

How to Hire a DESIGNER

In five easy steps!

How to Hire a Designer (in Five Easy Steps)

» **STEP ONE:** Open a new Google Doc. Title it: Possible Web Designers to Hire

» **STEP TWO:** Now, you have to become something of a sleuth. Anytime you visit a website you like, check out the footer, where you should be able to find a link to the designer's website. Check it out. If you like it, add it to your Google Doc.*

**Why am I recommending Google Docs over Word or Pages? Google Docs is free for anyone to use and Millennials especially love to use it. There's a high probability that any web designer you hire will fall into the Millennial generation, even if they abhor the mark.*

» **STEP THREE:** Once you have a few web designers on your list, it's time to start making notes. Things to consider about each designer:

PERSONALITY: *Do you like this person? Do you trust them? What's your gut say?*

You're going to be handing over a chunk of change and you want to be certain you'll get what you sign up for. Testimonials are a good place to check if you are on the fence - as long as you can sniff out a real one from a fake.

REFERRALS: *Do you have a personal recommendation from someone about this designer?* If yes, you might feel more comfortable working with a designer who was referred to you. But don't limit yourself! There are plenty of great designers who might fill your needs better than one you know personally.

PORTFOLIO: *Do you like the other sites and logos in the designer's portfolio?* You don't have to like *all* of the work, but you should like some of it and feel that it fits with your vision for your business.

BUDGET: *Is there pricing on the site?* Many designers shy away from posting their rates online, as most projects are custom. But you need to get an idea for how much you should be paying for what you need! If rates aren't listed and you're interested in their work, email the designer and ask for a ballpark figure.

» **STEP FOUR: Now it's time to get in touch!** At this point in the process, you may have narrowed it down to a specific designer you really want to work with. I hear that all the time! But if you haven't decided 100%, get in touch with the designer via their preferred method (*you should be able to find a getting started, project, or contact form on their website or their email*) and schedule a meeting.

» **STEP FIVE: Weigh your options.** And then go with your gut.

Honestly, I don't think I can overstate how important I think it is to go with your gut.

Let me tell you why:

Over and over again, I've heard sad stories from clients about their past experiences with graphic and web designers. Designers who didn't listen. Designers who missed every deadline - by weeks, not by days. Designers who simply disappeared.

These are usually people who dabble in design, nights and weekends. Don't get me wrong - nights and weekends is exactly how I started out! They are not *all* bad. But some are. *I'm not a freelancer, or part-time.* Working for you is my full-time, usually more than 9-5 job. And because of that, you get by full-time attention.

Now, get to sleuthing! Find yourself the right designer, and then hire them.

Yours very truly,

Linda

