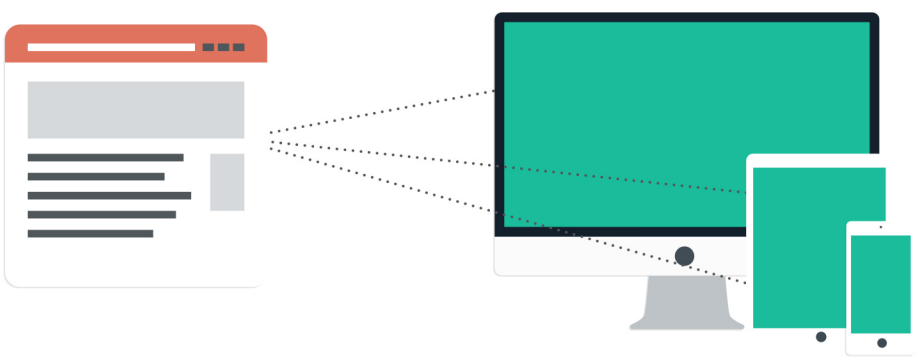
5 ESSENTIALS FOR CREATIVE BUSINESS OWNERS

1 STAND OUT FROM THE CROWD

With attractive visual branding.

Clients should instantly understand what separates you from amateurs and hobbyists. So your website, logo, and anything you use to promote your business should have a professional design.

2 BOOK MORE BUSINESS



With your own website, under your name or your business.

When customers search for your services or refer you to friends a professional website is the ticket.

3 KEEP CLIENTS FOR LIFE

By sharing your story and creative point-of-view.

Build deeper relationships with customers by posting content to your own hub online. Don't settle for a social media profile - instead use a blog or an email newsletter so you can have complete control of your message.

4 RAMP UP SALES

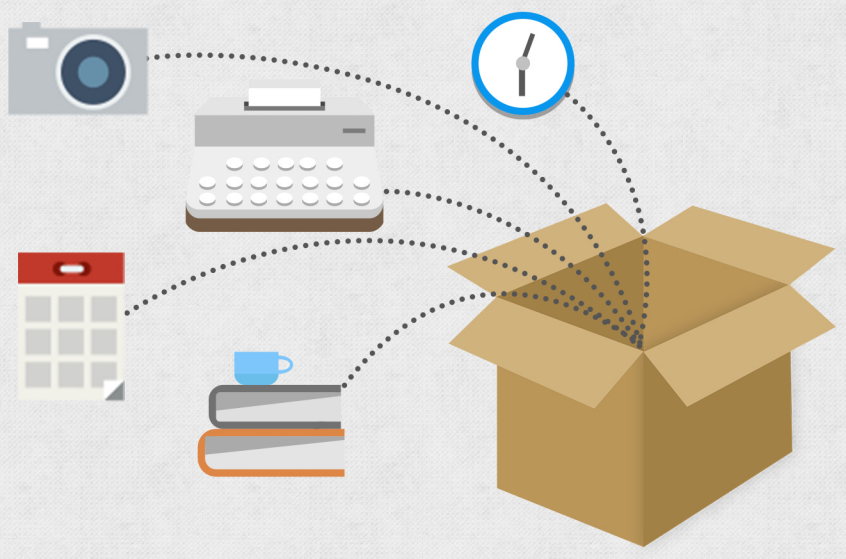
By enabling online payments.

Clients should be able to close out your invoice over the web, or swipe their credit card to pay you in person. And if you sell products, launching an online store is key.

5 STAY ON TRACK

With business tools that work together.

PhotoBiz offers a suite of tools for creative business owners. And if you need extra help, our do-it-for-you design and marketing services will get you up and running quickly.



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