

## Hi Client

Written by Doug Kruhm  
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Hi client. We're the hired help. We really do have your best interest in mind.

Sometimes there's a struggle between what the client want and what the hired help wants to do.

The client wants to make the logo bigger. The client wants an awful design. The client wants the purchase process to work a certain way. The client wants to remain and feel as if they can remain in control.

As hired help, we want to make the logo normal size. We want an awesome design. We want the purchase process to work the way culture accepts. We want to protect them from themselves. We want to please the client.

If the client has too much control the design usually looks terrible. Need proof? Look around at most small town/local advertising. The ads look terrible, the web sites look terrible, the logo is huge and nobody knows what the message is.

This results in parody web site like: <http://www.makemylogobiggercream.com/> and a short film called *Holiday Memento* which is lost somewhere in history.

It's easy to see how business owners get to this position. They've built the company from the ground up, having to make decisions based on little or no input.

Web sites are powerful tools. They allow companies and people to be in the self publishing industry. Getting a mixed message from a web site operator is easy if it isn't clearly planned ahead of time.

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Our advice is to allow the hired help do their work. Give them the freedom to present ideas. Exert your authority by making the final decision.