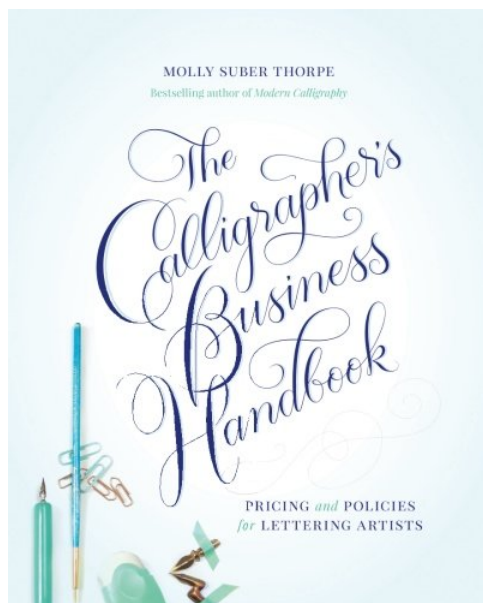


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The Calligraphers Business Handbook is a guide to best business practices and pricing strategies for calligraphers and lettering artists. Whether youre starting out in creative freelancing, transitioning from a different profession, or running a lettering 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 wont 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 and how 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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