



Product Pipeline System Module #11

How To Sell Graphics Without Being A Designer

By



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Introduction

Quick, what springs to mind first when you think of creating a product to sell?

If you're like a lot of people, you think of some sort of content product, like a report, ebook or even a video.

A lot of your competitors are thinking of the same thing, which is why there's stiff competition among info-product sellers in popular niches.

So now let me give you an idea you may not have considered...

How about selling graphics?

Wait, before you discount the idea, let me tell you something: you don't need to create the graphics yourself. And you don't have to start up a service business where you're constantly taking orders and trading time for dollars.

Instead, you can create a package of graphics that you sell to business people and other people who need graphics. You can even license these graphics, meaning you give other people the right to resell them. And, depending on what you're selling, you may even make the graphics editable.

Example: If you sell header graphics, then you need to let your buyers edit these graphics to include information about their site on the graphics.

In short, you're going to create these graphics and then sell them again and again for a tidy profit.

Sound good? Then take a peek at what you're about to discover:

- **Top 10 graphic ideas.** Not sure what to create? No problem. I've compiled a list of the top 10 ideas for you.
- **Step-by-step instructions for outsourcing these graphics.** From finding a competent designer to tips for making sure you have your legal ducks in a row, you'll find everything you need to know here about outsourcing your graphics.

So let's jump in...

Generating Product Ideas

First things first: before you start creating your graphics or hiring a freelance designer, you need to first decide what kind of graphics you're going to create. And to get you started, below you'll find a list of 10 ideas.

However, keep in mind that you're not in any way limited to creating just one type of graphic. Indeed, your buyers will likely appreciate it if you create a collection of graphics – you can even include all 10 types in one graphical package, if you decide that your market would benefit from it.

The second thing you'll want to take into consideration is who you're selling these graphics to. If you're selling these graphics to marketers who tend to set up a lot of sites in a variety of niches, then you might want to create a variety of graphics to accommodate a variety of popular niches (such as dog training, golf, online marketing, gardening, weight loss, etc).

Otherwise, you can do your market research and choose one popular niche. For example, you can create a package of graphics designed for those who're catering to online marketers.

Tip: Not sure what to sell? Then find out what's already selling. You can browse marketplaces like Clickbank.com and the WarriorForum.com ("Warrior Special Offer" section and "Complete Websites" for sale section) to see what niches are popular. If you see people selling graphics, completed websites and content in a few select niches, then you know these niches are popular. And these are the sorts of niches you'll want to consider catering to as well.

So here's that list of different types of graphics you can create...

1. General web page templates.

Here you can offer web templates, particularly for business owners. To get an idea of what I'm talking about here, just visit other template sites like www.templatemonster.com.

Do note that Template Monster even shows you how many times a template has been downloaded, so you can quickly get an idea of what kinds of templates are popular.

2. Sales page templates.

As the name suggests, these are templates that are designed for use with a sales letter.

Not only can you include a header, footer and "buy now" button in your template, but you can also include template font, such as bolded, big headlines, highlighted text, big sub-headlines, Johnson boxes, etc. Then the buyer can just copy and paste their sales letter, being sure to maintain your formatting.

Tip: You can include multiple templates in this package, such as a regular sales letter, squeeze page, upsell page and even the download/thank you page.

3. General ecovers.

These are cover graphics for virtual products such as ebook, CDs, DVDs, software and even membership cards (for membership sites). Typically, these are 3D graphics, but you can offer the two-dimensional versions of the graphic as a bonus to your buyers.

4. Kindle covers.

These are two-dimensional covers that can be used both in the Kindle marketplace as well as within the actual Kindle book itself.

You can offer three-dimensional versions of the cover as a bonus for those who'd like to advertise their Kindle book on their own website.

Tip: Another option is to offer a high-resolution version of the cover for those who're creating physical editions of their books on CreateSpace.com, Lulu.com or elsewhere. Be sure to read the requirements on these sites so that your designer creates a high-resolution cover that will look good in print.

