

Walk-in Slide: AU 2014 Social Media Feed

1. Click on the link below, this will open your web browser

<http://aucache.autodesk.com/social/visualization.html>

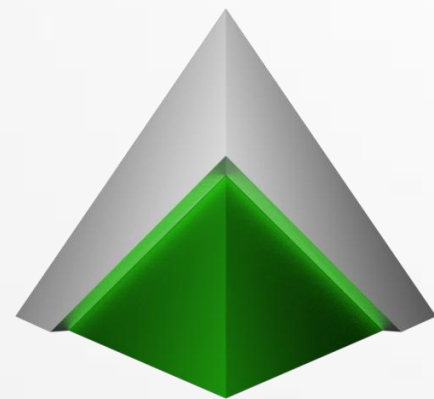
2. Use “Extended Display” to project the website on screen if you plan to work on your computer. Use “Duplicate” to display same image on screen and computer.

BM5190-R The Entrepreneur in You: A Designers Roundtable

Steven Schain

Spectra3D Technologies – President
www.spectra3d.com

Thank You



Spectra3D
TECHNOLOGIES

Class summary

This roundtable discussion expands on the topics covered regarding freelancing and running your own small business. Discover from other's experience that there's more than just being good at what you do. This discussion covers the business of being an independent business owner. We will discuss topics relating to what type of business you should form, marketing and advertising, financing and paying yourself. Many freelance designers are very skilled engineers and artists, this course takes an approach that keeps that in mind. You will learn about community resources and online tools that make managing your business easier so you can focus on your clients.

My Story...

- Trainer / Instructor
 - Teaching 3ds since 3D Studio DOS Release 3.
 - Autodesk Certified Instructor since 1998.
 - Trainer – The 3D Professor (3ds Max / Maya / AutoCAD)
- Business Owner
 - Started Spectralight Images, LLC, 1984
 - The 3D Professor, 2003, Instructor led training
 - Spectra3D Technologies, 2014, Stratasys sales
 - Graduated BASE Incubator after 4 years in 2014
 - Business development / coaching volunteer



Key learning objectives

At the end of this class, you will be able to:

- Identify what it takes to start and run your own freelance business.
- Understand the different types of business entities and which one could be best for your business.
- Find local, state, and federal business resources to help you establish and grow as a freelancer.
- Discover online tools that can make operating your business simpler.

Simple Ground Rules

Please think about these ground rules...

- Keep comments short (think Twitter)
- Give everyone a chance to speak
- Share your solutions (no complaints)
- Talk about what works for you
- No sales pitches please





The Entrepreneur in You!



Quick Poll

- Who is an independent business owner?
- What type of business do you own? Should you own?
 - Sole Proprietorship
 - Partnership
 - Limited Liability Corporation
 - Limited Liability Partnership
 - S Corporation
 - C Corporation
 - Not for Profit



The Entrepreneur in You

- Choosing one business type over another
 - Sole Proprietorship
 - Partnership
 - Limited Liability Corporation
 - Limited Liability Partnership
 - S Corporation
 - C Corporation
 - Not for Profit



The Entrepreneur in You

- What is one hurdle you had to overcome?



The Entrepreneur in You

- How do you market your product or service?



The Entrepreneur in You

- How do you pay yourself?
- How do you pay your taxes?
- Accounting?
 - DIY or Professional



