



Circulation Management & Audience Development

Hiring Creative People

If you haven't hired writers and designers to create promotions for your magazine yet, here are some suggestions to get you headed in the right direction.

- Ask your colleagues for referrals – that's the first way to find good writers and designers.
- Look at samples of each writer and/or designer's work – you can usually do this on their web site or ask for PDF samples. Some creative people can supply printed samples. But you need to look at the work to be sure you like it.
- Check references carefully. Creative work is not inexpensive so you should talk to two or three references just to be sure jobs run smoothly.
- Choose the style you like best. A writer or designer cannot change his or her style. Just because you don't like that style doesn't mean someone's work isn't good or effective. But, if you stick with a style you prefer, you'll be happier with the finished product and more satisfied with the work.
- Require magazine and direct marketing experience from writers and designers. Magazines are different and familiarity with audit bureau regulations and postal requirements is very important. It's difficult to get creative people who aren't familiar with these kinds of restrictions up to speed quickly enough.
- Don't demand experience with your market. Good creative people can handle any subject matter. Don't limit yourself to those who have previous experience with your market.
- Be sure you understand exactly what is included in the price you're paying. If there are additional charges applied to revisions or other items, you need to be aware of that before you give out the work.

About Tyson Associates, Inc.

This 28 year old firm offers full service circulation outsource management, project consulting, fulfillment consulting and creative work to paid and controlled circulation magazine publishers.