DESIGN SERVICE STARTER GUIDE

How Your Agency Can Outsmart Competitors and Increase Revenue with Custom Design

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ABOUT CROWDSPRING

Crowdspring helps agencies do more, in less time, with fewer capital expenses. Agencies that need a custom logo, website, graphic design, or product design post what they need, when they need it and how much they'll pay. Within days, designers from around the world submit custom designs. Agencies pick their favorite from among actual designs, not bids or proposals. It's a win/win for agencies and their clients.

For the past 11 years, crowdspring has been the secret weapon for the world's best agencies in the U.S. and around the world.

www.crowdspring.com

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Introduction

If your marketing agency or consulting firm doesn't offer custom design services, you're missing an opportunity to scale your own business and to help your clients grow faster.

If you already offer design services, can you easily, quickly, and inexpensively scale those services?

This guide will help your agency get a slice of a multi-billion dollar market, quickly, with no risk, and without any capital expenses...

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Why offer custom design?

Remove the friction of a weak client brand

A weak brand spells disaster for every marketing effort.

Studies show that consumers judge people and websites in less than a second. The same is true for brands.

First impressions are formed quickly and they tend to be hard to overcome. So, every poor first impression of a client's generic logo or unprofessional website makes your job harder.

Help clients communicate more effectively

A picture is worth a thousand words. And, not every client has a clear and easy-to-understand value proposition.

But, with a custom design service at your disposal, you can help clients articulate their value through custom illustrations or infographics - leading to better sales for them and increased billable services for you.

Impress clients with great looking design

Your clients are crunched for time. You are too. And often, you have to wait on designers (often hired by the client), to execute your vision.

But most of the time, and when done quickly, the execution is poor or average.

This hurts you in two ways.

First, it reflects poorly on your because your marketing strategies and tactics must use design collateral that doesn't look good.

Second, clients get frustrated and blame your strategies and tactics, ignoring the below average design assets they asked you to use.

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Offer more creative marketing services

With design services at your fingertips, you'll have the opportunity to execute a more flexible range of marketing efforts.

- o Help your clients engage with their current audience through an interactive rebrand.
- o Use a custom-designed ebook cover as a lead magnet.
- o Use package graphics to promote a campaign and sell a product.
- o Help your clients generate social engagement with a wall mural or vehicle wrap design.
- o Quickly generate great looking design assets for any type of online or offline campaign.

The possibilities are endless when you have a reliable team of designers waiting in the wings (and working 24 hours per day, 7 days per week).

You can sleep comfortably, knowing that our global team of 220,000+ designers is working around the clock to make you look good.

Save time and improve results

The ability to turn around designs in as little as 48 hours will give you an unfair advantage and the opportunity to control the quality and timing of design assets. Plus you'll offer clients a fresh perspective and ideas they won't see from your competition.

Time is always important in launching marketing strategies and tactics.

Don't let others control your time.

Scale your agency or firm faster, and on demand

Traditionally, you'd have to hire designers to offer design services to clients. The right partner can help you scale faster, with no capital expenses, and no risk.

Avoid losing work to other agencies and firms

If you don't offer design services, you're giving your competitors an unfair advantage.

If your clients can't go through you to acquire the design work they need, they will have to find it elsewhere.

This gives another team the opportunity to romance your client and win them away. As a result, your client may be sold on a solution that makes them question working with your team.

Alternately, if a client has a weak brand they may blame your team for slow sales and find another agency or firm.

Eliminate risk for your client and for you

If you find the right crowdsourcing partner for your design services, you'll have access to a powerful and simple guarantee: if you're not 100% happy with your design project, you'll get every penny refunded to you.

Zero risk for your client. Zero risk for you.

Help your clients save money

Your client may be spending a lot of money for inferior design assets. As a result, they can't afford to spend more on marketing initiatives or strategy.

Both your client and you lose since they can't market more aggressively and you can't do more for them without a higher budget.