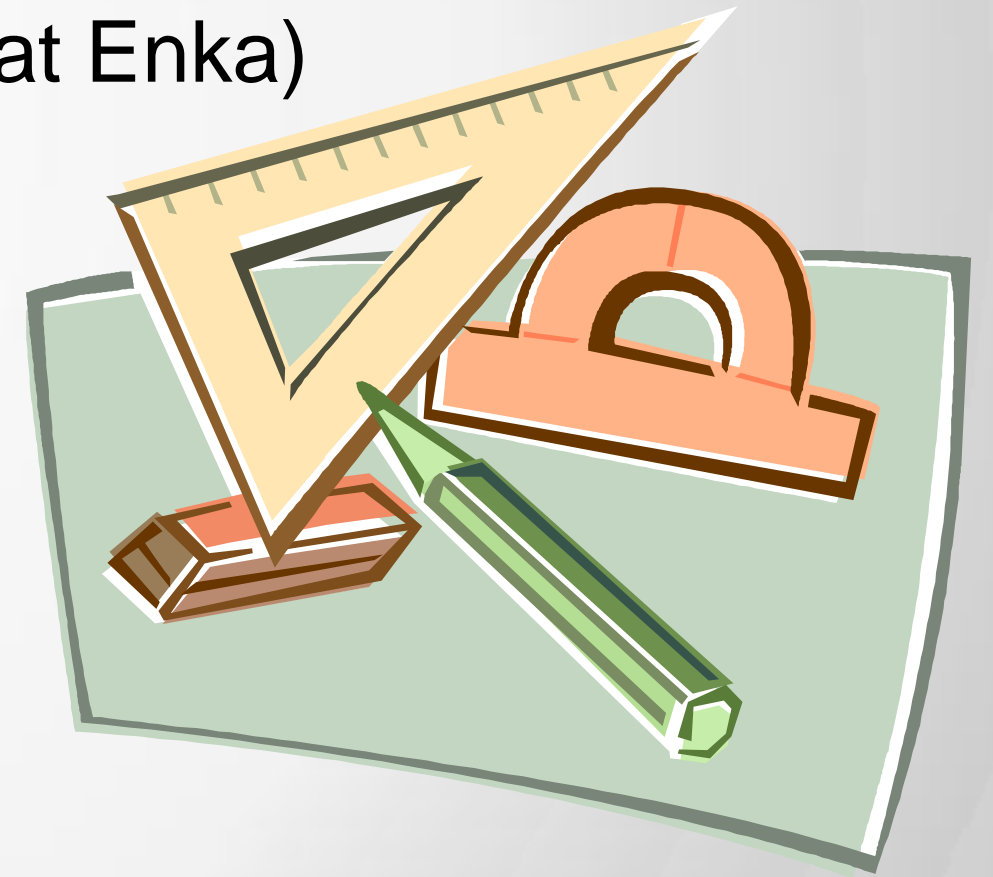
Resources... (Federal)

- How do you make use of:
 - Small Business Administration (<http://www.sba.gov/>)
 - Business USA (<http://business.usa.gov/>)
 - SCORE (<http://www.score.org/>)
 - Others? Let us know what you have found...