5. Banners.

These are advertising banners, such as the typical leader board (728 X 90 pixels) or the full banner (468 X 60 pixels).

You can also create smaller graphics, such as a rectangle or square that your buyers can use for smaller ad spots.

You can offer both animated and static versions of each banner.

6. Buttons.

Here you can create a variety of buttons, including:

- Buy now buttons (these are among some of the most popular buttons that business owners will want to buy).
- Navigation buttons (these are for people who want to offer a little flair to their navigation menu).
- Miscellaneous buttons and badges. Someone doing link swaps might opt to use a badge or button instead of a text link (especially if they don't need to include their anchor text in a link).

7. Blog designs.

These are templates that your buyers can use in conjunction with popular blog platforms. One of the most popular platforms is WordPress (www.wordpress.org), so if you make just one template ("theme"), make it for WordPress.

Tip: If you don't want to create or outsource an entire theme, then at least think about creating header graphics for some of the most popular WordPress themes. That way, people can quickly and easily customize popular themes by using your unique graphics. You can discover the most popular WP themes by going to <http://wordpress.org/extend/themes/browse/popular/>.

8. Facebook graphics.

The Facebook timeline really looks best with a big, stunning graphic. Thus you can sell these cover graphics to business owners (and individuals) who don't know how to create these graphics themselves.

You can also offer additional graphics in the package, such as a profile graphic (for those who aren't using their own photos as profile pics).

9. Printable flyer graphics.

Now here's something a little different. Instead of offering web graphics, you can offer print graphics.

Example: A business owner might like a flyer template and graphics that he can customize, print and distribute.

10. Sales page "doodles."

These are the little graphics that make a sales letter all the more eye-catching and interesting.

Examples include arrows, checkmarks, fancy bullets, but-now buttons, text graphics with phrases like "look here," "Guaranteed Satisfaction" and "Check this out."

Quick Recap

You just discovered 10 popular types of graphics you can have your freelancer create so that you can resell them. And as mentioned, you don't need to limit yourself – you can add value to your offer by creating a package of graphics.

I've said from the beginning that you don't need to create these graphics yourself. So now let me walk you through the step-by-step of how to find and hire someone to do it for you. Read on...

Finding and Hiring a Freelance Graphics Designer

Your next step is to outsource the actual creation of your graphics. That's what you'll learn about in this section, including:

- Where to find freelance graphic designers.
- How to choose a reliable, professional designer.
- How to get what you want out of the designer.
- How to make sure these graphics don't put you in a legal bind.

IMPORTANT NOTE: I do not offer legal advice in this report, only information. When in doubt, please consult with your own attorney.

Let's look at each of these steps separately...

Step 1: Find a Graphics Designer

For the purposes of this report, I'm going to show you exactly how to find and choose a designer by going to a freelance site like Elance.com, oDesk.com or Freelancer.com.

However, I also want you to know that there are a whole lot of other ways to find a freelancer. And indeed, you may want to cast a wide net in order to build a list of prospective freelancers (which you'll whittle down later when you start your due diligence). This is particularly true if you plant to create multiple products.

Simply put, you'll have a better chance of finding your "perfect" freelancer if you start by looking far and wide for him or her.

Where to look? Try these ideas...

Use Google

Here you directly search for a graphic designer. In order to uncover as many possible designers are possible, you'll want to use multiple search terms (as outlined below). Be sure to also look at both the regular search results as well as the sponsored ads that run at the top and to the right side of the regular results.

Here are search terms you can use:

- Graphic designer
- Online graphic designer
- Freelance graphic designer
- Web graphic designer
- Outsource graphic design

If you have a specific type of graphic in mind, then search for someone who can create it.

- Ecover designs
- Ecover designer
- Freelance ecover designer
- Ebook cover designer
- Freelance ebook cover designer

Search Marketplaces

Some freelancers tend to post shingles on business forums. And these business forums accommodate them, because so many of the forum members use freelancing services.