By offering custom design to your clients at a price that's 5 to 50 times less than the competition, you can save the client a lot of money and give them a reason and opportunity to spend more on marketing strategy and campaigns.

Your client wins. And you win too.

Where do design services fit into your current business model?

Design and marketing go hand-in-hand.

Marketing campaigns need written copy and/or visuals in order to effectively communicate with consumers.

Marketing without design is like trying to wrestle with both hands tied behind your back.

You can do it. But, but you won't like the results.

Here are nine specific scenarios where design can expand your value to a client and add billable hours or a higher fixed project fee for your team...

- o A brand new client needs a logo and website design.
- o An existing business has an outdated or poor visual brand that is undermining their success.
- o Packaging design or package graphics for a client who wants to launch a new physical product (Ex. a restaurant wants to sell their signature salsa, or a cleaning company wants to sell their proprietary cleaning supplies).
- o A company wants to publish an ebook to establish authority in their field.
- o A business that makes client visits wants a vehicle wrap to help them advertise on the go.
- o A brick and mortar business can use a wall mural to generate social engagement and check-ins.
- o A restaurant, coffee shop, brewery or brewpub needs a new menu designed.
- o A custom t-shirt design for a launch party, industry event, or seminar the client is hosting.
- o Original illustrations to customize a website template for a client who can't afford a completely custom website design.

These examples are just the tip of the iceberg.

As you know, marketing relies on creative thinking, agility, and the resources to pull it all together. You'll discover countless opportunities for custom design as you develop campaigns with your clients.

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Your team is already uniquely qualified to manage design projects

Weaving design into your current offerings will be a smooth transition.

We can say this with confidence because we know what it takes to manage a design project.

Your team will quickly and easily master this new skill because marketers:

- Understand the end goal of design - conversions.
- Know the importance color plays in design.
- Have their fingers on the pulse of relevant visual marketing trends.
- Have marketing instincts that surpass most client's insight.
- Know how to manage projects; and stay on top of deadlines and deliverables.
- Understand the value of providing good feedback to get strong results.

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How to easily provide design services to your clients

We looked at *why* you should incorporate design services, but now it's time to discuss *how*.

You can provide a design services to your clients by partnering with [crowdspring](#).

For the past 11 years, hundreds of the world's best small, midsize and large agencies (and thousands of marketing freelancers) have leveraged crowdspring to innovate their businesses and increase choice for their clients.

Crowdspring offers:

- Upfront, affordable, and flexible pricing per project. Know up front exactly what you'll pay, with no hidden costs and no surprises.
- Private crowdsourced design projects with NDAs and search exclusion.
- A wide variety of original, custom designs created for each project.
- Powerful tools for white label presentations to clients.
- Award-winning customer support (phone, chat, email) 7 days a week.

There are no monthly retainer fees, no membership fees, and crowdsourced design projects are protected by a 100% money-back guarantee.

FOOTE, CONE & BELDING
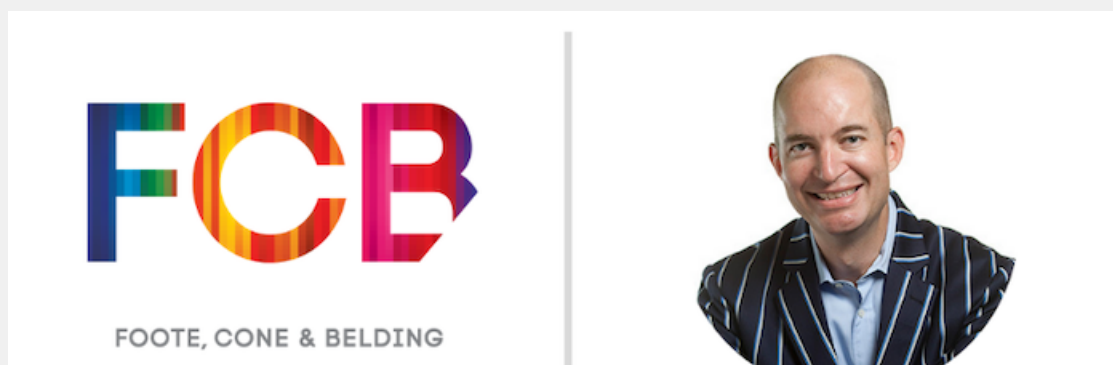
Chris Miller (SVP, Group Managing Director, DraftFCB)

