Before You Quit Your Day Job

WITH SHARON MCMULLEN
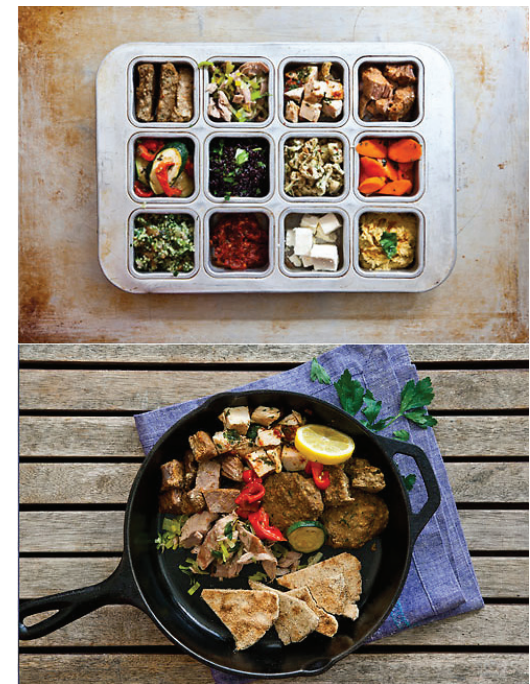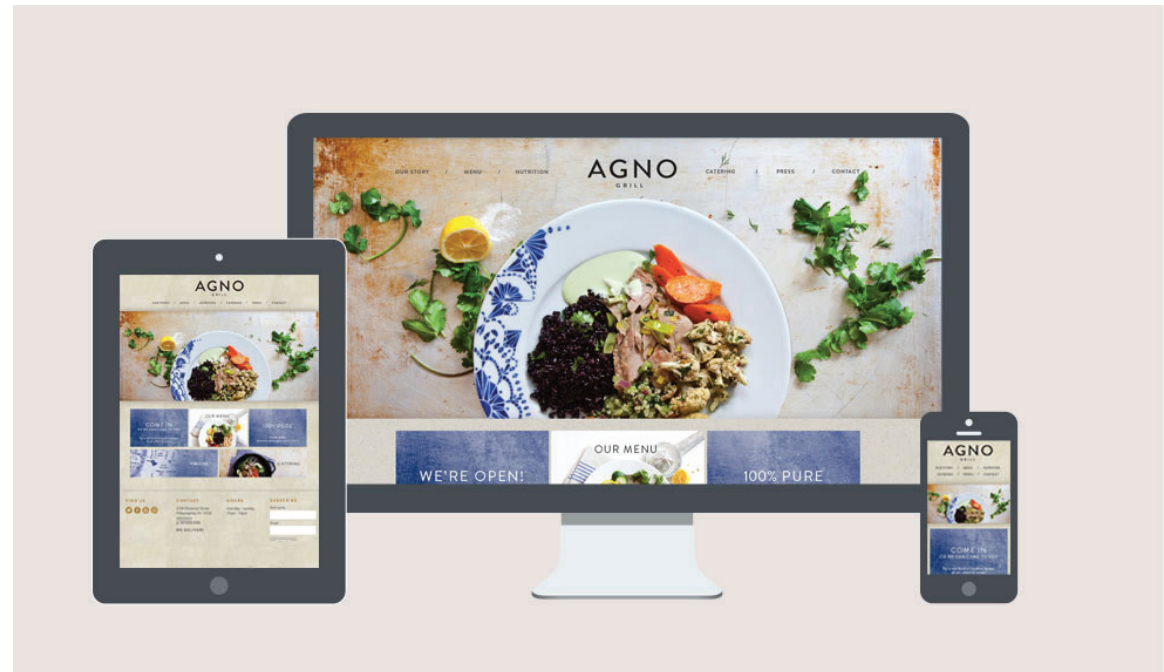
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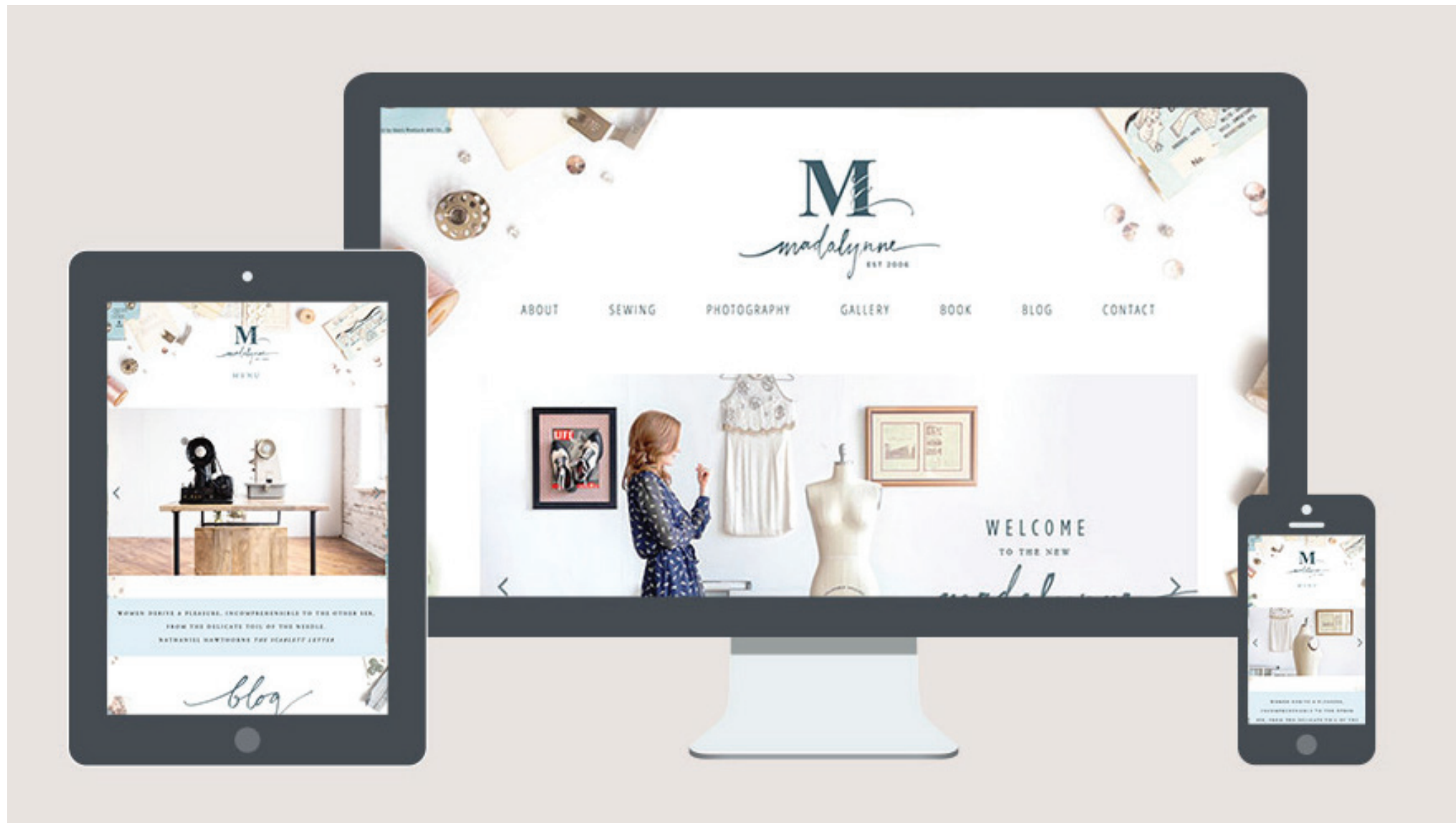DESIGN Cᵒ

