

Checklist for Hiring a Graphic Designer

[Melissa Heckel](#), Owner and Creative Director of [Branch Creative Co.](#), shares her advice on hiring a Graphic Designer. Reach out to Melissa and her team about hiring them for your Graphic Design needs so you can stay in your zone of genius and be the visionary for your business!

Why you need to hire a Graphic Designer:

- Gives you a strong foundation for Brand Strategy
- Helps you attract your ideal customer and keep their attention
- Helps you showcase your business in the best possible light
- Gives your business credibility and builds trust
- Develops a consistent look for your logo and supporting graphics

Tips on hiring a Graphic Designer:

- Ask about the following capacities and find what option works best for you:
 - Part time or full time as an employee
 - Monthly retainer basis
 - Project/Package/Phase basis
 - “Design Day” options
- Ways to find good, experienced Graphic Designers:
 - Ask trusted friends or business colleagues for referrals
 - Post in your local business Facebook group
 - Google search for designers in your area
 - Always look at their portfolio to make sure you like their design style
 - Read reviews on their website, Google or Facebook pages.
- Be realistic about your budget by considering the following:
 - Don’t just go for the lowest bid (you definitely get what you pay for)
 - Make a list of what you want help with and prioritize the projects, then ask for a project/package/phased plan
 - Hire the designer to create templates for you
- Always ask the designer about their process. This will give you an idea of what it will be like to work with them and allow the designer to share their value with you!