"For a relatively low cost I can have resources at my disposal that I may never have found were it not for crowdspring. As an agency we could use this as a springboard, ideation or even to add to existing work. The possibilities themselves are just beginning…"

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Here's how crowdspring works…

Step One: Complete the creative brief

We provide a list of questions tailored to the specific needs of every unique design category. (There's a sample below.)

You'll answer the questions on crowdspring. Then within seconds, we'll turn your answers into a creative brief to be shared with our designers around the world.

This is where your marketing skills will really shine. The creative brief is your chance to explain exactly what you're looking for from your design project.

For designs that fit into a larger overall campaign, be sure to explain the bigger picture, the role the design will play, and any relevant concept ideas.

Step Two: Work with the creatives

When you launch your project, designers will submit actual designs based on your creative brief.

You'll have a chance to score each design and provide targeted feedback to help guide the designers closer and closer to your vision for your client.

You can provide star ratings to indicate how successful the design is, leave private comments for each individual design about what's working and what isn't, and even annotate comments on specific areas of a design. And you can add internal comments that only you can see.

And you can invite collaborators from your team to help you manage the project.

Step Three: Choose and finalize the winning design

Once all the designs are in, you can present your favorites to your client for their feedback using our handy white label presentation tool.

Once the client has chosen their favorite design, you'll award the entry and then work with the designer on final tweaks - they won't be paid until you approve the final design files. Importantly, you/your client will own full rights to that design.

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Sample Logo Creative Brief Questions

Below you'll find a sample copy of the creative brief questions for a logo project.

Each design category has its own unique questions. But, this sample will give you a good idea of what to expect.

As you glance through the list of questions, you'll notice that you probably already know several of the answers for many of your clients. But, some of the questions are subjective or more complex and will require your clients' input.

What industry do you work in?

Tell us about your Company/Organization.

What do you do? Who is your target audience? The more you share, the better your results will be.

How will your logo be used?

Choose from Print, Screen/Digital, Clothing, Outdoor, Signage, and Other.

Which style do you prefer?

Choose from Image + Text, Image Only, and Text Only.

Which fonts do you prefer?

Choose from Sans Serif, Serif, Block Serif, Script and Mono.

Which colors do you prefer?

Select up to 3 colors for the creatives to explore.

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Sample Logo Creative Brief Questions

What is the exact text for your logo?

This is really important. Please carefully check spelling.

What is your vision for your logo?

This is a good place to describe any branding concepts that should shape the design.

Do you want to provide any additional info?

The more information, the better your results will be. Include links to things that inspired you, competitor information, or any other info. Remember to include any special file formats you will need.

What is your website address if you have one?

Who is your biggest competitor?

Do you want to share any files?

Share files like sketches, screenshots, examples or other reference material.

We've made it easy to outsource and manage a client's design project.

We know that you're busy. And, a task that's a hassle is less likely to get done.

So, we've streamlined the design process and removed every barrier we could think of to make your life easier.

- Leveraging the talent of our 220,000+ designers gets you way more than you give. Just one creative brief delivers you dozens of design concepts (at least!) to refine and choose from. You'll offer clients a fresh perspective and dozens of unique ideas and you'll have an unfair advantage against your competitors.

- All projects can be protected by reliable privacy features like non-disclosure agreements, private design galleries, and search engine exclusion. So, you never have to worry about clients or competitors stumbling across your projects.

- We're discreet. There's no crowdspring logo or branding in our presentation tool. And, we never contact your clients. Crowdspring is your silent design partner.