Thus you can look at the marketplaces of the following forums to uncover prospective graphics designers:

- www.warriorforum.com
- www.digitalpoint.com
- www.sitepoint.com

Look Locally

If you prefer to work with a local designer, then you can start by returning to Google. Except this time when you do a search, you enter your city to find local freelancers.

- Wichita banner ad designers
- London freelance graphics designers
- Abilene, Texas ecover designers

Again, be sure to look at the regular ads as well as the sponsored ads.

A Google search should give you plenty of prospective freelancers. You can also use the following methods:

- Check the "services" section of your newspaper classified ad section. Or place your own ad.
- Check with the proper department at a local university or technical college. You may want to place a "want ad" in the college newspaper.
- Ask local business owners for the name of their graphics guy or gal.
- Check the Yellow Pages or other business section of your phone book.

Ask for Recommendations

As mentioned above, you can ask local business owners for the names of their graphic designers. But you can also go online and ask your trusted friends and colleagues for recommendations. This includes (where applicable):

- Asking your email list for recommendations.
- Asking for recommendations on your social media sites (e.g., Facebook and Twitter).
- Blogging about your need for a graphics designer.
- Asking for recommendations on a business forum (like those mentioned above).

Of course don't just blindly trust the recommendations, especially if you do not know the person who's recommending the designer to you.

Point is, you'll still need to use the due diligence steps as outlined just a bit later in this report.

Browse Classified Ad Sites

As mentioned above, if you're looking for someone local then you can use the classified ads in your local paper. However, you can also use a site like Craigslist.org to find freelancers, either locally or in some other part of the world.

Just post and browse under "Gigs" in the "creative" subsection. (If you'd like to post an ad, you can use the template that you'll get in just a few moments.)

Post Projects on Freelancing Sites

As mentioned at the beginning of this chapter, you can post projects on freelancing sites such as Elance.com, oDesk.com or vWorker.com. The advantages of using these types of sites include:

- You can easily check the prospective designer's work history.
- The site usually gives you the option to use escrow payments for your safety (and in some cases it's a requirement, not an option).
- Both you and your freelancer sign a contract before you work together (which, again, is for your safety).

Now, before I give you a sample ad, let me say something...

You've probably heard a lot about Fiverr.com. And maybe you're thinking this would be a good place to outsource your graphics. But for this particular project, I suggest you steer clear. That's because a designer is unlikely to be able to create legal graphics for you for \$5 (actually, \$4 once Fiverr takes a commission and even less once the designer absorbs PayPal's fees).

Example: If the designer needs to buy a stock photo to complete your graphic, he's going to need to pay at least a dollar two of the graphic. So it's unlikely that a good designer is going to create a unique graphic for you for a couple bucks in profits.

The exception is if you're simply looking for something like screenshots, which I'll talk about later. In this case, then yes... a Fiverr freelancer can create these screenshots for you. Otherwise, for custom graphics, you're better off with well-established designers who get more than \$4 for their work.

Ok, with that out of the way, let's talk about how to post on these freelancing sites in order to attract qualified candidates.

The first thing you need to do is post in the right category.

As an example, look at the main categories on elance.com:

<https://www.elance.com/browse-jobs>. You'll see, for example, that there's a special category just for those who're seeking banner designers. So make sure that you post your ad in the most relevant category.

Secondly, in order to attract good candidates, you need to provide as much detail as possible in your advertisement. This includes what kinds of graphics you need as well as what type of budget you've set aside.

Let me give you an example of a project advertisement. Feel free to swipe this example and tweak it to suit your purpose...

Subject line: Graphic designer to create variety of editable web

Alternative subject line: Ecover and banner ad designer

Alternative subject line: Wanted: talented Kindle book designer

Note: For this example we'll assume you're creating a variety of graphics.

