



Can-Do Graphics'
Insider
Bulletin

The Top Thirteen Questions Designers Don't Want You To Ask

Tough questions that will help you make the right choice in growing your business, getting results and maximizing your investment

- 1 Beyond aesthetics, how do you measure the success of a client's project (web site, flyer, corporate identity, etc...)?
- 2 Do you have any formal or practical experience or training in business, marketing or advertising?
- 3 If you aren't well versed in business, marketing and advertising, how can you help my business separate from the competition, focus on my target markets and achieve my marketing objectives?
- 4 How can you help me develop a focused, consistent and clear marketing message that specifically targets the customers I am attempting to attract?
- 5 How have you helped your clients gain more prospects, additional revenue, more market share, help them separate from the competition or make better use of their marketing/advertising budget?
- 6 Do you have testimonials that indicate that you get results for your client?
- 7 What marketing and advertising initiatives and strategies do you have in place for your own company? What kind of results are they bringing?
- 8 How has your business grown over the past year? By how much? What can you attribute that to?
- 9 What is your client retention rate? How many clients come back to you for additional projects after the initial one is completed?
- 10 Beyond aesthetics, how can you ensure my advertisement will be effective so I maximize my investment?
- 11 What does AIDA mean, and why is it critical in designing collateral materials and advertisements?
- 12 What initiatives do you have in place to ensure you are keeping up to date with the latest design, marketing and advertising trends? How is continuous learning and improvement a aspect of your business?
- 13 Have you written any educational articles or education for business professionals, or for younger designers?

NOTE FROM THE EDITOR

If you are a business owner, let me know what you want and what you think. Email info@candographics.com and let me know how this bulletin was helpful to you, and what you would like to see in the weekly, Can-Do Graphics' Insider Bulletin. For an in-depth discussion on building confidence and credibility into your business identity, contact me at 480.391.0704 to schedule your free Business Credibility Consultation.

If you're an aspiring designer, and you feel your clients would benefit from this information, feel free to let others know about it, but please do not share without assigning authorship to Can-Do Graphics. Distribution is on the honor system. For questions please contact me at info@candographics.com.

Best Wishes,

Jeremy Tuber
Founder
Can-Do Graphics, LLC