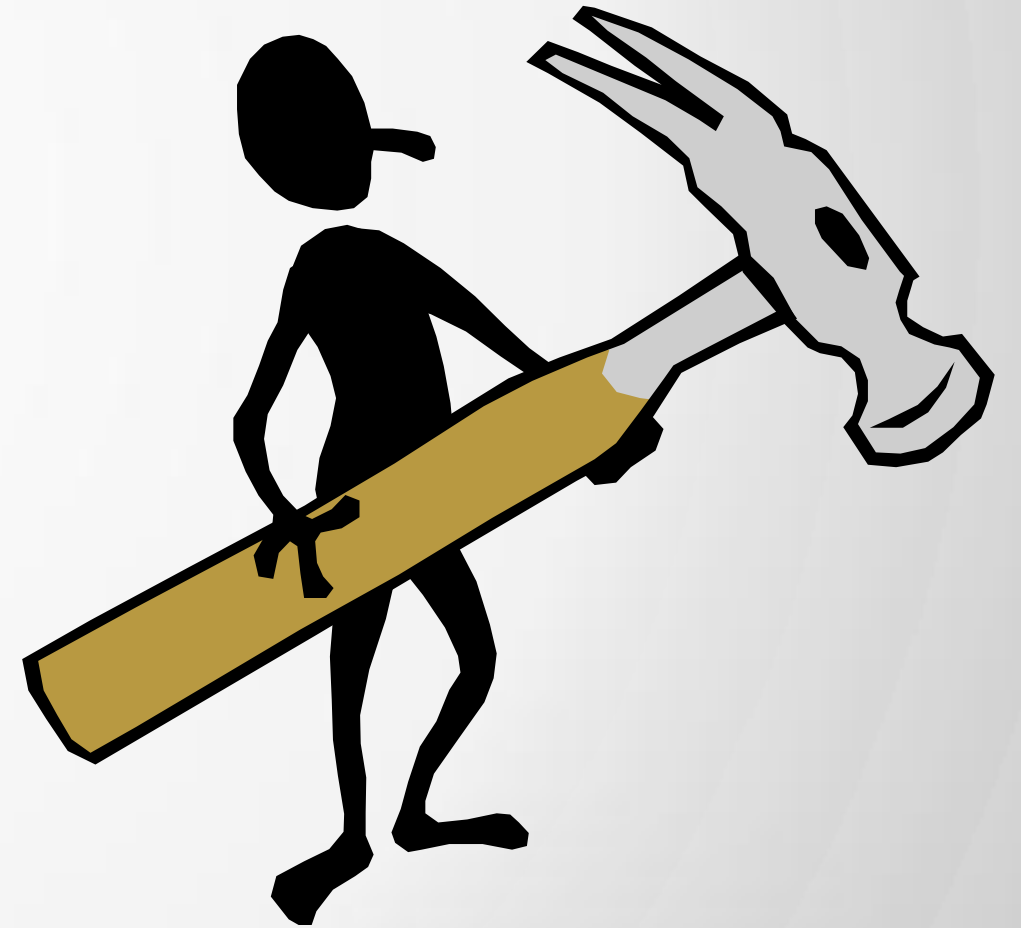
Resources... (State/Local)

- How do you make use of:
 - Small Business Development Centers
 - Business Incubators
 - Example: BASE (Business Acceleration Site at Enka)
<http://www.abtech.edu/base>



Tools...

- Project Management:
 - What is your project management tool of choice?
 - What online tools do you use, if any?
 - Benefits?
 - Draw Backs?
 - Zoho (<https://www.zoho.com>)
 - ASANA (<https://asana.com/>)
 - Basecamp (<https://basecamp.com/>)
 - Trello (<https://trello.com/>)



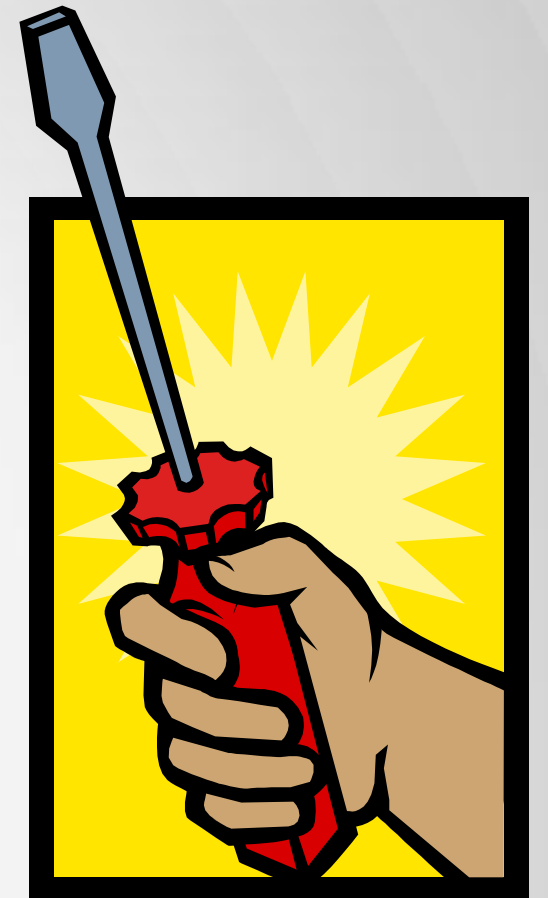
Tools...

