



Carla's Creatives

Graphic Design

About the Business - A stay at home mom, who's youngest child has just started first grade, has been doing small freelance jobs for friends while her children were still at home. Now that she has more free time she is interested in expanding and formalizing her business and making use of her graphic design degree and past work experience.

She has performed work for different types of businesses, such as a logos and menus for a restaurant, business cards for a boutique shop, and advertising layouts for local print publication. She has spent time learning about some newer technologies and products, and is looking to expand into web site and online advertising design.

Challenges / Needs - While most of the small jobs she performed in the recent past have been for friends, she does not have an extensive client mailing list. Her first order of business is to expand her client list and to build awareness of the new business.

It is important that her web site show the kind of work that she can do and the approximate fees for each. She also needs to show examples of past work, but to also update the online portfolio as she completes new jobs. Finally, information about her background and capabilities, and a means of contacting her are also required for the web site.

Current Assets - Currently, all that is available is a simple logo and a set of photographs and other images of past work. While she can provide a write up about her skills, that content doesn't exist at this time.