



## Optimize Your Design Dollars Call a Designer!

By Debbie Manning



**I love design.** If you've worked with me, you know I love creating – newspapers, brochures, business cards, logos, handouts, postcards, newsletters, websites. When you talk, I see pictures. I hear what you say and picture it so that I will understand better – and, hopefully, others will, too. I love the challenge of communicating

in different ways ... organizing thoughts to make something that will make an impact on your audience.

**Designers love people who have lots of ideas.** Some of my favorite clients are speakers and writers who have tons of ideas – and they want to present them attractively. They know exactly what they want to say. They want a designer's assistance in getting their point across effectively.

Most of us are very visual. We imagine all kinds of things. We dream very well! With a little back and forth communication, a designer who takes the time to listen to your thoughts can 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.

Many of my clients, however, think they don't have any ideas – they have a sense that they "need" a new logo, or a business card. Or they know that they should have a website to support their business presence (they should!).

**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.

**In designing websites, I have a form that I give my new clients to help them think about what they really do like.** I ask my clients 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.



**I like to form a partnership with my clients that enables them to put words and pictures to their thoughts and dreams.** As a designer, my goal then is to present these thoughts professionally – and effectively.

**Grouping your marketing projects** is an effective way to minimize your marketing expense. For example, Ella Grace Cosmetics is a new, Naperville business, needing appealing Internet support. First we created a sophisticated "look" for the website.

**When a business card was needed ...the "look" is already there!** Design time? About 1/2 hour ... Printing is the only real cost involved. Usually 500 cards can be printed for well under \$100.

That's a good use of funds in your marketing budget!

**Although I occasionally design a single business card or brochure,** one-time projects are not the bread and butter of my business. I like to develop long-term relationships with clients. If I've been working with you over 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 logo. In a few hours time I was able to lay out her logo (she had it very well thought out) – and design business cards, letterhead, labels and invoices. The pieces needed were the same for each project, so she was efficiently able to save money.

**Some of my best relationships** are with clients who say "I'm doing a big presentation at XYZ Company.

Here's my PowerPoint presentation. Work your magic! I need a handout."

**They do what they do best and I do what I do best** – preparing an easy-to-follow, interesting handout in PDF format (don't you think those PowerPoint Notes Pages are way too common – and boring?). I already have their logo, contact materials, pieces of previous handouts ... saving hours of time. I can put together a handout for them very economically.

Or sometimes clients will say "let's use the material we put together for my ad in ABC to start a website." And, I'll happily 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.

For example, printing color postcards has become very economical lately. My clients all benefited from that knowledge – and some, who hadn't considered postcards before, are printing cards to hand out like business cards – others are printing coupons. One client printed invitations to an anniversary party on a postcard. Full color cards used to be only for corporations with lots of money – no longer!

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

A "DuPage Woman" business owner for almost 14 years, Deb Manning is a graphic & web designer who works with all sizes of businesses on logos, brochures, newsletters, newspapers, books, websites, and more. If you have an idea or want to start a print or web project, give Debbie a call for a no obligation project quote.

**Call 630-668-0603 to start a partnership with a designer ... or visit www.debmanning.com today!**  
**We'll make your NEXT project your BEST project!**



www.ellagracesmetics.com premieres the end of October



Collaborative Marketing Partners' website (more information on page 29)