We even offer a **$50 discount** off your first project for all agency clients, plus we'll include our two most popular agency features that normally sell for $99 each (collaboration and white label presentations) for free. That's a savings of $248!

Below, you'll find a complete process for getting started - from pricing to offering your new design services to FAQs for fielding questions from your clients.

Here we go…

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How to offer design services…

Now we're getting into the nitty-gritty.

Here's our step-by-step action plan for incorporating a design service into your current business - including:

- How to price your design service.
- Offering a risk-free guarantee.
- Sample email messages for pitching design services to clients.
- Providing social proof of design expertise.
- How to identify rebranding prospects.
- FAQs (and answers) to help you field client questions.
- How to manage a design project Including:
  - developing a creative brief.
  - managing design entries.
  - and providing actionable feedback.

How to price your new design services

As always, you have options. Consider whether you want to openly share your partnership with crowdspring or white label the work that crowdspring provides.

The choice is yours. We provide strategies for both options below.

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If you choose to credit crowdspring...

If you would prefer to tell your clients you work with crowdspring on design projects, highlight your ability to get a better design (than the client could get on their own) because you know the questions to ask, how to write a strong creative brief and how to provide actionable feedback.

You can bill the client a flat rate above and beyond the crowdspring project fee for performing this service or charge hourly to manage their project. Many consultants and agencies do this regularly on crowdspring.

If you choose to white label...

Many of our agency clients choose to keep their work with crowdspring confidential. This enables them to have more control over pricing and lets them curate the designs they share with clients.

The agencies who work with crowdspring tend to charge 2-3x (or more) the amount they are charged by crowdspring. This helps to keep profit-margins strong.

Don't forget the guarantee...

Crowdspring covers crowdsourced design projects with a 100% money-back guarantee. If you or your client aren't happy with the results of a project, you can choose to get a refund. Simply contact our customer support team within 30 days of the end of the project.

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Sample Design Prospecting Emails

In the next few pages, you'll find sample messages for contacting a variety of audiences to help you get started with your design service outreach.

There are messages for longtime clients, new clients, rebranding prospects, and website design prospects.

We've also provided copy that you can insert into existing messages to help pitch specific design categories.

Feel free to tweak the copy to meet your exact needs. Customizing these templates for each client will deliver the best results.

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Sample Design Prospecting Emails

AUDIENCE: A prospect that is not ready for your main services

Hi XXNAMEXX,

I know you're just getting started on XXBUSINESSNAMEXX and not quite ready to start marketing. So, I wanted to suggest that we start with a Brand Identity package to give you a solid visual brand that will set you up for success.

Here's how it would work…

I'd ask you some questions about your brand. Then we'd develop several fully original and unique logos custom-designed for you. We'll share the designs and ask for your feedback. Then we'd tweak the designs until we find the perfect logo for your brand.

Here's what you'd get…

A legal contract transferring full ownership of the intellectual property (design) to you. You'll receive production-ready logo files for both web and print.

Here are a few examples of the type of work we can offer:

[INSERT specific work you want to offer. You can see a list of all supported design categories here.]

We provide a 100% money back guarantee. So, if our designs don't get it right there's no risk to you.

Does this sound like a good fit for your business?

Best,
XXNAMEXX

AUDIENCE: A long-time client

Hi XXNAMEXX,

I'm excited to introduce a new way to grow your business.

Your prospects and clients are making split-second decisions based purely on the visuals you use at XXBUSINESSNAMEXX.

Good design is good business.

So we've been quietly working on a new custom design service so we can better meet the needs of our clients.

Best of all, we're protecting your investment with a 100% money back guarantee. If we don't deliver a design that you love, we will absorb all the risk.

(And don't worry - if you ask for a refund we'll still be friends.)

I was thinking through your campaign and here's where I think we should start...

[DESCRIBE options specific to this client]

What do you think?

Best,
XXNAMEXX

AUDIENCE: A client in need of a rebrand

Hi XXNAMEXX,

We build honest relationships with our clients… even when it's uncomfortable. You wouldn't value our marketing knowledge if we didn't speak up when we see a potential threat to your success.

