

# Aren't you a slave to good design?

By Allan Gorman

Admit it. Aren't you a slave to good design?

Don't well-designed materials -- brilliantly conceived, exquisitely printed, well crafted, beautifully fabricated -- draw you in, just like a moth is drawn to a flame?

Don't you want to have them... and make them an extension of yourself (and a reflection of your great taste)?

On the other hand, don't things that are poorly crafted, poorly designed, just plug ugly -- leave you cold and indifferent -- and make you want to walk the other way?

You're a slave to good design.

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**So what does good design have to do with marketing your brand? Well... everything.**

Each of us has his own personal club that I like to call "*the inner circle of choices club*". Into this club are allowed only those that we find attractive and appealing. Things that don't measure up to our standards and criteria just don't get in.

Doesn't it stand to reason then, that since your visual appearance is the first piece of information a stranger receives, the more attractive you are, the better your chances of getting into his club? And becoming his preferred choice for the type of product or service you're offering if and when he needs it?

If you have high aesthetic standards, doesn't it make sense that your customer does as well?

With this argument, there should be no skimping or cutting corners on a great presentation.

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**A computer program won't give you good design.**

With the advent of personal computers and software that have made it "so easy even you can do it" (or so they lead you to believe), there's been an undermining of the design profession by unskilled novices who can now use a computer program to make things look "good enough".

The software companies have played a dirty trick on us.

Using "templates" and the tutorials they provide can, admittedly, help people, who's calling isn't necessarily design, create materials that will look better than what they could make without these sophisticated computer tools.

But this isn't good design.

Good design, in the hands of a skilled and experienced pro -- who eats, sleeps and breathes aesthetics -- is a unique non-verbal solution to a communications problem.

And you just can't get a unique solution using tools and templates made for mass consumption.

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### **"Good enough" isn't good enough to help you become a market leader**

The old adage is true -- first impressions are lasting impressions.

And the first impression you make can actually make or break your business.

The quality of your materials -- the way they're conceived, designed and printed -- from your logo and business card to your web site, to the office décor, even to the way you dress -- is the first, and one of the most powerful experiences a customer will have of you and will forever dictate the ideas he will have of your brand.

Do you want that experience to be that you'll settle for "good enough"; or do you want to be perceived and remembered as the one who's unique, distinctive and the very best choice in your category?

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### **There's no substitute for professionalism in good design.**

Hire the very best professional to get the very best design you can.

Look for a communications solutions provider who will help you establish a unique visual "voice" that reflects the quality, personality and vision of your brand.

Don't cheap out -- spend what it takes. It's an investment in the future that can pay off in dividends a novice and a software template will never be able to provide.

"Good design" is a unique, non-verbal solution to the communications problem of conveying that you're the best there is.

Be happy that you're a slave to good design... because your customers are too.

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