



(858) 751-4407 | UZODESIGN@GMAIL.COM | WWW.UZODESIGN.COM

PRE- CONSULT ADVISORY

WHAT TO EXPECT

Our initial meeting will comprise of talking about your ideas, the duration of the work completion, the deliverable and payment for services (which will include several options). For each first hour of local consultation a fee of \$40 will be assessed to you.

This is to compensate for our time and to guarantee that you are serious about entering into a business arrangement.

After we have met and reached an agreement to enter a business relationship; the initial consultation fee may be included in your total billing. After an agreement for the project to go on, both parties will sign a contract.

Charge

Generally, you will either be charged a flat fee or by the hour. You will be required to pay half of the total cost up front and the remaining half upon the completion of the work. If you make your payment on time you may be eligible to receive a percentage 10% off your total cost. At the same time if you choose to make the full payment at a later date you may be charged extra. This will all be discussed in depth at the first meeting.

OUR EXPECTATION

A business relationship like any good relationship is a two-way street. As Designers, we expect to be given the freedom to create a great design that will not only provide a solution but also have an aesthetic appeal that will enhance your business. We will make our best effort to incorporate any ideas you bring to the meeting that will work with the design. We will defer to your judgment in decisions that involve your business which you have more expertise than us.

Besides that, we may have to turn down your business if it involves something which is deemed immoral/unethical or just plain bad design that may not be in best interest of your business nor reflects the quality of work which we are proud to stand behind. This is because creative works that are done for clients reflects back on the designer and no one wants to have a reputation for doing poor work. We would love to work with someone who appreciates design and respects design as a reputable profession. If this is you, yay! We promise you will not be disappointed. Thank you for taking the time to read this.

YOUR PROJECT

Before coming to the first meeting it is important to consider who your design work is for. This simply means, is the design strictly for your personal taste (e.g. a Tee shirt designed for you to wear and you really don't care what anyone else thinks about it?) or are you needing a logo designed for your local business?

In the first case, you have more freedom and the final design will most likely be designed 100% with you in mind. However, if you are designing a logo for your local business that is supposed to generate income for you by getting customers to approach you; then it becomes less about what you want and more of what works to achieve this goal. Which is why you have hired a design professional to do the work for you. An example would be if you are someone who loves the color pink and would want to paint your car dealership pink. It may create the impression that it's a "women only" dealership, thereby reducing your clientele in half by excluding the men, even if that wasn't your intention.

As a designer, our job is to create a design that will send the right message and help your business grow even if it's contrary to your personal tastes. It would help us to know what matters more to you. Your personal taste or what works. The best-case scenario is to find elements of your personal choices that will work within the overall design for your business.

PREPARATION

Here are a few things to consider, so that our first meeting will be productive. We would recommend asking yourself a few of the questions below. If you don't have any idea, that's alright, we can either figure it out together or you can entrust us with the whole operation.

Who is your target audience?

Often times people say I want everyone to patronize my business. We can understand that sentiment since the rationale is that more clients, more sales. The fact is that 80% of your sales will come from your target audience. So, we want to design to appeal to them first and foremost.

What do you know about your target audience? What appeals to them etc.? What goals are you trying to achieve through this design? What kinds of message do you want to convey?

Things to bring to the meeting

Bring helpful info about your target audience. Bring examples that appeal to you (be sure to let us know why it appeals to you). You can bring prints or save links or point us to where you saw the example.

Other things to consider

Have you set aside a budget for the project? Do you have a week or 2 to make yourself available for the project? Will you be needing a photographer or videographer? Have you gathered the relevant organized content? This may include the copy, pictures, videos, testimonials (reviews). We hope you found this helpful in preparing for our first meeting. [LET'S GET TOGETHER](#)

