

News Release

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FOR IMMEDIATE RELEASE

North Canton, OH: The Business of Design online (BoDo) has announced the launch of its comprehensive blog and resource site. Created especially for graphic/communication designers, BoDo provides a wealth of information, tools and techniques for successfully managing and marketing a design practice. BoDo can be found at <http://www.businessofdesignonline.com>.

"Many designers set off to open their business with enthusiasm and talent, but little in the way of business skills," said Catherine (cat) Morley, BoDo's Project Manager. She added, "Business skills aren't often taught in design schools and it's BoDo's goal is to fill the knowledge gap. Think of BoDo as the business owner's manual you never received."

On BoDo you'll find continuously updated resources for running a design shop, including select e-books, business forms, excellent articles and more. The team will contribute regular blog posts along with guest authors who will share their business experiences.

Some of the initial blog series include, "Starting Out and Setting Up," which tackles knowing when you're ready, managing money, equipment, location, etc.; "Top 10 Marketing Missteps," covering common marketing faux pas; "The Designer's Working With Series," which deals with how to effectively work with designers and how designers work with other creatives such as photographers, writers and marketing professionals.

BoDo was conceived and created by three seasoned professionals, hailing from three continents. The site design, project administration and research are handled by Catherine Morley. Jeanette (Jay) Wickham provides technical expertise and business management experience. Neil Tortorella writes most of the copy, with Jay and Cat sharing experiences, thoughts and opinions. Along with their various additional skills, each is a communication designer who've run their own businesses for many years.

Morley and Tortorella were also instrumental in the development of Creative Latitude (CL), a popular resource site for designers, writers and other creatives. BoDo and CL will be sister sites, complimenting each other in terms of audience and content. While BoDo is targeted to those who are just setting up their business, CL is targeted toward those with a few years experience.