

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>

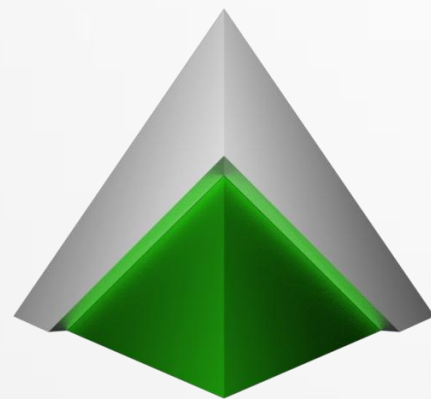
2. Use “Extended Display” to project the website on screen if you plan to work on your computer. Use “Duplicate” to display same image on screen and computer.

BM5193 The Entrepreneur in You: A Designers Perspective

Steven Schain

Spectra3D Technologies - President

Thank You



Spectra3D
TECHNOLOGIES

Class summary

So you want to be independent? Freelancing and running your own small business can be fun and rewarding. However, there's more than just being good at what you do. This course is an indoctrination to the business of being an independent business owner. We will cover 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.

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.

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



An aerial perspective of a city skyline. In the foreground, a multi-lane bridge with a rainbow-colored light strip along its edge spans a wide river. A red sports car is driving on the bridge. To the right of the bridge is a green park area with a blue oval field, possibly a baseball or softball field, and some trees. In the background, a dense city skyline with various skyscrapers is visible under a clear blue sky. A semi-transparent white banner is overlaid across the middle of the image, containing the text "The Entrepreneur in You!".

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



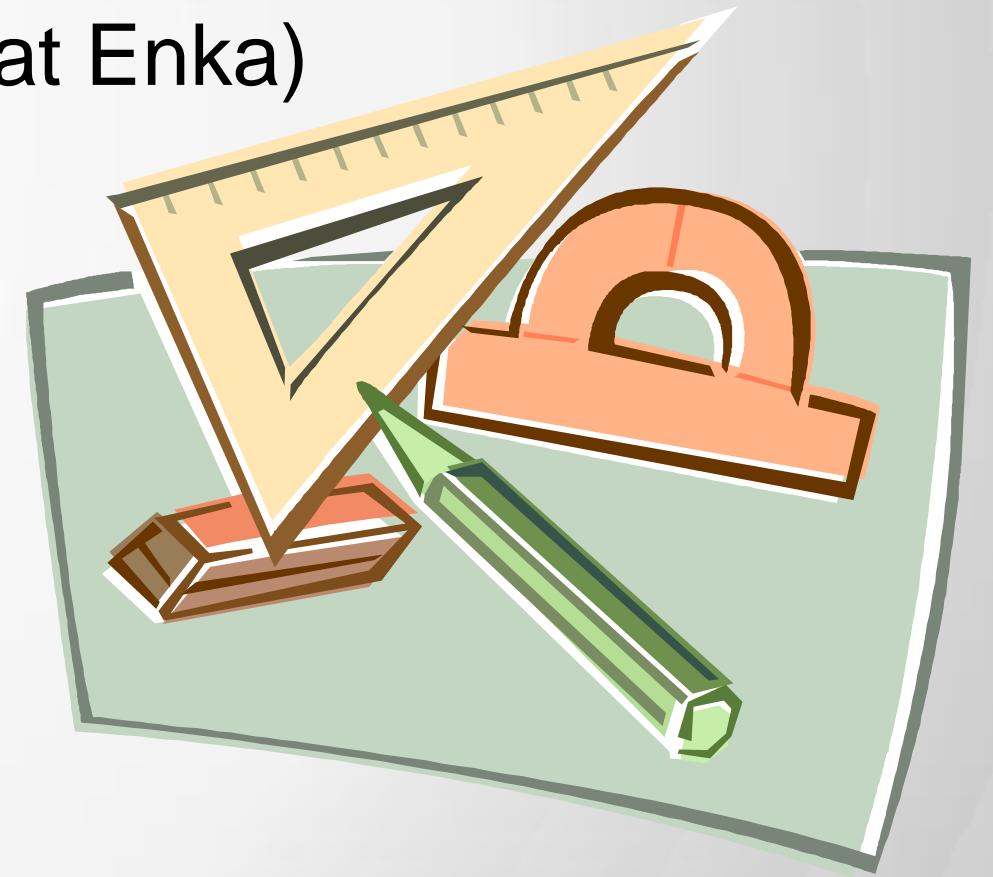
Resources... (Federal)

- 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...



