



# Creative Truth: Start & Build a Profitable Design Business

By Brad Weaver

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## Creative Truth: Start & Build a Profitable Design Business By Brad Weaver

Creative Truth is your playbook for starting, building, and enjoying a profitable design business. Whether you're a solo freelancer working from home or a small group of creative entrepreneurs ready to get to the next level, this is your roadmap to success. You're the CEO, CFO, CTO, Secretary, Janitor, Office Manager, and everything in between. Finding a balance between running the business and doing great creative work is a constant struggle. From learning how to price your work and manage your time, to setting up your business and defining your market, Brad Weaver covers everything designers need to know to run a studio without losing heart.

### Highlights:

- Real numbers, real tools, and best practices in a toolkit that you can start using immediately in your business.
- A companion website that offers up-to-date resources, articles, tools, and discussions, allowing readers to continue learning as they grow.
- Practical tips for getting clients, being more profitable, building your network, managing your operations, getting things done, hiring help, managing contractors, and finding joy along the way.

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### **Editorial Review**

#### About the Author

Brad Weaver is a Managing Partner & Director of Design at Nine Labs. He founded Suckerpunch in 2007 which merged with Nine Labs in 2014. Previously, he worked on the development of early Mobile and Online Media programs at Verizon Wireless. He works with clients including GE, Pirelli, AT&T, ESPN, Disney, Columbia Records, NATO, The PGA, Coca-Cola, UnitedHealth Group, Macy's, and Hard Rock Café on User Experience and Branding projects.

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