# Work for Money, Design for Love: Answers to the Most Frequently Asked Questions About Starting and Running a Successful Design Business (Voices That Matter)

*By David Airey*



**Work for Money, Design for Love: Answers to the Most Frequently Asked Questions About Starting and Running a Successful Design Business (Voices That Matter)** By David Airey

Unlike other dry business books, this refreshing, straightforward guide from *Logo Design Love* author and international designer David Airey answers the questions all designers have when first starting out on their own. In fact, the book was inspired by the many questions David receives every day from the more than 600,000 designers who visit his three blogs (Logo Design Love, Identity Designed, and DavidAirey.com) each month.

*How do I find new clients? How much should I charge for my design work? When should I say no to a client? How do I handle difficult clients? What should I be sure to include in my contracts?*

David's readers–a passionate and vocal group–regularly ask him these questions and many more on how to launch and run their own design careers. With this book, David finally answers their pressing questions with anecdotes, case studies, and sound advice garnered from his own experience as well as those of such well-known designers as Ivan Chermayeff, Jerry Kuyper, Maggie Macnab, Eric Karjaluoto, and Von Glitschka. Designers just starting out on their own will find this book invaluable in succeeding in today's hyper-networked, global economy.

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## Editorial Review

About the Author
A self-employed graphic designer from Northern Ireland, David Airey writes three of the most popular graphic design blogs on the Internet: www.davidairey.com, www.logodesignlove.com, and www.identitydesigned.com. David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day. Airey is also the author of the popular book, Logo Design Love.

## Users Review

**From reader reviews:**

**Carol Sage:**

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**Elaine Gold:**

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**Robert Shelby:**

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**Valerie Smith:**

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