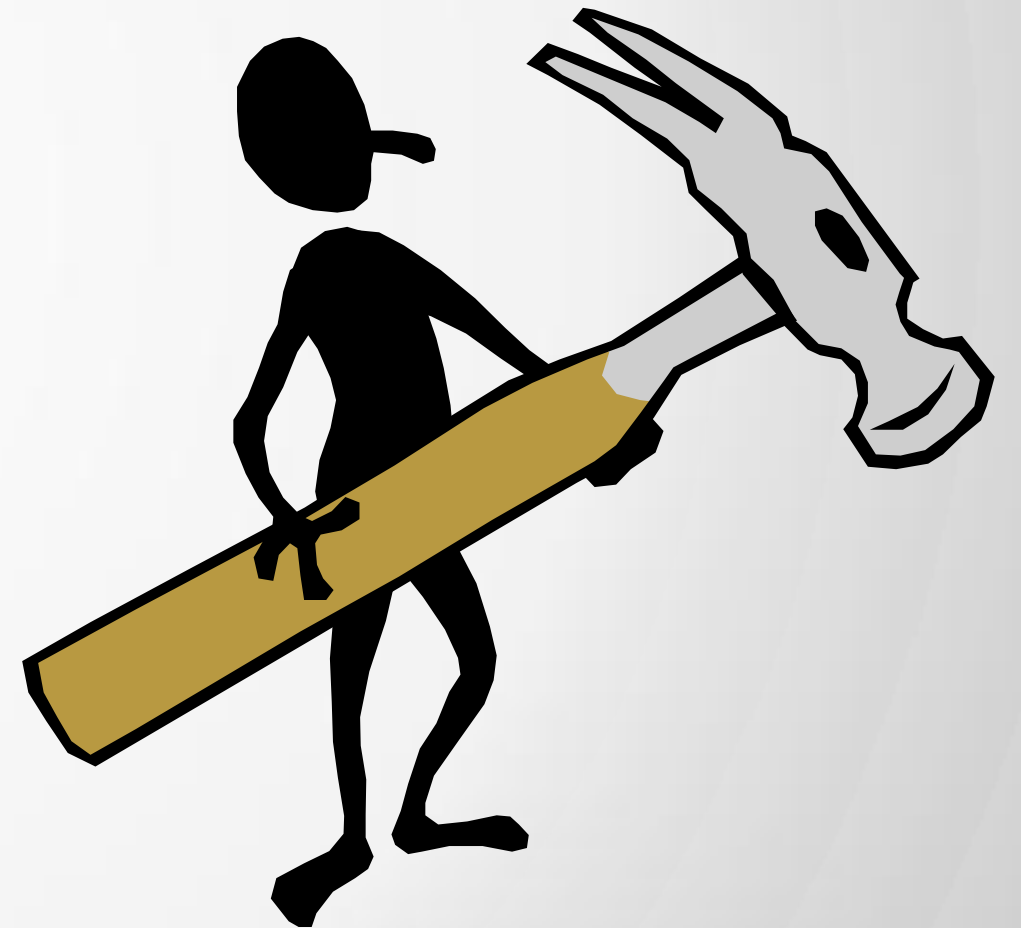
Resources... (State/Local)

- 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/>)



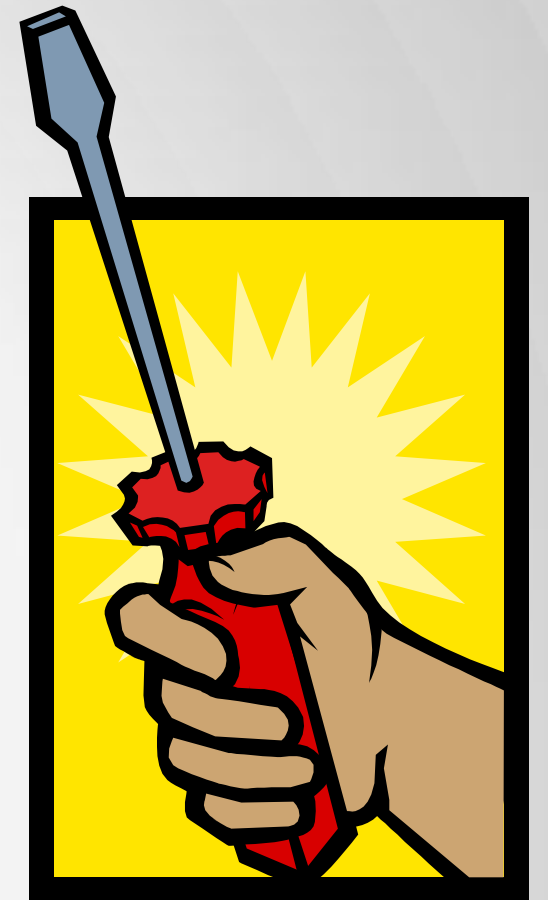
Tools...

