



When speaking to your designer, remember that it is best to discuss you and your business, than it is to discuss specific design issues. The following is a list of three items that will help you and your designer moving forward.

### Know your message

Understand what it is you wish to say in your advertising. Keep it focused on your goals. Are you looking for new leads? Are you offering new advice to existing customers? Write out your content and have a professional writer or editor look it over. It is less expensive than you think, and you'll be glad you did.

### Know your goals

What exactly are you looking to gain with your advertising? Are you targeting a certain area? What is the return you're looking for? Having your goals clearly defined will help in the decision of what the best direction is to go in.

### Know your budget

Don't be afraid to set a budget when it concerns your design needs. You should know how much you are willing to spend before you see your designer. Letting your designer know what your budget is allows the designer to come up with multiple solutions for your needs.

By understanding your message, your goals and your budget you will be well on your way to choosing your best course of action.

Regards,

A handwritten signature in black ink, appearing to read 'Steve Mills', is positioned below the 'Regards,' text.

Steve Mills