



M O L L I C A D E S I G N

STRATEGY-DRIVEN GRAPHIC DESIGN & BRANDING

Hiring a Graphic Designer? Here are 10 things you should consider.

1. ***Their guarantee.*** Only work with designers that stand 100% behind their work. This is an easy way to identify if the designer is an expert / reputable artist - ask how he/she stands behind the work and service.
2. ***Their ability and willingness to research your business, your objectives and your prospects*** - Without thoroughly knowing you and your business a designer is not going to be able to design projects that will generate revenue and results.
3. ***Their background in business, marketing or advertising*** -This one is critical! If your goal is to bring in revenue and results, you'll need a designer that firmly understands your market and how best to reach them. You'll only want to work with business savvy designers who know how to weave proven marketing strategies into your projects. Ask the designer what expertise they have in marketing and advertising.
4. ***How they evaluate the success of your project.*** Many designers feel they've done an adequate job by just creating something that they feel looks cool or neat. Your goal will probably go beyond looking cool into gaining market share, boosting revenue, more brand awareness, etc. Make sure the designers evaluation of your project's success is the same as yours. After all, design that doesn't bring in any results or revenue is just art - and unless you sell art, it won't make you any money.
5. ***Their current portfolio*** - Does their portfolio have the quality of work that you want and expect?
6. ***The value-added services they can offer*** (we offer custom and stock photography, photo editing, illustration)- If you might need these additional services you may have to pay extra for them if the designer can't offer them to you.
7. ***Past testimonials*** - What have past clients said about them? Ask for references.
8. ***Their willingness to educate you and your staff*** - Will the designer take the time to work with you and your staff, and provide top-notch support and service?
9. ***Their demeanor towards you and their other clients*** - The designer should function as your design department, so you'll end up working closely with him/her. Do you feel the designer is easy to communicate with and has a good attitude towards you and your business?
10. ***Value*** - notice value is listed here and not price. Smart business owners know that value rather than price should dictate what decisions she/he makes. Do you feel you will get results and a good value from working with the designer? Do you feel you'll get more than your investment back from working with the designer? A good designer will provide you with a brand image you can own indefinitely, not a trendy persona that will be outdated in a few years. Don't make the mistake of having to continually update your brand - find a good designer who will get it right from the start.

Mollica Design is one of few business savvy graphic design firms who help companies build more confidence and credibility into their business identities. We help you take your business' vision and shape it into a company identity that will make you look better, and have more confidence about promoting your business brand, which results in growing your business to the next level.

The equation is simple:

- You work with an experienced, business savvy designer
- You get a consistent brand identity that sets you apart from your competition
- Your business brand will look more credible and you will be able to compete with larger, more established companies
- You will attract a higher-end clientele
- Your business progresses to the next level, you make more money and your success attracts more lucrative clients

Contact us today for a free consultation and evaluation of your current marketing materials.

Or take a look at our website to see the award-winning ways we've helped other clients grow their businesses.

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