



COPY KING
On Time, On Demand

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Why Hiring a Graphic Designer Makes Sense

- 1. You don't have time.** - You know your job and do it well. A graphic designer is a professional who knows their field. They know about things like bleed and trap, type-safety and imposition. A graphic designer can turn your ideas into reality in a short time, leaving you free to do what you do best.
- 2. You want your project to look good!** - Even if you have design software, knowing how to use it quickly, and unleashing all its capabilities is another thing entirely. A graphic designer is much more aware of how and why elements fit together. There is more 'thinking' behind the decisions. They are trained to think of designs that not only catch the eye, but also appeal to emotions, through a combination of elements like typography, colors, and shapes - and they do it quickly.
- 3. You save yourself a lot of headaches.** - Let's say you do put together something yourself, and send it off to the printer. When the proof - or worse, the finished product - comes back with problems that you didn't anticipate, fixing or reprinting will take even more time and money. Designers know what to do to make sure a file prints correctly.
- 4. You get a brand new source of ideas.** - Designers are generally pretty creative folks, and they like to help their clients get the most out of every project. Hiring a designer means you'll end up with a better finished product. Their ideas may lead to a more eye-catching, more appealing and a more polished piece than you would have created - thus leading to more attention from potential customers and more sales.
- 5. You want to keep your look consistent.** - If you use different logos, different fonts and different messages everywhere, it's going to be hard to look professional - never mind standing out in a potential customer's mind. Designers know how to watch those little details and ensure that every piece of marketing communication fits with everything else. Sure, your customers may not notice if you used "Times New Roman" in one ad and "Calibri" in another, but the subconscious mind picks up details and uses them to form an overall opinion of your business.
- 6. You want to improve your image.** - We've all seen business cards prepared on a home printer using perforated paper and the impression they leave. Well designed advertising and marketing materials will convey an image to your prospective customers of a professional company that they can trust.
- 7. You are trying to uniquely brand your business.** - Now, not every business needs to stand out. If you're a locksmith in a small community, for example, it may be enough to just show up in internet searches. But if you're in a market with a dozen other locksmiths, you want to stand out. You don't do that with a clip art logo or canned flier that looks the same as 10 of those 12 competitors. Using marketing materials that are unique and stand out are a way for people to remember you. You only get one chance to make a first impression, make it count.
- 8. You can't afford not to.** - By the time you learn how to use that page layout software that came free with your computer, you may have invested several hours. Couldn't that time have been used more productively? Good design is not an expense - it's an investment, and it has long been proven that businesses that invest wisely in their future are best positioned to succeed.