I'm looking for a talented designer to create a variety of editable web graphics, suitable for the following markets: golf, online marketing, weight loss, gardening and dog training. The graphics include:

- Five banner advertisements for the above five markets.
- Five editable ecover graphics for the same five markets.
- Five header graphics for the same five markets.
- Five footer graphics for the same five markets.

- Five website backgrounds for the same five markets.

Please note that the graphics should match one another. In other words, the golf header, footer, ecover, background and banner advertisements should all match one another. You may even use the same graphics across designs in the same market.

I'll provide you with the following:

- Preferred color schemes for each of the five markets.
- Overall "feel" of each set of graphics. I'll even include examples to show you exactly what I'm looking for.
- Specifications as to what types of graphics I'm looking for in each market (and what kinds of graphics I do not want).

You'll need to provide me with:

- Good work on a reasonable budget and on our mutually agreed-upon deadline (which should be no later than [insert your date]).
- Unique, royalty-free graphics.
- The licensing for the graphics (e.g., if you use a stock photo).

The idea candidate for this job will:

- Have an established history of at least six months as a freelance designer.
- Write and understand English so that we understand each other well.
- Reply to this job ad with a link to your portfolio, a note about what you bring to the table, your bid and the phrase "butterfly wings" in your response.

Hey, I'm looking for someone who provides good work and pays attention to the details. Is that you? If so, please send me your bid right now!

You may have noted the odd request at the end, which is to include the phrase "butterfly wings" in the ad response. The reason for this is because some freelancers will just breeze through a bunch of ads and bid on all of them, without really paying attention to the details.

Obviously, you want someone who's detailed oriented. You want someone who's going to read everything in your ad BEFORE they place a bid. Because this is the type of person who's more likely to read every word of your project brief BEFORE they start on your project.

As such, adding in this extra instruction helps you weed out the detail-oriented from those who aren't very detail oriented. In other words, you can ignore every bid that comes in from people who didn't follow your instruction.

If you follow the above advice (and especially if you're offering a reasonable budget for the project), then you should get several candidates stepping forward. That's why your next step is to do your due diligence...

Step 2: Do your Due Diligence

Whether you built your list of possible candidates solely through a site like Elance.com, or you used all the other methods I mentioned above, you now need to whittle this list down so that you're left with a couple of the most qualified freelancers.

In other words, you need to do your due diligence. Here's how...

➔ Make sure the freelancer followed your instructions.

If you found your prospective freelancer through an advertisement you placed (on sites like elance.com as well as on classified ad sites), make sure that the freelancer followed your instructions.

This could be the extra instruction you requested, such as the "butterfly wings" example from earlier. Or it might be some other instruction, such as what to put in the subject line of an email or what all to include in the email.

Yes, it's true that you may end up disqualifying some very talented designers with this rule. But having a talented designer doesn't mean much if this designer doesn't follow your instructions.

→ Check the freelancer's onsite feedback.

If you find a designer through a site like elance.com, then the designer should have onsite feedback and ratings from the previous jobs he's worked on.

You don't need perfection (a 100% positive rating) UNLESS the freelancer has a relatively few number of ratings. However, if the freelancer has a few bad ratings mixed into hundreds or even thousands of good ratings, then that's usually not an indicator of a problem.

This is especially true if any bad ratings happened several months or years ago. If, however, the negative ratings are new, then be leery about hiring this person. Something may be happening in this person's life to affect the quality of his work. If nothing else, he may be taking on too much work, which could lead to delays or sloppy work.

→ Look at the freelancer's portfolio.

Here you want to check the freelancer's other work to make sure it's high-quality, professional work. In other words, would you be proud to sell designs like these? Would your customers be proud to use them and/or resell them?

→ Verify the freelancer's references.

In some cases, you'll find references directly on the freelancer's profile page or on their web page. In other cases, you may need to ask for these references. But either way, follow up and verify these references by contacting the person who gave the reference. All you have to do is drop the reference a quick note to see if he or she still recommends the freelancer.

