



Graphic Design

SMART CHECKLIST

While your project is still in the concept stage, make sure that your idea is tested against this checklist.

Do not go public with anything that can't meet these simple criteria.

1. Is it in keeping with your business plan, strategy and sales logic?
2. Does it inform, educate, enlighten or entertain your prospect?
3. Is it both well-planned and well-designed?
4. Does it offer a solution to a prospect's problem?
5. Will it reach the right audience at the right time with minimal waste?
6. Is it a partial campaign, and does it have consistency with collateral materials?
7. Does it explain why your company is different than your competitors'?
8. In the long-run, will it bring in at least twice as much revenue as it costs?
9. Is it different than your competitors'?
10. Is the company or individual you have selected to design and graphically help you with your project capable and knowledgeable to execute the project, or are you wasting your time?

Once your new promotional concept has passed these ten test questions, consult with your graphic professional with an open and honest dialogue. The more he knows about you and understands your company's strategic efforts, the more intelligent solutions he can offer in helping you with the execution of your project.