Your current visual brand is holding your business back. You'll convert more leads to clients if we refresh your brand and [give it some new life/ update it to reflect your business today/ take a new direction that will resonate more strongly with your audience/ etc.].

This process will show prospects that XXBUSINESSNAMEXX is dedicated to staying relevant today. And, a stronger visual brand will better communicate your unique values, services, and products - making it easier for your prospective clients to connect with you.

We suggest using this as an opportunity to build loyalty and engagement with your current clients by involving them in the rebranding process using focus groups and social media feedback.

Here's how it would work…

We'd ask you some in-depth questions about your brand. Then we'd develop several fully original and unique logos custom-designed for you. We could use your current brand for inspiration or try something entirely new. We'd then share the designs with you and gather your feedback.

Once you're pleased with the design options, we can share them with your colleagues, family, friends, and current clients via social media to gather their feedback. We could then tweak the designs based on the focus group data or select a winning design right away.

Sample Design Prospecting Emails (cont.)

Here's what you'd get…

- A variety of design options to choose from.

- Unlimited focus groups to gain insight, feedback, and social media engagement.

- Design revisions at your request.

- A legal contract transferring full ownership of the final intellectual property to you.

- Complete production-ready logo files for both web and print.

Here are a few examples of the type of work we can offer:

[INSERT specific work you want to offer. You can see a list of all supported design categories here.]

And, we provide a 100% money back guarantee. So, if our designers don't get it right there's no risk to you.

What do you think?

Best,
XXNAMEXX

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AUDIENCE: Client with a generic website that can't afford a full redesign

Hi XXNAMEXX,

We know a custom website design might be out of the budget right now; but, we'd like to suggest an alternative middle ground that will lead to stronger conversions and brand recognition.

People absorb visual information faster than written information. Since prospects are judging your company in just fractions of a second, I propose that we use custom illustrations on your website to help explain your services and your key differentiators.

This will increase the chances prospects will become customers because they'll see the benefit to them more quickly. These custom illustrations will also become part of your visual branding language that will make you more memorable and help clients identify your business more quickly.

See the examples I attached.

Using custom illustrations, we can communicate more effectively with your audience and bring your website one big step closer to the fully custom, on-brand website that we know is your ultimate goal - at a fraction of the cost.

What do you think?

Best,
XXNAMEXX

Sample Design Category Pitch Copy

And, finally, here are some additional examples of copy that help show the benefit of a variety of design services.

Feel free to add these to any of the messages above as appropriate. Or write your own copy based on the dozens of design categories we offer.

Book Cover

Let's create a custom book or ebook that positions you as a sharp authority in XXMARKETXX. We can pull content from your blog, past emails and an interview with you. And, our team will design the custom ebook cover. We can use this as a way to generate new clients.

[INCLUDE sample book covers that will resonate with your client]

Vehicle Wrap

Let's use your vehicles as mobile advertisements. We can design sharp-looking graphics for your vehicles that draw attention and encourage sign-ups. Here are some ideas for inspiration.

This tactic will generate continuous advertising exposure while driving - and even when you're parked on-site.

[INCLUDE sample vehicle wraps that will resonate with your client]

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Website Illustration

People absorb visual information faster than written information. Since prospects are judging your service in fractions of a second, I propose that we use custom illustrations on your website to help explain your services, your offer, and your key differentiators.

This will increase the chances they'll convert because they'll see the benefit to them more quickly. See the examples I attached.

[INCLUDE sample website illustrations that will resonate with your client]

Office Wall Art

Let's create a custom graphic for your [waiting room/ lobby] that will entertain clients while they wait. Custom artwork will help your audience understand your brand and what makes it unique.

I'd suggest pairing this with a social media campaign encouraging clients to share their pictures of (and with) the artwork and tag us online. This would help to drive referrals and increase SEO.

Here is some inspiration we could draw from for your custom graphic.