- Social Media Management:
 - What is your social media management tool of choice?
 - What online tools do you use, if any?
 - Benefits?
 - Draw Backs?
 - Hoot Suite (<https://hootsuite.com>)

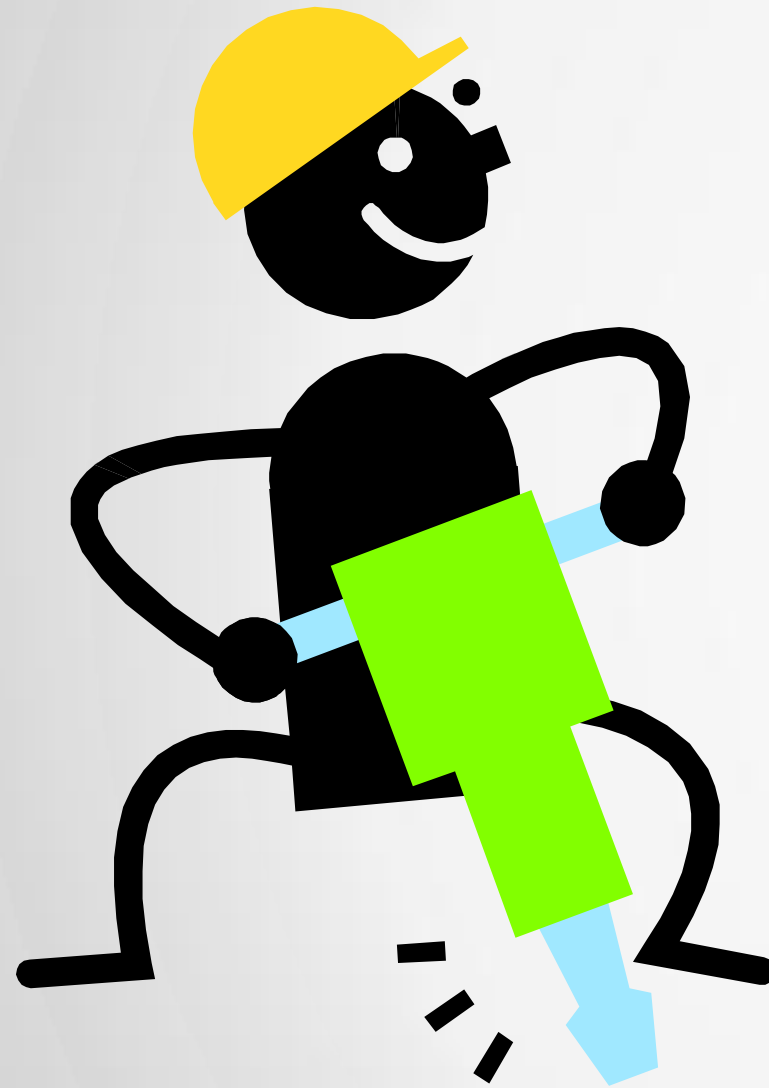


Tools...

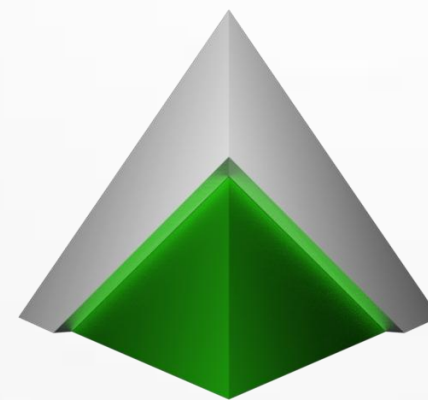
- Website tools:
 - What online tools do you use, if any?
 - Benefits?
 - Draw Backs?
 - Google Analytics (<http://www.google.com/analytics>)
 - Webmaster tools (<https://www.google.com/webmasters/tools>)
 - AdWords (<http://www.google.com/adwords>)
 - AdSense (<http://www.google.com/adsense>)



Thank You



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A group of four diverse young adults (three men and one woman) are jumping joyfully in a modern, industrial-style office space. They are all smiling and have their arms raised in celebration. The background shows a brick wall, large windows, and office furniture. A semi-transparent white box with text is overlaid on the bottom half of the image.

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