



By Debbie Manning



Graphic and web designers support your ideas and marketing efforts through visual products. We are generally concerned with taking the message you want to communicate and presenting it professionally and effectively.

Design is a support business that partners with you to create support materials to benefit your business.

An experienced designer has generally dealt with all types of people. Some come with LOTS of ideas. They want to present them attractively. They know *exactly* what they want to say. They want a graphic designer's assistance in getting their point across. Often design is strictly a matter of computer manipulation! Designers tend to have software that makes it easier to layout booklets, business cards, logos ... we can get our computers to create things more easily that way. Have you ever tried to design a tri-fold brochure in Word? It's not easy.

Other people sometimes need someone to consult with as they sort through their ideas. That is why DebManning Design offers a free initial consultation. Not only is important that you enjoy working with your designer (and vice versa), but sometimes personalities and ideas just don't click. Also, the opportunity to talk about your ideas will help us both think definitively about what is needed to create effective marketing materials for your business.

Some of my clients insist they have no creative ideas – they just “sense” that they need a new logo. Or they decide they should have a website to support their business presence.

Actually, most of us do have creative ideas even if we haven't recognized them officially yet. We have preconceived ideas about most things ... colors we like, shapes we prefer, and ideas we want to communicate.

When designing websites, I have a form that I email my new clients to encourage them to think about what they really do like (call – I'd be happy to send you a no obligation questionnaire). I ask

them to surf and note sites they like – and sites they don't like. Many clients who believe they have “no ideas” are actually very definite about their likes and dislikes.

Visual Presentation

Most of us are very visual. We dream in full color! With a little back and forth communication, a designer who takes the time to listen to your thoughts can really communicate your ideas ... the way *you're* seeing them in your mind. The designer can work with you to develop ideas, and can partner with you to communicate these ideas to your audience.

To prepare for easy future transitions (when you begin thinking you might want to update your support materials), try to recognize some of your own preferences now. Start a file with marketing materials you like – and those you don't like.

When you're ready to have an ad created to put in your favorite journal or magazine, this will be an invaluable time-saver for you and the ad designer!

Retired Do-It-Yourselfers

Quite a few of my clients have spent years “doing it themselves.” They are finally hiring bookkeepers and accountants, and most of them realize that, like taxes, their expertise was also not in design. They're much happier doing what they do well (be it selling, or physical therapy, or training), and leaving the layout to me.

Start-up Businesses

Although some clients are corporations and associations, a good number of my clients are small entrepreneurs like myself. My goal is to “partner” with clients. I work to support my clients so that they can do what they do best, while I take care of creative materials, doing what I do best.

While I sometimes do one-time projects for clients, I usually develop long-term relationships with clients. If I've been working with you over

Partner for Your Marketing Goals



The initial design for this client was a website. Once that was completed, the business card was simple to create. Next comes the Powerpoint presentation ...



the past year on various other projects, creating your brochure is going to take less time and be more cost effective for you than if your first project is a laundry list of technical requirements for a brochure you need by next week.

Recently a new client brought me her ideas for a website. She had some ideas of sites that she liked and overall “looks.” Within a relatively short period of time, we were able to come up with first a design for her site, and then a business card that carried over the same theme. Recently she called to see about a Powerpoint template to match. The design will

be easy to create since I already have all the components of her marketing materials.

Sometimes clients will say “let's use the material we put together for my ad in ABC to start a website.” And, I'm available to recommend hosting companies, URLs, etc. A well balanced, diversity in client types can give a designer a wealth of knowledge about “how to” accomplish projects.

If you have ideas for print or web design projects, please call 630-668-0603 or visit my website www.debmanning.com.

Call 630-668-0603 or visit www.debmanning.com for an estimate for your next graphic or web design project.

With more than 14 years of experience in graphic and web design, DebManning Design specializes in support services that will make your business excel. Call today to discuss your marketing ideas or visit www.debmanning.com to explore services we offer.

Call 630-668-0603 to start a partnership with a designer ... or visit www.debmanning.com today!