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language of logos (a video I had the pleasure of working on with the BBC) **Umer Javed - Work for Money, Design for Love.**

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Work for Money, Design for Love: Answers to the Most Frequently Asked Questions About Starting and Running a Successful Design Business (Voices That Matter) Paperback - Illustrated, 22 Nov. 2012.

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David’s design blogs—davidairey.com, logodesignlove.com, and identitydesigned.com—are visited by more than 600,000 designers every month. With a client list that includes the likes of Yellow Pages, the Asian Development Bank, blinkbox, Rupp, and the BBC, David is also author of the popular book *Work for Money, Design for Love*.

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3. If they make you pay money to “work for them”—run. Look, some of the best

work-from-home jobs will require you to have a degree or pass a certification of some kind. That’s not what we’re talking about here. When a company wants you to pay them \$49.95 a month to “work” for them, that should raise a red flag.

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Quotes by David Airey

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What's more, it's worth considering the motives of those who want to convince you to work for love, not money. Maybe they're clouding the issue so they can pay you less than you're worth. 2.

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Work for Money, Design for Love is excellent. I recommended it to a close friend today who also has a fledgling

creative firm. I've maybe half a dozen books on running a freelance design business, but this is the only one I've been inspired enough to actually read and keep on reading as opposed to the others which I've tapped into and sit on the shelf as reference books to get back to.

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