→ Check that you and the freelancer communicate well together.

If you get the opportunity to exchange a couple emails or other messages with the prospective freelancer, do so. This will give you an idea about the designer's communication skills.

Obviously, you're not hiring a writer. As such, it doesn't matter if the person writes in broken English or struggles with grammar or spelling issues. Instead, what you're looking at is whether you can clearly understand the freelancer and whether he or she can clearly understand you. This is something you need to take into consideration whether you're hiring someone with whom you share a primary language, or whether your primary language is this person's second language.

In other words, even two people who only speak one language (the same language) may have troubles communicating with one another.

Tip: Remember, communication is a two-way street. Whenever you're talking to or emailing a freelancer, keep your communications short and to the point. In other words, don't ramble on about things that are unnecessary. Ask yourself, "Is this important to my overall message?" If not, delete it. It will make your overall message come through much more clearly, plus it saves your freelancer time.

→ **Review the freelancer's rate.**

If you're hiring from a freelancing site, then you set up the budget range, meaning your freelancers should be sending in bids within that range. However, you should expect to get bids at both extremes of the range. And likewise, if you aren't using a freelance site, then you can expect to see a wide variety of rates.

As a general rule of thumb, you shouldn't shop around based on price. What you want to do is take ALL other factors into consideration, and then look at price as one of the last options. While you can't judge someone based on their prices, usually you don't want to pay the lowest rates (as you're likely to get what you pay for).

→ **Make sure the freelancer has a good reputation and a well-established freelancing business.**

If you're hiring through a site like elance.com, then you'll at least know how long this person has been offering services on that particular site. And ideally, what you're looking for is someone who's been in business for at least six months to a year or longer.

Whether you're hiring through a freelancing site or not, you may also want to do a Google search to get a better idea of this person's freelancing history. You can perform this background check by searching for identifying bits of information, such as:

- **The freelancer's full name.** Just be sure that the person you've found through your search is actually your prospective freelancer. Some people have common names. And sometimes, you'll find multiple people with the same name in the same field.

Tip: You may also search for variations of popular names. For example, someone named "Nate" may at times use the full name "Nathan." Other examples include Mike and

Michael, Joe and Joseph, Tammy and Tamara, and similar. But again, just make sure that the information you're uncovering is about the prospective freelancer and not about someone with the same name.

- **The freelancer's business name** (if different from his or her personal name).
- **The freelancer's website.** Do note that there is a chance that someone else had the freelancer's domain name before he or she purchased it.
- **The freelancer's email addresses.** If the freelancer is using an email address associated with his or her domain name, and if someone else previously owned the domain, then keep in mind that it's possible that the email address previously belonged to someone else. The possibility is small, but you do want to keep this in the back of your mind as you're performing these searches.
- **Usernames.** These are known usernames that your prospective freelancer uses on forums and elsewhere. Once again, do note that multiple people may use the same username, so be sure that information you're uncovering is about your prospective freelancer and not someone else.
- **The freelancer's other contact information.** For example, if you have the freelancer's telephone number, you might search for it in Google just to see what comes up.

Overall, what you're looking for is a freelancer with a good, long history of providing high-quality work on time. Be wary if you see a history of complaints, such as missed deadlines or failure to keep promises.

Choosing a Freelancer

How much time you devote to the above due diligence really depends on your long-term goals. If you'd like to find someone with whom you can work with on a long-term basis, perhaps creating dozens of these graphical packages for you, then it makes good sense to spend a little time upfront doing the research and due diligence. Doing so could save you time and money in the long run.

On the other hand, if you're just looking to spend \$100 to hire someone to create a few graphics, then you'll want to devote less time – maybe only a few minutes – to your due diligence. Keep in mind that the less time you spend doing due diligence, the more likely it is you'll face some surprises down the road. If you do decide to spend

less time on due diligence, then make sure you have other safeguards in place, such as by going through a freelancing site and using their escrow services.