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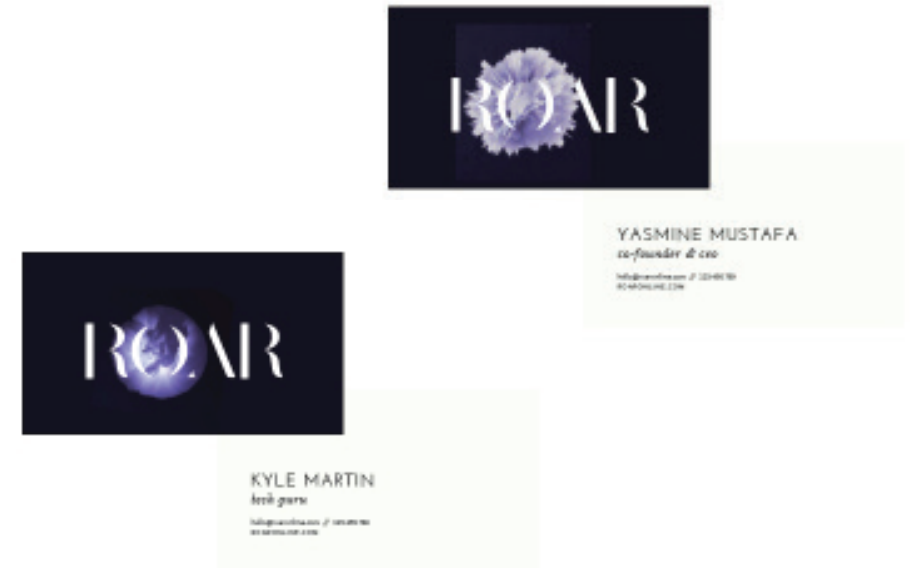INKANDMORTAR.COM

