

## Top 10 questions to ask yourself about how your business is being presented:

- 1 Could you define your brand identity?
- 2 Do you know how people find your business?
- 3 Do you know what your competition is doing?
- 4 Have you set aside a marketing budget?
- 5 How many hours a week do you spend on your own business marketing?
- 6 How many ways have you marketed your business?
- 7 Do all your marketing materials match?
- 8 Do you have materials professionally printed?
- 9 Do you know your website statistics?
- 10 Do you have so many customers/clients that you don't need to worry about better design/marketing? If not, give us a call.



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## Top 10 reasons why professional design and marketing will help your business:

- 1 "DIY" design may seem cost effective but your time is valuable and not putting your best foot forward could cost a lot more in the long run.
- 2 Templates, both free and paid – won't differentiate your business. Custom design stands out.
- 3 Using Facebook and similar services as your only web presence puts your business at mercy of a third party. Using them in conjunction with other marketing can be effective.
- 4 Design is an investment in your business. Unique, professional design helps you stand out from the competition and will pay for itself year after year.
- 5 Using a professional designer will ensure that your public image looks good 24/7.
- 6 A professional designer will work *with* you - ensuring through research and questions that your target market and goals are understood.
- 7 A professional designer also understands the importance of marketing.
- 8 A professional designer will ensure that all of your marketing materials match - giving your overall brand cohesiveness.
- 9 A professional designer can help with your ongoing needs - brochures, ads, newsletters, signs, tradeshow booths, etc.
- 10 You're an expert at running your business, hire an expert to ensure your business looks its best.

we help your business  
**STAND OUT**