Now all of this leads to the question: how do you choose a freelancer?

If you do your due diligence, your prospective list of freelancers will dwindle considerably. However, if you cull your list down to the point where you need to choose from among a handful of freelancers, you can approach it one of two ways:

- 1. Hire them all.** This is a good option if you intend to create multiple graphics packages and/or if you're hoping to develop a long-term relationship with designer. Simply put, you can hire two or three designers to complete small projects. Just working with these designers will let you know who does the best work. You can then give all the rest of your work to your top designer.
- 2. Choose one based on your most important criteria.** Chances are, at this point your prospective freelancers are pretty similar (otherwise you wouldn't have a hard time choosing). So what you can do is think about what's most important to you. Is it the quality of the design? The freelancer's rates? The freelancer's turnaround time? Whatever it is, apply this criteria to your list of freelancers, which should enable you to choose one (i.e., the one who best fits your most important criteria).

Now before you hire someone, you need to do one more thing – make sure both you and your designer understand the legalities of the graphics that he or she is about to create. Let me explain...

Step 3: Make Sure Your Designer Creates Legal Graphics

One of the reasons you want a well-established designer who's been in business for at least six months to a year is because this person will better understand the legalities surrounding creating your profession.

You see, many designers create their designs by going to stock photo sites or they dip into stock photo collections for which they've purchased the resell rights. However, many times the licensing of these photos do NOT allow any reselling.

So while it may be perfectly legal for a designer to create a graphic using a stock photo and sell this graphic to you, the licensing may dictate that it's illegal for you to then resell this graphic to others.

Because of these tricky legal issues, you need to make it absolutely clear to your designer what you intend to do with these graphics. If the designer just assumes

you're going to use the graphics on your own site, yet you resell them without obtaining the proper license, you're going to end up in a legal tangle (and so will your customers).

Fortunately, there are at least three ways to help protect yourself:

1. Have the designer sign a contract.

This isn't foolproof, especially if the designer lives in another country (where it's difficult for you to enforce the contract).

But basically, the idea here is that you have your attorney draft a contract so which details how the graphics will be used and which stipulates the designer must obtain proper licensing for any graphics he or she uses.

As you might imagine, this method is a little tricky since, as mentioned, the contract may be hard to enforce. So I suggest you use one of the following methods instead...

2. Check the licensing yourself.

In this case, you may purchase the stock images yourself. That way, you can read the licensing terms to make sure your intended use complies with these terms.

In some cases, you may need to purchase an "extended license" option. It's more expensive, but it does give you more flexibility with regards to what you can do with the image.

Tip: Check sites like iStockPhoto.com, BigStockPhoto.com and depositphoto.com. Again, be sure to read the licensing terms thoroughly so that you know which licensing options to purchase (and you'll also know if any of them are even applicable to what you want to do).

Yes, this takes a bit more time for you, since you'll be selecting the images – but it's worth it for the peace of mind. Alternatively, you can have your designer select the images, but show you the images first so that you can read the license (and perhaps purchase the image yourself with the correct licensing).

Now, if the idea of dealing with the licensing and legalities of stock images has you sort of bewildered, take heart:

Your designer doesn't need to use third-party images at all...

3. Have the designer create designs which don't require third-party images.

There are a few different ways to go about this, including:

- **Use screenshots.** Let's say you're having your designer create graphics for online marketing. You might take screenshots of traffic logs or a PayPal.com account. Just be sure that no copyrighted images or logos appear in the screenshot.
- **Create images that don't need third-party images.**
- **Hire an illustrator.** This is someone who can create caricatures or drawings of people, places and things – no third-party stock images required. However, just be sure that the illustrator isn't directly copying another image, otherwise you'll be dealing with the same problems. And also make sure that the illustrator is willing to license the illustration for your intended purpose.
- **Take the photos yourself.** Instead of using a stock photo site, you can take the photos (if you have a decent camera and decent camera skills). For example, if you need a photo of a dog, take a picture of your own dog. Or if you're creating graphics for online marketers, then take photo of your laptop. Then pass these photos on to your graphic designer.

