

How “Do it yourself” can “Do in” your business

The appeal of using a program like Microsoft Office to create your brochure, flyer or presentation is evident. We think, “I have the program and it comes with all these nice looking templates to make what I need”. True enough. These sort of programs make it possible for almost anyone to create something with a bit of design flair. The program includes clipart and colorful backgrounds. When doing it yourself, you have immediate control over the appearance and content. It’s definitely better than nothing. But is “better than nothing” how you want your business to be perceived?

It can seem like a good idea because doing it yourself avoids the expense of hiring a graphic designer. You may even be able to print it on your office printer, also saving professional printing costs. The catch is that ***there’s a point when this strategy starts costing you more than it saves you.***



If you run a small shop and have casual business relationships, a flyer like this may be the best choice for your money.

If you were seeking legal services, would you choose one of these providers over the other? Why?



What kind of assumptions do you make about these fictional companies based on their materials? Would it influence your decision to hire them? What assumptions do you think your potential customers make based on your materials?

If you want materials that represent you as a professional and attract professional clients, it is in your best interest to invest in professional design. You’ll also know that a Graphic Designer will produce something professional in a fraction of the time, so you can stay focused on running your business. AND the finished result will be something you’ll be proud to have represent your business.

If your business is a side-job, a hobby, or a small shop and your clientele are people looking to do business with a “regular guy” at low cost, homemade flyers will communicate accurately. They convey the message that you’re a small shop and they’ll attract clients who are looking to save a buck and aren’t worried about professionalism. If that’s what you want, then doing your own design work is a fine choice.

Here are a few questions to help you decide how to produce your next design project:

- Does your business provide professional quality work or is it more of a side job?
- Does professional image matter to you?
- What kind of customers do you want to attract to your business?
- What is your time worth? If it takes 10 hours to produce a brochure on your home computer, how much revenue could you generate in that time?

Brought to you by:



www.crowsmouth.com