[INCLUDE sample images of custom wall graphics in office settings that will resonate with your client]

Sample Design Category Pitch Copy (cont.)

Wall Art Restaurant/Bar/Brew Pub/Shop/Event Venue

Let's create a signature custom wall mural for your [restaurant/ bar/ brew pub/ venue/ shop] that will entertain guests as they [dine/ drink/ enjoy the space/ shop]. Custom artwork will help your audience understand your brand and make your venue unique.

I'd suggest pairing this with a social media campaign encouraging guests to share their pictures of (and with) the artwork and tag you online in exchange for a discount/ entry in a contest drawing/ or reward. This would help to drive referrals, increase SEO, and motivate return visits.

[INCLUDE sample images of custom wall murals in appropriate settings that will resonate with your client]

Remember - customizing these templates to show how design services will serve *your unique clients' needs* will lead to the best results!

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Providing Social Proof

The great news is that you don't have to convince a client of the value of your design services without any proof. You can simply pull design examples in your client's industry from thousands of existing crowdspring projects.

It's easy. Just go to **Explore** and use the filters along the right-hand side to find projects that are within the same industry and design category as your client.

Every project receives dozens of designs. So, remember to look beyond just the winning design for social proof examples. Then share these designs with the client as an example of your capabilities.

Identifying Prospects in Need of Rebranding

As businesses evolve, over time they may outgrow their current visual brand. Since these changes occur gradually, your client may not notice.

But as an expert, you should.

When you see a client whose visual brand is no longer aligned with or serving their current business, it's a good idea to encourage them to course-correct with a rebrand.

Here are a few signs to look for to determine if a client has outgrown their current visual brand:

- Their logo looks outdated (look for dated color palettes or designs trends that are past their prime).
- Their logo looks unprofessional or sloppy.
- Their current logo is limited in its practical application (too much detail to be rendered at small size, poor color choices that only work on one background color, design that is too reliant on color and loses impact in black and white, etc.).
- Their business has embraced a new direction or grown beyond its original limited scope, but their brand doesn't reflect these changes.
- Their visual brand is generic and fails to communicate anything useful about the business.

If you see a client suffering from any of these visual brand issues, reach out with our rebrand email template and help your client get back on track.

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Questions Your Clients Might Ask…
[and how to answer them]

Q. What will you provide in a design project?

- A variety of strong designs to choose from.
- Presentations for displaying designs and gathering feedback to guide the design development.
- Design revisions (per your request).
- Complete production-ready files for both web and print (where appropriate).

Q. Will I own the final design?

Yes! You will own full rights to the design.

Q. What if I'm not happy with the design?

Just let us know! We're dedicated to making sure you're happy with the results.

We can work with you to adjust the design based on your feedback *or* you can request a full refund of your design fees within 30 days of the end of your design project.

Q. How long will it take?

Initial designs - Initial designs are usually delivered in about a week. However, let us know if you're in a hurry and we can expedite the process.

Final deliverables - Final deliverables are usually completed within 2 weeks of selecting your preferred design. But, as always, we aim to be flexible with our timeline if this speed is too fast or slow for your needs. We can deliver final files in as little as 48 to 72 hours.

Questions Your Clients Might Ask…
[and how to answer them]

Q. Why wouldn't I just hire my own freelance designer?

You could. It's just a harder path. We have the marketing and branding experience to make sure that your final design both looks good *and* delivers the conversions you're seeking.

We'll deliver multiple completely unique designs for you to choose from - far more than you'll get from a single freelancer.

Plus, unlike working with a single designer, there's no risk to work with us. We offer a 100% money-back guarantee which is incredibly rare when it comes to design.

Q. How much will this cost?

There is no one-size-fits-all answer for this question. You can find pricing info for any crowdspring project [here](). You can then factor your management charge into the base project cost to determine the total cost to your client.

