

How
Do It Yourself

[D·I·Y]

CAN

hurt

your new
business

Starting a business...
the excitement,
the anticipation,
the passion we have for helping people!

This is heady stuff!
We are aglow with possibilities.
We are awash with expectations.
We see our new business flourishing.

We see ourselves being hired.
We see ourselves being paid for our services.
Yet, as we step forth, we can make
a serious error in judgment.

**We decide to DIY our most important
business-building tools:
logo, business card, website and brochure.**

**And our ideal clients are
not impressed.**



Hollie Clere, The Social Media Advisor, shares her DIY story

“When I started my business, I wanted to create as much marketing buzz as possible for the most cost effective solutions. I knew I needed a business website, business card and a flier at the very least. I jumped onto one of those sites where you can select from a few thousand design options, print and it would be on your doorstep in a few weeks. Done and done, right? I attended my first leads group meeting and one of the cards handed to me was the same exact design. We looked at each other mortified. I knew that if I was going to be memorable, I needed something custom for me. **These on-line sites didn't produce a high enough quality print or design to fit the quality of clients I wanted to serve. Never again.**” <https://thesocialmediaadvisor.com/>

**It's your business.
Who will you hire?**

YOURSELF— THE DIY OPTION		OR	A PROFESSIONAL— THE CUSTOM OPTION	
<p>WILL YOU SPEND TIME SORTING Whichever on-line source you choose, you will have to sort through the options they provide. How many hours are you willing to invest searching?</p>		OR	<p>TIME APPROVING Your design professional will partner with you to create a unique visual presentation based on your vision for your business. You will select from custom options presented to you.</p>	
<p>WILL YOU SPEND MONEY FOR THE SAME THING <u>EVERYONE</u> GETS The images available through on an on-line source belong to them, not to you. Everyone using the site has access to the very same images. Hollie’s story highlights the downside of this. In the end, her business received no value for the time and money she spent!</p>		OR	<p>MONEY FOR GRAPHICS CREATED AND SELECTED JUST FOR YOU The logo your design professional creates will belong exclusively to you—no other business can use it. Additional, carefully selected images will be assembled to create a collection of visual assets for your business that are yours to use on all your marketing projects.</p>	
<p>DO YOU WANT NO GUARANTEES The on-line source can remove images at their discretion. The image you select for your logo this year can suddenly disappear next year.</p>		OR	<p>LIFETIME AVAILABILITY The newly created custom graphics and images assembled by your design professional can be used throughout the life of your business.</p>	
<p>DO YOU WANT TIME AWAY FROM SERVING YOUR CLIENTS Every DIY hour is an hour NOT spent on your business. How many hours can you afford to spend on activities that do not directly serve your clients?</p>		OR	<p>TIME FOCUSED ON SERVING YOUR CLIENTS Visual presentation is the business of your design professional. They focus on your business so that you can serve your clients.</p>	
RISKY INVESTMENT		OR	HIGH VALUE INVESTMENT	

It’s your business. How will you invest in it?



THERE’S MORE! Email me at Robin@DoubleVisionArt-Design.com to receive a copy of “How to Get the Biggest Bang for Your Buck Working with a Design Professional.” It has all the information you need for a successful collaborative partnership—guidelines, tips, and a glossary of terms.