

# MEDIA INFORMATION

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## **IT Professionals Need to Get More Business Savvy**

Brendon Sinclair, Internet expert and author of SitePoint's *Web Design Business Kit* which is rapidly closing in on \$1 million in online sales in under twelve- (12) months, says that Web Developers need to become more business savvy and move out of the spare bedroom.

"The web industry is now becoming more mature and businesses are looking for solid results from their often significant investments in web sites – sites need to do more than just look good," said Mr. Sinclair.

"It's not just about writing great code or designing nice graphics in Photoshop anymore. There's a lot of unemployment in the Web Development industry, and a lot of those people end up starting their own freelance businesses," he said.

"One of the biggest problems I see everyday is web designers training for years to be great designers, but then having no clue how to get a client or a job to use those same skills. The education system is failing somewhere along the line," he said.

Mark Harbottle, CEO of SitePoint.com, says the company has been flabbergasted at the response the kit has generated.

"The truth is that many IT professionals are clueless. The Web Design Business Kit has definitely helped address a huge education gap. To prove it, we have a file with hundreds of emails from happy clients who finally understand that it's about business and sales, and not just technology," he said.

**ENDS**

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