Q. Do I pay before or after I've received the designs?

You will pay when the project starts. We offer a 100% money-back satisfaction guarantee because we believe in our team's ability and we want to remove any worry or risk on your part. But we're also not in the business of working for free. Our team is going to put a lot of effort into your project. We request the payment before we get started (just like Amazon charges you before they ship the product but is happy to refund if there is an issue).

Q. What's the first step?

After the invoice is paid, we'll get on a call to go over some questions. The goal is to fully understand the different elements of your brand that we want to highlight in this design and your goals for how the design will be used. This can typically be done in a 15-20 minute call.

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How to manage a design project on crowdspring like a pro (and make clients happy)

As we mentioned earlier, there are three main phases to every crowdspring project. Here, we'll discuss best practices for getting the most out of every step along the way.

Managing the creative brief

We kick off each project by gathering information for a creative brief. This is the document that communicates to the creatives exactly what you want from the design and how it fits into a larger campaign (if that is the case).

Start by reviewing the creative brief questions above. You may already know the answers to some of these questions. For the rest, have a brief meeting with your client to fill in the remaining information.

Be sure to discuss the client's goals, likes and dislikes, and any other insight that can inform the design process.

The biggest value you can bring to a client's design project as a marketer is to clearly articulate the marketing message you want the design to communicate.

For instance, in order to achieve a design like the example here, you would want to request a design that shows evolution and growth. And mention potential concepts such as a giraffe growing taller, a frog becoming a prince, or a seed growing into a flower.

You will then be invited to add this information into crowdspring when you start the project.
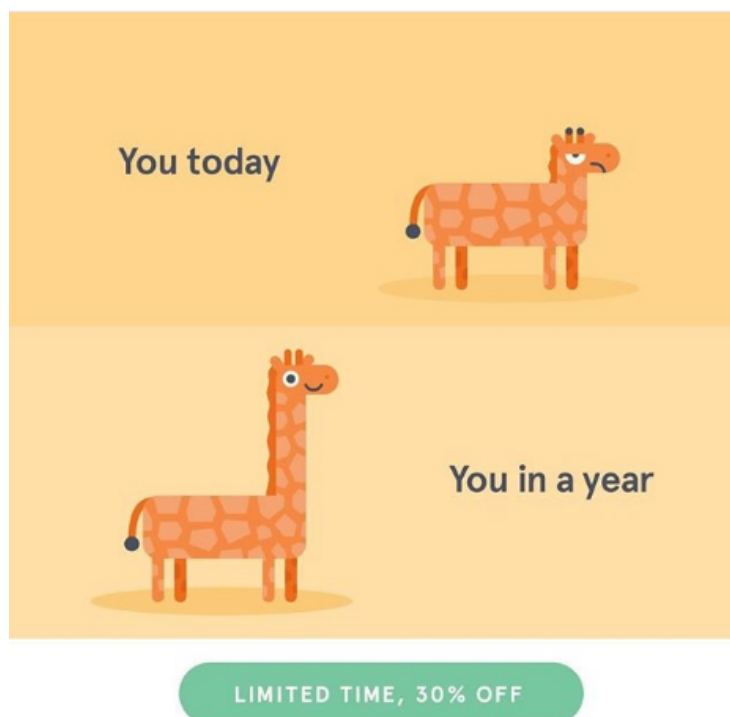
Image courtesy of headspace

Managing design entries

Design is a collaborative process. Providing feedback is vital to the success of any design project.

On crowdspring, you can start providing feedback as soon as an entry is submitted to a project. And, we offer four unique ways to provide entry feedback.

1. **Star Ratings** - These ratings (1-5 stars) indicate to our creatives how well you like their design. 1 star indicates that they're way off track, while 5 stars means that you love it!

2. **Regular Comments** - You can leave private comments for each entry when you assign star ratings or any time you click into a design entry in the project.

3. **Annotated Comments** - You can leave annotated comments on a design when you click into a design entry. Simply click the spot on the design you're referencing, and leave your comment. (See below!)

4. **Private Comments** - You can also leave private (internal) comments that only you can see.