- 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>)

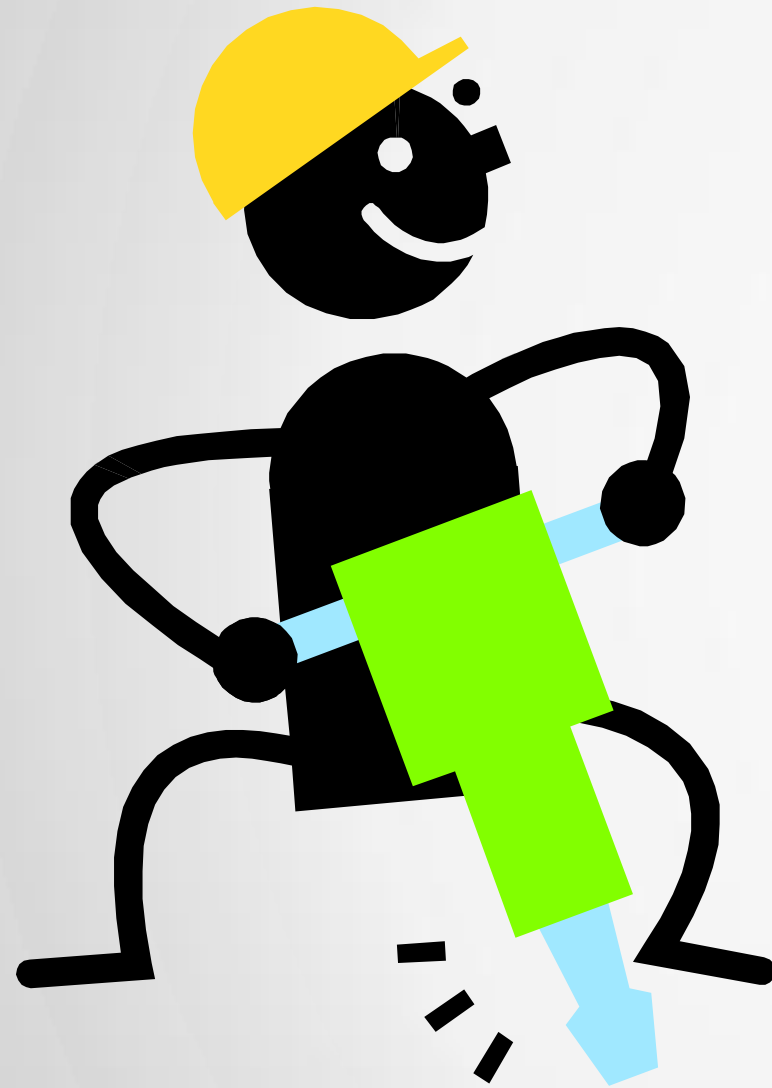


Tools...

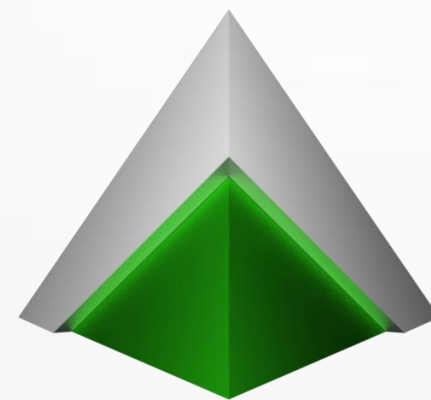
- Website tools:
 - What online tools do you use, if any?
 - Benefits?
 - Draw Backs?
 - Google Analytics (<http://www.google.com/analytics>)
 - Webmaster tools (<https://www.google.com/webmasters/tools>)
 - AdWords (<http://www.google.com/adwords>)
 - AdSense (<http://www.google.com/adsense>)



Thank You



Steven Schain
Steve@sli-3d.com
www.spectra3d.com



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TECHNOLOGIES



Session Feedback

- Via the Survey Stations, email or mobile device
- AU 2014 passes given out each day!
- Best to do it right after the session
- Instructors see results in real-time







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