



Our designs will inspire and delight our clients

While saving the planet!

## Why Hire a Graphic Designer

**T**hink you can't afford a graphic designer? Think again. Here are six reasons why you should hire a graphic designer.

### 1 Saves you time

You're an expert at your business. Graphic designers are experts at graphic design. They know how to create materials that attract the attention of your target market while visually conveying your business' image. By taking advantage of their expertise, you're able to save time and get the project done right. (Besides, do you really want to sit down and try to design your own marketing materials?)

### 2 Distinguishes your organization

Good graphic design will quickly communicate your marketing messages to your customers. Just by looking at your materials, they'll get an impression of what your organization is about, the feel of your organization, what it would be like to work with you, etc.

The importance of a strong visual presentation cannot be understated. As human beings, we rely heavily on what we see in the world. A good graphic designer knows how to manipulate colors, fonts and images in order to create the best impression for your company.

Great graphic design merges art with marketing – it takes years to master. But once mastered, the results can be amazing. Another thing to consider in today's fast-paced world. How tech savvy is your designer? Are they up to speed on the graphics you need to support your social media needs? How marketing savvy is your designer? Are they focused on created art that makes the sale or winning awards (they often aren't the same thing).

### 3 Cuts through the chaos

Every day, it is estimated that Americans are hit with over (Yankelovich Research (later quoted by the NY Times), that range from 3,000 to 20,000 a day. Those higher numbers include every time you pass by a label in a grocery store, all the ads in your mailbox whether you see them or not, the label on everything you wear, etc.

[www.fluidrivemedia.com/advertising/marketing-messages/](http://www.fluidrivemedia.com/advertising/marketing-messages/) attempts to snag their attention. The right design can help your message stand out and be noticed rather than getting overlooked.

### 4 Makes you look good

Wonderful design combined with well-written copy will add a level of professionalism and elevate your business' image to a higher level. Your designer can also provide recognition and consistency across all of your branding and marketing materials. You want someone who can design for print, web, social media, and whatever other needs you may have (billboards, truck panels, etc.).

### 5 Helps you understand what you want

Let's say you know you need the help of a graphic designer but you're not sure where to start. A graphic designer can help you organize your thoughts and get a handle on your concept. Then, that graphic designer can take that information and turn it into eye-catching, results-driven design.

### 6 Helps you be objective

Many business people are too close to their business, so it's difficult for them to see not just faults but also strengths. Graphic designers can come in and be objective, really seeing how to help sell the business, the image, the products or services. Then they can design your materials for maximum results.

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*She can be reached via her website, [www.WildWomanDesign.com](http://www.WildWomanDesign.com), where you can also sign up for her monthly "Graphically Speaking" column – full of tips to help make your graphic design a success. Copyright 2004–2013 Wild Woman Design.*

