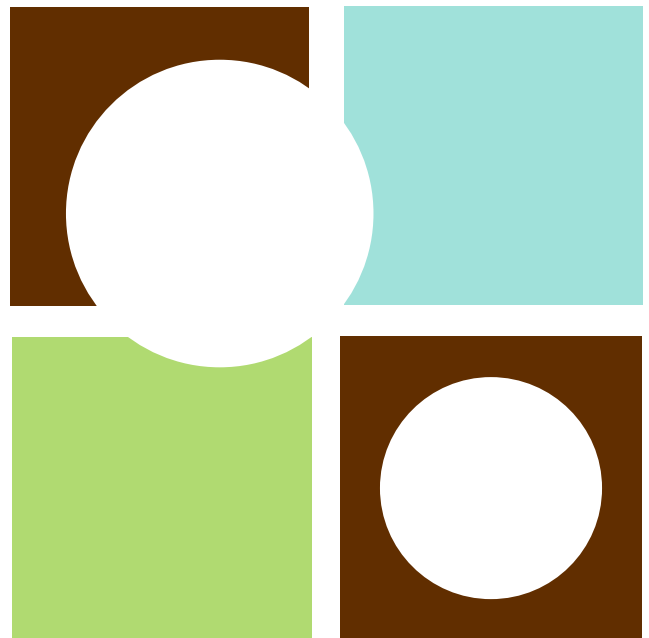


Digital Design Consultant

Business Plan Overview



nan scott  DESIGN STUDIO.COM

Modern Digital Scrapbooking, Beautifully Simple

Digital Design Consultant

Business Plan Overview

A note from Nan

Thanks for your interest in becoming a Digital Design Consultant with Nan Scott Design Studio!

If you're familiar with the Studio, you may know that I was a professional graphic designer who began digital scrapbooking several years ago. Very quickly, I realized that customers like me needed a different kind of digital scrapbooking resource than what was available; it needed to be fast, it needed to be simple, and it needed to be modern. It's been amazing to see this dream come true, as I created my Design Studio with the goal of **"Modern Digital Scrapbooking, Beautifully Simple!"**

However, I periodically heard two things when I shared my ideas and designs:

"It looks great, but I don't have the time. I wish **I could just pay someone to make these scrapbooks for me!**"

"I'd like to learn digital scrapbooking, but I don't like to learn online. **Can't you just teach me the software?**"

So I went full speed ahead creating a digital Studio for those who want to create their pages quickly and simply, and who like learning Adobe Photoshop Elements via video tutorials ... All the while thinking about how I could meet the needs of those other customers, too.

I'm excited to share with you the Digital Design Consultant Business Plan. Not only does it meet the needs of many scrapbooking customers, but it offers an opportunity for people like you, who want to have a home-based career in design that they can grow and maintain independently—with the products and support that will increase their success.

I hope you enjoy learning about the Digital Design Consulting Business Plan, and catch the vision of how your life might be enriched by embarking this creative, independent and rewarding career.

I am committed to your success. All the best as you begin this new adventure!

Nan

PS I would love to get your feedback on the Business Plan, whether or not it interests you at this time. Feel free to email me at nan@nanscottedesignstudio.com with comments or questions.

nan scott  DESIGN STUDIO
Modern Digital Scrapbooking, Beautifully Simple



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Business Plan Overview

Introduction

Do you love design? Would you like to work from home, set your own hours, and grow your business according to your personal and financial needs? Would you enjoy developing relationships with customers and helping them live well with their photos?

The **Digital Design Consultant (DDC) Business Plan** was created to help you do just that. This overview should answer most common questions about this plan; the next step in the process will be to complete a DDC Application and enter into an DDC Agreement, which outlines specific legal responsibilities and defines the relationship between the DDC and the Studio.

Nan Scott Design Studio stands ready to support, encourage and uplift all DDCs as they embark on this rewarding career!

The Studio Handbook for Digital Design Consultants and Design Studio Synergy Newsletter

Upon becoming a DDC, you'll receive the **Studio Handbook for Digital Design Consultants**, an e-book that includes sections on topics such as Starting a Home-Based Business, Marketing Your Business, Communicating with Customers, and specific information for both DDC career tracks (Album Designer, and Modern Digital Scrapbooking Educator—see below).

