

## *Phase one*

### **Getting to know you and your business.**

- Define the target demographic for your project
- Assess where you are in your business development stage
- Assess your brand image if there is one.
- Discuss Budget
- Become Acquainted
- Learn more about your business, strengths, weaknesses, and creative possibilities.

## *Phase Two*

### **Draft proposal: The proposal includes**

- Outline of Project
- Goals: Define a unique selling point if needed.
- Details of what is to be accomplished
- Estimated Range of Cost
- Calendar with Dates and a Project Plan
- Production and Product Finishing Information
- Definition of terms
- Terms of service.

## *The Internal part of Phase Two:*

I'll take that information from the initial meeting and create a marketing persona (your target market) that includes their personal tastes, their ideals, their style, frame of mind, which medias this person is receptive to and other information that would lead your target persona to act to your message. This all goes into an internal document called the creative brief. It allows me to pick styles, typography, images, paper, media, concepts based on your target persona, which is your target demographic. Not based on the aesthetic of yours or mine.

Even if you are a small business that depends on word of mouth it is still outstandingly important to be aware of your demographic

because “if you target everyone, you’re targeting no one”

## *Phase Three*

### **Creative Stage**

I create for as long as you want me to, I can come up with 10 thumbnails for you or I can do 50.

This is discussed in the initial phase

- Next: Create a style board in the computer that I can share with you. We can both decide what your target demographic will be most receptive to. The style board includes photographic inspiration, patterns, color paper, vector graphics, photography, typography, and layout inspiration.
- Start with thumbnails, then move into mock-ups, refine those mock-ups  
What you will get: I will show you the best of my work; from there you will receive three rounds of revisions to finalize content, imagery, and concept.

Mock-ups and ideas can be submitted through e-mail.

Build the files present them to you. You will receive three rounds of changes free of charge.

## *Production stage:*

Package files for print, proof final, and deliver the work.