Once you've figured out how to create your images legally (and both you and the designer agree on your preferred method), then you can hire your preferred designer and get to work. Which brings us to our next point...

Step 4: Provide a Detailed Project Brief

This is a very important part of the process. That's because if you just skim over this step, you're likely to be disappointed with the results. After all, your designer may be skilled and very talented, but "mind reading" probably doesn't show up on his or her resume.

Now, in some cases a designer may give you a questionnaire which will help him turn your vision into a reality. But whether your designer does this or not, you should already be thinking about what you need BEFORE you even hire a designer. That's because you won't attract the most qualified candidates for the job if you don't adequately describe the job.

To that end, you may want to complete your project brief before you start the hiring process. If needed, add more detail to it before you turn it over to the person you

eventually hire. The bottom line here is that you want to provide as many details as possible, so that your freelancer doesn't have to guess about what you need.

Here are the sorts of items you'll want to include in your project brief:

- **Delivery date and payment.** This is something you and your freelancer will decide together. Then you can include this information again in the project brief, just as a reminder to your freelancer.
- **Brief description of project.** This is where you give your designer an overview of the project. No details yet – just an "at a glance" overview where you briefly list how many graphics you need and how you're going to use these graphics.
- **Exact description of the graphics.** This is where you now list the details of each graphic (e.g., "Graphic 1 details... Graphic 2 details..." etc). Next to each graphic you'll want to list all relevant information, such as:
 - Type of graphic. Is this a banner? A logo? A rectangular ad graphic? A header? A footer? A "buy now" button? Be as specific as possible.
 - Size of the graphic. Sometimes you need very specific sizes, such as if you're creating a banner, a header or footer. Other times, you can offer a range.
 - Whether it's for the web or print. The designer needs to know this in order to determine if he should create a high-resolution graphic.
 - Preferred colors for the graphic. Again, be as specific as possible. You may even show examples of the colors you prefer, so that there are no misunderstandings.
 - What you want people to think of when they see these images? Do you want the graphics to look sophisticated? Scary? Mysterious? Soft and feminine? In short, list the overall "feel" you're hoping to achieve for each graphic.
 - Do you need text on these graphics? If so, what style font? (Show examples if possible.)
 - Do you want these images to be editable? Here the designer would need to provide the source files for easy editing.
 - What don't you want? Are there any colors or images that you do NOT want appearing on the graphics?

- Provide examples. Telling your designer what you want is one thing. Showing them what you prefer is better. That's because it's hard to verbally communicate an image you see in your head. So, it helps immensely if you can provide examples of graphics that you like. When you do provide an example, be sure to state exactly what it is that you like about that particular image (e.g., the color, style, the image, etc).
- Who provides the images? Review the previous discussion in this report about using third-party images. Then make it clear to your designer about how you'd like to proceed.

Conclusion

You just learned how to quickly create a graphic (or set of graphics) that you can resell – without creating these graphics yourself. To that end, you learned:

- **Top 10 graphic ideas.** There's no limit to the number of graphics products you can create once you start brainstorming using the 10 ideas provided at the beginning of this report. And remember, you can create an even more valuable product by combining multiple graphics.
- **Step-by-step instructions for outsourcing these graphics.** Here you learned everything you need to know about finding and hiring a freelancer, from posting job projects to doing your due diligence.

Now that you have the knowledge, your next step is to take action on what you learned. Because the sooner you find someone to create these graphics, the sooner you'll be pocketing a profit from selling these graphics on the WarriorForum.com, SitePoint.com, DigitalPoint.com, eBay.com, to web designers, to your mailing list and everywhere else where your target market congregates.

Good luck!