You will also begin receiving the Studio's monthly DDC newsletter, **Design Studio Synergy**, which will connect you with other DDCs, offer motivation and technical tips and keep you updated on developments in the field.

Marketing Support

As a DDC, the Studio will make available to you professional marketing materials, including **business cards** and **blog backgrounds**, that you may use to enhance your professional image and grow your business. All digital support materials are free; you will only need to purchase printed materials that you select, such as business cards, from the Studio.

Career Tracks

The Digital Design Consultant (DDC) Business Plan through Nan Scott Design Studio, LLC, offers two career tracks:

Album Designer, and

Modern Digital Scrapbooking Educator.

DDCs can pursue either or both career tracks under the same DDC Agreement.

Career Track: Album Designer

As an DDC, you may **create Modern Digital Scrapbook pages, albums, or other memory-keeping projects for your clients.** You may use products from the Studio Boutique to create projects, using customer photos and information.

The Studio Handbook offers guidelines to help you with your business, including how to establish a relationship with the customer, plan your project, gather materials, design the project, present proofs, order printed pages or albums, deliver the finished product, and invoice the customer.

The Handbook also includes a Suggested Pricing Guide which you may find helpful, although as an independent DDC, you will set your own pricing.

Career Track: Modern Digital Scrapbooking Educator

Many people prefer to learn new software in a personal or social setting. As a DDC, you may teach Modern Digital Scrapbooking, including basic Adobe Photoshop Elements. You may teach **one-on-one or in hosted Digital Design Nights Out.**

Digital Design Nights Out are gatherings where friends can learn basic Adobe Photoshop Elements in a casual setting. These gatherings are “mini-classes” where guests pay a fee for instruction and a CD of digital elements. They can expect to leave the event with at least one digital scrapbook page completed.

The Studio Handbook offers guidelines to help you with your business, including how to arrange training locations, establish rapport with students, and deal with technical issues. Included are sample invitations to Nights Out and written tutorials and other handouts for your students.

The Handbook also includes a Suggested Pricing Guide which you may find helpful, although as an independent DDC, you will set your own pricing.

Introduction to Digital Design Consulting Workshop

Although it's not required, you may attend an Introduction to Digital Design Consulting Workshop, held periodically throughout the year. This workshop includes one-half day of instruction on album design and one-half day on digital design education.

We strongly recommend Digital Design Consultants attend the workshop. It will increase your knowledge, connect you with other DDCs and jump-start your enthusiasm for your career!

DDC Membership and Seminar Fees

To work as a Digital Design Consultant in either career track, you will need to maintain an Active DDC Membership. **DDC Memberships are \$249 per year**, effective from the date your application is accepted. Memberships must be renewed yearly. This will entitle you to unlimited downloads from the Studio, under the DDC Terms of Use for products (included in the Agreement) and you will be able to receive compensation for products created using Studio products, and for instruction given using Studio materials.

The Introduction to Digital Design Consulting Workshop is offered periodically throughout the year in various locations. We offer one-half day of training in each Career Track. **The workshop is \$99 for one-half day and \$149 for a full day** (includes lunch).

DDC Application and Independent DDC Agreement

To begin your career as a Digital Design Consultant, you will need to complete a **Digital Design Consultant Application**, which you will need to sign and fax to Nan Scott Design Studio.

Your Application will include a statement that you are bound by the terms of the **Independent Digital Design Consultant Agreement**, which will be attached to your application.

The Agreement outlines the legal arrangements between you and Nan Scott Design Studio, LLC. The Agreement establishes the fact that you are an independent contractor, responsible for your own taxes, insurance, and liability. It outlines the design services you may offer as a DDC. It states that you may only receive compensation for projects you create, and for instruction you offer, using Nan Scott Design Studio products while you are an Active DDC.

After we receive your signed DDC Membership Application (with payment), you will be notified of your approval and will be sent a link to download your Studio Handbook for Digital Design Consultants.

You are then free to begin your new career. Good luck!

For more information ...

Feel free to email careers@nanscottdesignstudio.com with any questions or comments. We'd love to hear from you!