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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Why Design Matters in a Slow Economy

By Eileen Parzek

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Ask any business expert what really matters during times of economic instability and they will say that continuing to market your business is critical. Yet, in business, matters of creativity and design are often seen as something nice to have if you can afford it, but easily cut during uncertain financial times. Historically, when money is low, it is the arts and artists who feel it first.

Existing businesses are struggling more, and people are losing jobs and going out on their own in droves, making competition fiercer than ever. How can they stand out and be seen – if not by good design, marketing and advertising? Online or off, good design gives credibility, visibility and consistency. It can even make economic sense, if approached strategically.

We all have heard the adage that a picture is worth a thousand words. When a business is seeking higher visibility, it is often the projected image that makes them memorable, hopefully in a good way. If you're competing with other companies selling the same service or product, there are many things you could do set yourself apart – but FIRST you have to get the customer's attention. On first impression, the only differentiation between you and your competition may be your branding and image. And that is achieved with graphic design.

Good design leads to communications consistency. Studies indicate that a prospect must hear of or see your business numerous times before it will spring to mind unbidden. Having a consistent and memorable message and image can help accelerate recognition and therefore, speed up the branding process.

Imagine you are at a seminar listening to a dynamic speaker and you ask him to send you further information about his company. When the packager arrives, you are surprised to discover the information is barely readable, the colors clash enough to make your eyes ache, and there is a good chance the charts were done by a five year old. You will probably overlook it because you met this gentleman, and you already know he knows his stuff. But if you received this marketing collateral before meeting and hearing him present, it is likely you would question the consultant's credibility and professionalism.

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When you visit a business on the web, navigation and content on a web site are extremely important, for it is the visual design which lends credibility and indicates the professionalism and quality of the business. Consumer Web Watch, publishers of Consumer Reports, found that "Design Look" (46.1 percent) and "Information Design/Structure" (28.5 percent) were the top factors people used to determine credibility of the business they were visiting online.

Having a quality product or service is terrific, but it is not enough if no one can see you, or if no one knows you are there. What better time to let the world know that your business exists, than when your competition is hunkered down and not marketing? Professional design can improve your businesses image and communications, and it is good for economics. A good image offers increased, positive exposure and differentiation from the competition. Improved communications assures your message

reaches your audience, and is received. Economically, good design increases sales through increased acceptance and awareness of your products and services.

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Why Water Is More Expensive Than Gold?

By Jim Thio

What is marginal economy?

Think it this way, which do you need more, gold or water?

Of course you need water more.

Which one will you pay more money for? One kilogram of gold or one kilogram of water? Of course, gold.

Why?

That's because in economy, only the marginal matters. What does that mean?

Water is precious.

However, the value of water is the value of that least useful water that you still use anyway.

You use water to drink, you use water to take a shower, you use water to water your plants, then you use water to wash your car.

Obviously, the water that you drink is much more useful than the water that you use to wash your car. However, the value of water is the value of that least useful water.

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Why is it so?

That's because you're trying to maximize your profit. Of course, you use your water for what's the most useful first.

Yes, but why is the value of water so low?

Say the value of water is higher than that. Say it is \$5 per gallon. The satisfaction you'll get from washing your car is \$1 per gallon. Then you simply don't wash your car.

Say the value is lower than that. The satisfaction of washing your car is \$1 per gallon. However, water is so abundant that its cost is only \$0.50. Then you'll use water for stuffs that give even less satisfaction, such as washing your house.

In fact, water can be so abundant that the price is negative. A negative price means that you're willing to spend money to get rid that water. Such is the case during a flood.

In which case, you'll actually spend money to get rid of water, such as buying water pumps. That's what happened to one of my grandmas because her house is often flooded.

What's the moral of the story? Be rare. When you're rare, you're valuable. When you're not rare, you're worthless.

Jim Thio is a silver medalist in International Physics Olympiad. He's the author of a book on how to learn math well. He also uses his Math skills to provide free financial, business, and marketing advices in

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