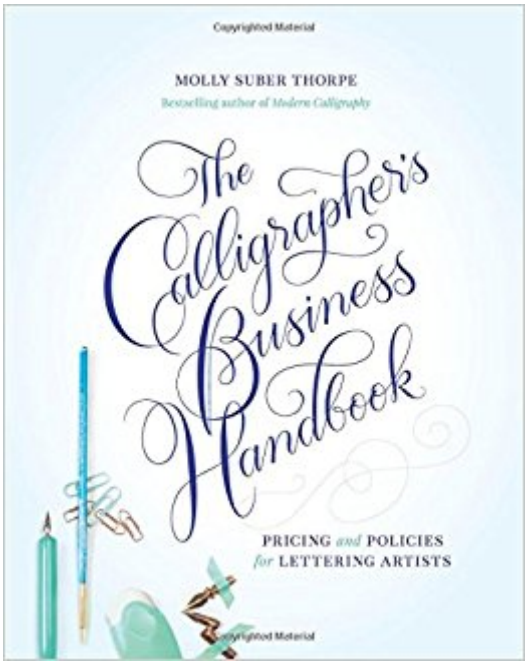
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The Calligrapher's Business Handbook: Pricing And Policies For Lettering Artists



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Synopsis

The CalligrapherÃ¢â ¬â„¢s Business Handbook is a guide to best business practices and pricing strategies for calligraphers and lettering artists. Whether youÃ¢â ¬â„¢re starting out in creative freelancing, transitioning from a different profession, or running a lettering business that just needs a boost, you will welcome the invaluable ideas in this handbook. Award-winning graphic designer, renowned calligrapher, and bestselling author of Modern Calligraphy, Molly Suber Thorpe shares her hard-earned insights to answer your most pressing business questions. Molly has packed these pages with advice you wonÃ¢â ¬â„¢t find anywhere else, covering a range of topics for freelance calligraphers and hand lettering artists: How professional calligraphers charge for their services Whether to charge flat rates or hourly rates When Ã¢â ¬â œ and how Ã¢â ¬â œ to offer discounts or freebies How to charge for commercial work, such as logo designs How to get the most bang for your advertising budget What goes into a fair project contract How to navigate copyright licensing and know your rights!

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Customer Reviews

Molly Suber Thorpe is the award-winning graphic designer, calligrapher and teacher behind Plurabelle Studio. She is also the bestselling author of Modern Calligraphy: Everything You Need to Know to Get Started in Script Calligraphy (St. MartinÃ¢â ¬â„¢s Press, 2013). Shortly after its release, Modern Calligraphy was named an Ã¢â ¬Å“Favorite Craft BookÃ¢â ¬Â• and has since sold more than 60,000 copies worldwide. It has been translated into Chinese and Spanish with a release in the U.K. pending. Molly specializes in hand-lettered logo designs, calligraphy for

publications, custom wedding stationery, and spot lettering for print and web. She is credited as a driving force behind the modern calligraphy movement, one of the first artists to use the whimsical, unorthodox pointed pen styles and bold color palettes so popular today. Her bookÃ¢â ¬â„¢s success led Molly to develop calligraphy workshops, which she teaches as time permits. Molly and her work have been featured in such publications as The Guardian, The Wall Street Journal, Martha Stewart Weddings, Los Angeles Times, Country Living, UPPERCASE, Bound & Lettered, Design*Sponge, and Style Me Pretty Weddings. Her extensive client list includes Google Cultural Institute, Martha Stewart Weddings, Michael Kors, Fendi, J. Jill, Victorio & Lucchino, Alfred Coffee, Vogue Footwear, and Neenah Paper. In 2016 Molly launched Calligrafile.com, a free database of resources and products for calligraphers, hand lettering artists, type enthusiasts, and creative freelancers. A unique resource, Calligrafile has quickly become an invaluable site for amateur and pro lettering artists alike. Today Molly lives in Athens, Greece, with her partner, fashion photographer Ektor Angelomatis, and their incorrigible Bengal cat, Mr. Marlowe.

This book is the concise compilation of all the information a newly skilled letter artist needs to begin or an expert calligrapher needs to refine their business techniques. It answers the question that most dominated my mind- "What are other people charging for their work?"No resource can precisely tell you what YOU should be charging, bit this helps you define what the national average is and what fees are often attached for specialty services, not to mention compensation for services you hadn’t realized could be charged in addition (though, perhaps it should have been obvious by the amount of additional work you did). Then you adjust for your geographic region and expertise to determine a fair fee for your services.I love most of all that’s she’s written this while embracing the "community over competition" mentality. By being more transparent in our pricing policies, we actually encourage more reasonable compensation for the entire lettering community. It also helps consumers know that they are getting a fair quote.Bravo, Molly!

A good, but light, read. The book is full of useful advice, but it doesn’t go in depth. It appears to be written for someone with little to no business experience, and even then, it just skims the surface. I finished it very quickly, and remember thinking, "that’s all?" It’s worth purchasing, as the author touches upon some calligraphy-specific topics that you won’t easily find elsewhere. But you’ll want to read some other books/resources on running a creative business as well, and it’s always a good idea to join a local guild, if possible, as you’ll meet experienced calligraphers who may be willing to help guide you.

This book is seriously helpful in terms of how to price your items and educated me on things I haven't even thought about yet! It's been a couple of months since I took up calligraphy as a hobby, and I'm finally feeling confident enough to begin selling my work. This book answered all the questions I had! I especially love how Molly assures you throughout that your work is worth the price tag that you should be putting on it!

Molly has addressed just about every question I had about pricing my art work. This area has always been a struggle for me especially because I live in small town America where everyone seems to want champagne in a beer budget. Tie book well go a long way in helping me find just the right pricing and value for my work.

I really love this book! As I plan my business strategy, I refer to it often. Ms. Suber Thorpe provides resources to explore and lovely examples that inspired my imagination.

I just read The Calligrapher's Business Handbook in one sitting. What an amazing and helpful resource! I am so much better equipped to properly price my work, and understand the basics of copyrights so much better.

handy resource.

Loved how plain and simple everything was- very straight to the point and debunks a lot of frustrations I thought only I had. Loved that Molly brought that all to light!

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