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## **DESIGNERS TAP INTO VIRTUAL GOLD MINE OF EASY PROFIT STRATEGIES**

GREENFIELD (December 5, 2007) – Graphic designers scouring the Internet for tips, strategies and resources to help them boost their bottom line in 2008 may have just struck gold. The Designers Inner Circle ([www.thedesignersinnercircle.com](http://www.thedesignersinnercircle.com)) is packed with a wealth of multimedia resources guaranteed to help design professionals and studios increase profitability and revenue. The website provides key insights and proven methods used by successful, award-winning designers via informative articles, screencasts, audio interviews and more. Created by Doug Farrick, a designer and entrepreneur with nearly 20 years of industry experience, there's finally a thriving online community of design professionals that equips emerging design leaders with all of the tools they need to propel their business to new heights.

The Designers Inner Circle is a convergence of the most innovative, successful designers in the industry and the most compelling, easy-to-implement concepts and strategies guaranteed to help design professionals increase profitability and stand out in the marketplace. For a membership of just \$9.95 per month, designers get access to informative articles, case studies, successful downloadable templates, reviews, screencasts and a discussion forum moderated by leading designer and entrepreneur, Doug Farrick. Membership also includes audio files of interviews with internationally recognized, award-winning design firm owners sharing their perspective on everything from the benefits of risk-taking in the industry to applying design principles to nontraditional design projects.

"I've relied on my own 20 years of experience in the industry to create a gold mine of resources invaluable to design professionals at any stage of their career," says Doug Farrick. "The site is a compilation of all of the graphic design tools, tips and resources I wish I had access to as a designer and design firm owner."

Farrick built his own design firm on many of the principles and strategies illustrated on the website and after four years was able to successfully sell his business. While his website offers numerous resources related to design trends and techniques, it also contains critical business development strategies essential for designers and studios who have struggled with how to position their companies and attract new clients. "One of the strategies for success that we emphasize on the website is that freelance designers and design studios have to re-structure their view of their business so they are first marketers and second design firms," says Farrick. "Nothing happens without continuous and smart marketing strategies. That one distinction will truly set them apart."

Although new, the website is quickly becoming popular with design professionals, many of whom have recognized the tremendous value of the website almost immediately. In addition to the wealth of design resources currently offered on the website, Farrick is excited about the website's continued growth.

“We look forward to the website evolving to meet the needs of our users by providing multimedia content including video, webinars, teleseminars and eventually a graphic design internet channel,” says Farrick.

Packed with proven strategies from industry leaders and overviews of the latest design trends and products, the Designers Inner Circle is poised to become the industry's leading resource. For more information or to join this thriving online community, visit [www.thedesignersinnercircle.com](http://www.thedesignersinnercircle.com).

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