



Business Matters: A freelancer's guide to business success in any economy

Elizabeth Frick

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When Bette Frick launched her freelance writing and editing business in 1990, not having completed formal business training meant she would make more than a few mistakes. But not applying MBA models meant that as her company grew, her business model fit her rather than some business-school template.

As Bette learned her (sometimes) painful lessons, she shared them in her column, Business Matters, in *Intercom*, the magazine of the Society for Technical Communication (STC), from 2003 to 2012. *Business Matters* republishes those articles, substantially revised and arranged thematically, along with several new chapters.

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