Talent Isn't Enough: Business Basics for the Creatively Inclined

Kristen Fischer

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Kristen Fischer : When Talent Isn't Enough: Business Basics for the Creatively Inclined before purchasing it in order to gauge whether or not it would be worth my time, and all praised When Talent Isn't Enough: Business Basics for the Creatively Inclined:

5 of 5 people found the following review helpful. A Thorough Resource for any Creative Looking to Start a BusinessBy Angela"When Talent Isn't Enough" is a well-written, informative and thorough resource for any creative looking to start their own freelance practice. I bought this book because Kristen was kind enough to interview me and include a few quotations from our conversation. I was completely blown away by how well she managed to cover just

about every point of running/owning a freelance-based operation in only 214 pages. The book is packed with useful information and I only wish it had been in existence when I started my own business years ago. Kristen openly shares her own experiences as a successful freelance writer while including stories and quotes from other freelancers. Throughout the text she peppers in call-outs for business successes, must-read resources, newbie mistakes and short QAs. All of these elements are well organized and come together to form a piece that is highly informative, engaging and authentic. 8 of 9 people found the following review helpful. A great choice for those taking the plunge.

By CK Wendel

Recent changes in our regional economy have fueled the growth of people working on their own either out of necessity, out of fear of losing one's job, or early retirees who are well positioned (both financially and with experience) to start their own small company. The internet age allows those with creative skills to work with potential customers anywhere in the world and more on their own terms. Think of a graphic designer who wants to be home with their kids and now has time to work virtually from a computer, supplying professional contract work to a company located elsewhere. This phenomenon is more prominent in northern Michigan where the flexibility of the virtual workplace allows people to live where they want to and not tied to commuting daily to a larger urban center, thus breathing new life into our villages and smaller schools districts.

In the recently released book *When Talent Isn't Enough*, author Kristen Fischer explains why this enviable world of freelancing may not be for everyone. According to Fischer, and with apologies to the fellow writer Marsha Sinetar, the popular adage of "Do what you love and the money will follow" is essentially a myth. Crucial for a creative business to excel are basic business skills and a well-designed system to make it all happen. Effectively laying out both of these concepts is the heart and strength of *When Talent Isn't Enough*. According to Fischer, running a business requires skills that nothing to do with that creativity that attracted the freelancer to working on their own in the first place. Marketing, creating new opportunities (sales), bookkeeping, filing taxes, and writing contracts are also imperative to long-term success. Therefore, creativity is not enough.

Also at the opposite end of this independent entrepreneur mindset is the fact that for freelancers, customers still have to come first. Combine a creative personality that cannot deal well with criticism of their work with demanding clients and the results can be disastrous. What the creative entrepreneur thought they were escaping by not having a boss is replaced by a set of new bosses called customers. Fischer recommends clearly clarifying project expectations so the freelancer and the client know what to anticipate. A simple contract is another business piece that goes a long way towards protecting both parties from misunderstandings and losses. A number of customer service strategies that Fischer explains produce a collaborative and professional relationship for both sides. Setting up the business correctly in the beginning summarizes another section of the *When Talent Isn't Enough*. All the needed components of organizing the business the right way are well covered. Knowing what you as an entrepreneur can do well compared to what expertise has to be contracted out to others is vital. Fischer also recommends writing a scaled down version of a business plan (or a "business blueprint"). It's not easy to present a thorough list of best business practices without boring an audience to death, but *When Talent Isn't Enough* brings it together nicely. Finances, pricing, markups, legal structures aren't always exciting topics to discuss but somehow Fischer pulls off the trick of making dry topics relevant and interesting.

When Talent Isn't Enough with its easy to read (but not simplified) style and relatively short 223 pages is solid primer for the aspiring small scale entrepreneur. Though geared to the creative "solo pro", author Kristin Fischer digs deep to answer every question and concern that those starting out may have. Fischer is herself a successful freelance writer, yet she knows enough to add quotes and short summaries from a variety of other artist, designers, and writers who have stumbled along the way but were ultimately successful on their own. Learning from their mistakes (and Fischer's) makes *When Talent Isn't Enough* a great choice for those taking the plunge.

1 of 1 people found the following review helpful. Lots of great information.

By Miss Bert

If you are a freelance artist and need to understand how to promote your business, muddle through the mystery of paperwork, taxes and how much to charge clients, this is an excellent book. It's filled with great resources and websites and practical advice to make sure you don't forget anything really important when running your own business.

In *When Talent Isn't Enough* copywriter and journalist Kristen Fischer offers powerful strategies and practical stories from some of today's most prominent creative professionals on how to run a thriving freelance business. Whether you freelance on the side or work full-time as a self-employed professional, this information-packed business book offers a non-technical, easy to read way to learn all of the basic information you need to know. It covers all aspects of launching and managing a successful business for any creative entrepreneur or solo practitioner.

When Talent Isn't Enough offers savvy and easy-to-apply business advice for writers, designers and artists who want to:

- Run a profitable, fulfilling business
- Cultivate lasting client partnerships
- Market themselves alongside seasoned pros, in-house talent and established agencies
- Understand the legalities of doing business
- Spearhead hassle-free accounting and bookkeeping practices
- Overcome challenging situations with clients
- Embrace self-promotion as a solo professional

"If you're creative and want to build a business around your talents, then you have to read Kristen's new book. It provides a clear path for taking your talent and turning it into a full-time career."--Dan Schawbel, author of *Me 2.0*:

Build a Powerful Brand to Achieve Career Success"Kristen Fischer's book is crammed with practical, road-tested tips, strategies, and real-world examples for creating a successful solo business. If you want to start earning more doing the work you love for clients who truly value your worth, read and apply the information in this wonderful guide."--Ed Gandia, coauthor of *The Wealthy Freelancer*, founder of the International Freelancers Academy"Kristen has written an essential and timeless knowledge resource for the freelancing community."--Von Glitschka, illustrative designer, author of *Vector Basic Training*"Many talented creatives flop at freelancing because they don't know how to bid on a project, negotiate a contract or manage client expectations.Kristen Fischer is on a mission to ensure you don't become one of them.By the time you're done reading this smart, comprehensive guide, you'll be a lean, mean business machine."--Michelle Goodman, author of *The Anti 9-to-5 Guide* and *My So-Called Freelance Life*About the AuthorKristen Fischer is a copywriter, journalist and author living at the Jersey Shore. She podcasts about freelance life at *Freelance Radio*. Kristen has run her own copywriting business for more than eight years.