



# WHICH IS BEST FOR YOU?



## DO IT YOURSELF (DIY)

### Self-Service

- ▶ Have the skills
- ▶ Want to be hands-on
- ▶ Enjoy the work
- ▶ Have the time
- ▶ Most cost-effective



## DO IT FOR ME (DIFM)

### Full Service

- ▶ Don't have skills
- ▶ Prefer selling/supporting customers
- ▶ Find production work dull
- ▶ Don't have time
- ▶ Enables most revenue growth



## DO IT WITH ME (DIWM)

### Hybrid

- ▶ Have the skills
- ▶ Produce some graphics
- ▶ Choose to do only designs you enjoy
- ▶ Have back-up plan when too busy
- ▶ Provides consistency and flexibility

## ANOTHER THOUGHT

How much customization do you require for your production process? Be sure to take this into account when choosing between DIY and DIFM!

## ANOTHER THOUGHT

Evaluate several providers and, when thinking about price, remember that cheapest is not always best. And factor in the cost of your time if you have to make fixes or adjustments!

## IMPORTANT CONSIDERATIONS

- ▶ **Skills:** how comfortable are you doing the graphics?
- ▶ **Time:** how much can you dedicate considering other demands?
- ▶ **Budget:** how much can you spend?
- ▶ **Goals:** is your business focus growth or maintaining current size?

Regardless of which option you choose, having a trusted service provider in reserve gives you peace of mind. If a tight deadline, rush order or even a flood of orders comes through, you will be ready! Set up an account and produce a couple of test orders so you have confidence in your provider when the need arises.



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