If you want to communicate with everyone at once, you can also leave public feedback for all of the participating creatives in the project by adding an update to your project brief.

How to leave actionable feedback…

Not all feedback is equal. Some feedback can be used to improve a design. Other feedback - not so much. So, be sure to leave the useful kind of feedback. Here's how to tell the difference…

Useful feedback gives the designer specific information that they can use to improve a design. But, unhelpful feedback doesn't provide enough specific information to guide the designers to a better design.

Scenario: You don't like the color.

Useful feedback: "This shade of green is too dark - please try a lighter shade."

Unhelpful feedback: "That shade of green is awful."

Scenario: You don't like the design style.

Useful feedback: "I don't like minimalist designs, please try a more realistic style."

Unhelpful feedback: "This design is way off track."

Scenario: You like the overall shape, but don't like the line treatment.

Useful feedback: "I love the shape. But, I don't like the irregular line treatment - can we try a more uniform one?"

Unhelpful feedback: "I hate the way the lines look."

Scenario: The font isn't quite right.

Useful feedback: "This font is close, but it's not quite right. Could we see a few variations with similar fonts?"

Unhelpful feedback: "The font's off."

In each of these cases, useful feedback provides enough information to guide the creatives closer to what you want to see. Unhelpful feedback indicates that something is wrong without helping the designer find a direction more in line with your preferences.

For additional information about color, font and design to help you leave informed feedback, check out the articles linked below.

What is Brand Identity and How to Create a Unique and Memorable One

Small Business Branding: What Color Says About Your Business

Use These Powerful Psychology Strategies to Choose Fonts for Your Business

The Psychology of Logo Design: How Fonts, Colors, Shapes and Lines Influence Purchasing Decisions

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How to present designs to clients

There's no need to download designs and email them to clients.

That's a hassle.

We've streamlined the presentation and client feedback process with just one simple tool.

Our presentation tool allows you to select which designs in the crowdspring gallery you want to share, write a message to the client, and send the custom-branded presentation site to your client. This takes just minutes to set up.

Then, clients can easily provide their own star ratings and feedback on the relevant designs to streamline the conversation.

It's a win for your client and a win for you.

This presentation tool is completely white label. There's absolutely no crowdspring branding. Instead, you'll customize the presentation site with your own agency's brand colors and logo.

Learn more about our presentation tool here.

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Don't forget the discount…

Thank you for investing the time to learn how you can make design services a lucrative part of your agency business. We tried to include everything you could possibly need to get started and **get a slice of a multi-billion dollar market**.

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We're always happy to help.

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Before you go…

Want to give your agency other unfair advantages?

If you're not satisfied "just getting by" then it's time to start looking for smart solutions to the challenges that are holding your agency back. We recommend these exceptional partners…

The Agency Management Institute offers courses, workshops, consulting and coaching - all specifically for agency businesses. AMI was founded in 1995 with the intention of teaching and promoting the highest standard of business practices and professional ethics among privately owned agencies in North America.

Basecamp is a project management and communications platform. A "one stop shop for all the things teams do together." This organized hub houses all of your project data, documents, communication, and timelines. No communication gaps and no time wasted searching various apps. Basecamp keeps everyone on the same page.

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Recommended Partners (cont.)

BONSAI

Bonsai is a comprehensive management solution that helps freelancers and agencies put their businesses on autopilot. Want to do more and work less? Check out Bonsai's contracts, proposals, invoices, and many other tools to help you grow your business.

Clutch
FIRMS THAT DELIVER

Want to make it easier to find new vendors - or for new clients to find you? More than 100,000 clients use Clutch every month to find business services, software, or consultants. By creating a company profile and submitting client references, Clutch will connect you to customers who are actively looking for the services you offer.

Millo

Millo.co creates actionable content helping thousands of freelancers, solopreneurs, small business owners and side-hustlers every single day through their website, newsletter, and podcast "Freelance to Founder".

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Dozens of custom designs

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Full transfer of IP rights

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