

---

# How to Know When It's Time to Hire a Designer

Heather Fernandes, Marketing Consultant

[www.heatherfernandes.com](http://www.heatherfernandes.com)



---

As a small business owner or solopreneur, you know the importance of looking sharp on the web. Unfortunately, there may be some blocks holding you back from achieving the success you desire. If you are having second thoughts about your website or overall branding strategy, chances are, it's time to hire a professional designer:

### **1. You are trying to do everything yourself**

As a small business owner, your time is money. You probably have good intentions, but your branding work never seems to look as good as you envisioned in your head. Why exert energy into trying to learn design software when you should be focusing on your strengths and growing your business through sales and operations? Hiring a web designer means that you are freeing up more time to do your job, while they do theirs. Think about if this way — would try to fix your car yourself when you have no idea what you are doing? No, you'd call a mechanic. Same goes for your design work. Designers are professionals, and should be treated the same as any other profession.

### **2. You have no consistency in your branding**

The touch points each customer has with your brand should be consistent. Using a haphazard approach to your color combinations and font choices will cause you to look anything but professional. A designer can help you look consistent through all mediums where your business is represented.

It's also important to keep scalability in mind. What happens if you experience growth and other people need to work with your brand? Do you have a branding system in place that is flexible enough to expand and grow alongside your company? Does your website still effectively represent your company, even though you have grown?

### **3. You need an outside perspective**

As a designer, our job is so much more than making pretty shapes and colors. Designers take your business problems, your customers perceptions and personality, and transform them into visually appealing materials that communicate your product or service effectively. We may even suggest new solutions or angles to your problems

---

that you may have not thought of before... leading to the development of concepts that you can re-use over and over again.

#### **4. You don't feel confident you can take your business to the next level**

Positive perception of your business is everything to new customers. Adding delight throughout your online experience can give you an edge over your competition, especially in an industry that may not be digitally-inclined. If you have ever questioned your branding, chances are it is time for a refresh. You should not have to feel ashamed about your online marketing materials.

#### **5. You're not sure where your business can go**

A designer can help you realize your vision. Once you hire a web designer, you can start to begin see the true capabilities of your business. With a more specific focus, you can reach new customers with clarity and purpose.

Building for the long-term is always an important quality of a good web designer. They should be able to help you achieve your goals and increase your bottom line with a repertoire of professional branding materials.

Heather Fernandes, [www.heatherfernandes.com](http://www.heatherfernandes.com)

Contact me today to talk about your design needs: [heatherfernandes78@gmail.com](mailto:heatherfernandes78@gmail.com)