

Michele

PRODUCTIONS

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Part One in the Series
“The Business Of Art, The Art
Of Business” by Mike DeAngelis

Three Questions You MUST Ask Your Creative Professional

Have you ever noticed that some people are prone to “impulse buying”...readily turning over their hard-earned cash without truly understanding what they’re getting in return? Ask these important questions when hiring a Creative Professional and you’ll always be assured of the very best.

1: “What is your business experience?”

Creativity without context is art you hang on the wall. Nice to look at, but it won’t bring you new customers or strengthen your relationship with your current ones. The ideal Creative Professional has practiced his or her craft in a demanding business environment and has stories to tell. No stories, no sale. Make that your motto.

2: “What can you tell me about my customers?”

A Creative Professional who shows up for their first meeting and can’t answer this question is telling you one thing: “I didn’t do my homework.” Keep looking.

3: “What happens after the sale?”

Is there a guarantee on the Creative Professional’s work? Do they give you a series of options for your future marketing and promotional needs? Are they available and responsive when you have questions? Do you feel that “the door’s always open” to you?

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You’re probably wondering “Where can I find a Graphic Designer I can trust?” The most reliable way is to network among your friends and associates. If they own a business, they know the importance of promoting it. If they have business cards, brochures, advertisements, or a Web Site, take a good look at them. Do they appeal to you? Could you imagine your own products or services presented in a similar manner?

For Web Sites, consider the following: Is the navigation logical and user-friendly? Can you take a quick look at the site and know where to go to find the information you want? Is the text compelling and well-written? If the site features background music, is it turned off by default, or does it blow out your speakers on your first unsuspecting visit? Are the graphics crisp, vibrant and well-chosen? Is there a simple method of contacting the owner for more information, such as a contact form, or do you have to search the site in vain for key information such as the phone number or business hours? Ask these questions,

and carefully consider your answers. Too many negative responses mean that you need to continue your search. It’s better to take a little extra time and find the right person than get handed a bill for a product that you don’t like and you can’t use.

If you have a positive reaction to the Designer, go to their Web Site and review their portfolio. Do you see diversity, or do you see a competent yet unexciting array of prefab, pre-built template sites?

Once you make the decision to contact the Designer, follow your instincts. Do you feel comfortable talking with them? Do they have an appreciation for your needs, your budget, your success?

Graphic Design is a creative field, but when the customer has a business need, that need must become the primary focus. It is entirely possible for promotional materials to look good...great, in fact...and completely miss the mark when it comes to effectiveness. The Graphic Designer that’s right for you understands these things and wants to see you succeed.