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Ron Massaro

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Food For Thought

"Imagination is more
important than knowledge."

- Albert Einstein

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Mark Palazzo

Publisher of

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This Week's Featured 15 Second Commercial

For 10 years Ron Massaro has been a respected colleague and mentor to Mark Palazzo. Similar to Kris Daw (Medical Device Marketing Specialist) and Donna Pembroke (Full Charge Bookkeeper) Ron is looking for new ventures and career opportunities. Past, "15 Second Commercials" [here](#).

Ron Massaro has over 15 years experience in business-to-business marketing, product management and marketing communications. He helps companies expand their product offering, identify new markets and customers, launch new products, build their brands, and position themselves for success.

Ron has worked for all sized companies, from small start-ups to large corporations. His exceptional experience managing a diverse range of marketing initiatives gives him the perspective needed to manage a product line, a marketing strategy or a communications program. In all cases, he has a strong belief that listening to customer needs comes first.

If you know of someone who may be interested in talking to Ron about a marketing opportunity, please contact him at ron.massaro@comcast.net.

Billboard Advertising Project:



Next time you attend an [AquaSox](#) baseball game in Everett, take a look out in right-center field. You will see a billboard that [Mark Palazzo](#) designed for Cascade and Summit Rehabilitation. Mark's challenge was to be creative and unique in a sea of advertising.

Review rough design ideas from this billboard project [here](#).

Continues

What To Look For When Hiring A Designer

The search for a graphic designer will introduce you to many types of individuals. Graphic designers are unique animals with their own style and way of doing things. Nevertheless, there are a few primary pre-requisites for any designer you hire to develop your next marketing piece.

A Great Attitude

Your graphic designer is going to play a key role in how your business is perceived by the world. You want more than just a contractor, you want a team player. Your graphic designer should jump into your brand with enthusiasm and immerse themselves in your products and your business goals. You do not want to hire a graphic designer who can't take criticism or seems only mildly interested in your products. A good designer will be able to take your vision, and run with it, even if the vision develops into another direction.

Creativity

Look for graphic designers who have a passion for design. You'll know who they are because they always give you a little bit more than you asked for. These are the graphic designers who come back to you with four or more fully developed design concepts, when you only asked for two. They love their work and it shows!

Range

Successful graphic designers have a distinct style, but can also work in a wide variety of mediums for many different audiences. Look for a designer who is as comfortable designing eye-popping branded ads as they are corporate-looking annual reports. If you're introduced to a skilled graphic designer with a great attitude, you're going to want to use them for a wide variety of projects.

Responsibility and Professionalism

You don't want a designer who misses deadlines and needs constant prodding to get the job done. Professionalism is a must for your next graphic designer. A responsible designer will meet deadlines in a timely manner, anticipate your design needs before you do, and work to stay within project budgets. Your marketing dollars should be one of their top priorities. The right designer will be an asset in researching cost-saving measures and obtaining vendor quotes. Cost savings to your company should be achieved without compromising the quality of the finished piece.

Your designer should dress in a professional manner - even if they are a contractor, and not a direct company employee. The seasoned designer understands that they are an extension of your business staff, and should reflect the same image your employees maintain. Creative attire does not translate into creative design.

Professionalism needs to be present at all times. Your designer should be courteous, and communicate well orally as well as visually. This means they should be able to communicate effectively with your staff and vendors to make the entire creative process run smoothly. If your designer is a poor communicator, you may have trouble seeing your ideas come to fruition. The need to constantly micro-manage your designer can lead to a lot of wasted time, energy and money.

Remember, the right designer will be able to effectively communicate your brand to the public, by being professional, responsible, and creative. Look for warning signs early on, such as missed deadlines, lack of enthusiasm, continuous cost overruns, etc. If your designer doesn't care about your company, your budget or your product, nothing they design will make the public care either.

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