INK+mortar
DESIGN CT

boutique graphic & web design in the city of brotherly love

Constructing one-of-a-kind, hand-crafted designs is our specialty. We pride ourselves on working closely with our clients to maintain a consistent vision across all mediums and an outcome that is uniquely them.

madalynne
EST 2006

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EST 2006

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MENU

WELCOME
TO THE NEW

WOMEN DERIVE A PLEASURE, INCOMPREHENSIBLE TO THE OTHER SEX,
FROM THE DELICATE TOIL OF THE NEEDLE.
NATHANIEL HAWTHORNE THE SCARLETT LETTER

blog

ROAR
SAFETY JEWELRY

ROAR
SAFETY JEWELRY

ROAR

YASMINE MUSTAFA
co-founder & ceo

ROAR

KYLE MARTIN
tech guru

ROAR
YOUR PERSONAL SAFETY JEWELRY

PACKAGING MOCKUP

ROAR
YOUR PERSONAL SAFETY JEWELRY

PACKAGING MOCKUP

ROAR
YOUR PERSONAL SAFETY JEWELRY

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JOSEFIN SANS
old standard for subheads

PRE-ORDER

JOSEFIN SANS HEADLINE
old standard for subheads

INFO

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AMERICAN
TRENCH
MADE IN THE USA

AMERICAN
TRENCH
MADE IN THE USA

THE WOOL & CASHMERE BASEBALL CAP
wool & cashmere with interior lining of 100% cashmere

THE CASHMERE BASEBALL CAP
exterior face and interior lining in 100% cashmere

MADE IN PENNSYLVANIA

THE SCARF
52% wool / 48% cotton blend woven in Biella, Italy
21.25" wide x 60" long

CUT & SEWN IN PHILADELPHIA, PA

the ANATOMY *of the* AMERICAN TRENCH

H2O PROTECTOR FABRIC BY OLMETEX OF ITALY ~
100% cotton outer fabric densely woven in extra-long staple cotton to create a water repellent fabric; developed in WWII to use as flight suits for British pilots to survive North Atlantic seas.

DETACHABLE BUTTON-ON HOOD
with interior pocket for hood storage

INTERIOR POCKETS
for smart phone and pen/glasses

FUNCTIONAL SLEEVE LOOP for sleeve width adjustment

concealed zippered pocket secretly placed behind front pocket to hold keys and valuables

OPTIONAL BUTTON-IN WOOL WARMER, currently available in black watch wool, sold separately

100% cotton interior plaid lining in glen check pattern, woven in North Carolina exclusively for American Trench

Laser engraved buttons

My day job circa 2012.

Here are the things I wish had done, before leaving that steady paycheck.

NUMBER

1

Pick a name.
Plan for the future.

What's your 5, 10, 25 year goal?

Do you want employees?

Do you want to sell products?

What happens when you retire?

Will you sell your business?

NUMBER

2

Make it official.

Most likely you'll start as an LLC,

but do your research!

Get to know what is best for your business

and ASK FOR HELP.

NUMBER

3

Set up your banking.

Get a business checking account
and a credit card right away!

Even if it sits dormant.

NUMBER

4

Get your contracts
in order.

This could make or break you, especially in the early stages of business.

To save money, try to find templates *then* go to a lawyer. It costs less to edit rather than starting from scratch.

NUMBER

5

Set up your process
and TEST it.

Think about all the touch points you'll have with your clients.

EXAMPLES

Initial intake form, welcome packet, calendar, wrap up emails, next steps, final project delivery

NUMBER

6

Start the work
you want to do.

Your clients might not always see the vision. You have to hold their hand.

Show them what you've done before and they'll trust you with their brand.

NUMBER

7

Set up your site.

Getting it up and getting you work is better than nothing at all.

NUMBER

8

Start organizing.

Start organizing your files & assets now. Practice working like a real business.

EXAMPLE FILE STRUCTURE

<u>Archive</u>
    2013
    2014
<u>Work in Progress</u>
    Client Name
        Project Name
        Website
            1 / Wireframes
            2 / Design
                R1
                R2
                R3
            3 / Dev

<u>Business Docs</u>
    Legal
    Proposals
    Marketing
    Taxes
<u>Assets</u>
    Books
    Brushes
    Fonts
    Handdrawn
    Mockups
    Textures

NUMBER

9

Set up your accounting: freshbooks, quickbooks, whatever!

Need I mention
more $$$ in your pocket?

NUMBER

10

Save, save, save, save,
SAVE.

MONTHLY TAKE-HOME PAY	IDEAL SAVINGS: 3 – 6 MONTHS
$1500	$4500 - 9000
$2000	$6000 - 12000
$3000	$9000 - 18,000
$4000	$12,000 - 24,000
$5000	$15,000 - 30,000

The more you save,
the more you'll sleep.

IN CONCLUSION

It will be the best decision you'll make, so don't be dumb about it.

Thank you!

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