

The key idea here is choosing the right creative support professional, who is passionate about his audience and craft. Creative, reliable, knows when to spice things up with an animated image, experienced and can see the big picture in your business.



Having a diversified background can help pull all the pieces together for your business, or just answers to some of your technical questions.



Here is a 2008 testimonial from Eve Nighswonger, School Initiatives & Career Pathway Development Director at Santa Rosa Junior College:

"I really appreciate your communication skills, both listening and speaking. I always feel like we're on the same page and that we understand each other as we move through the process of a web revamp. You work very well on your own and are respectful of others time, checking in when you need to. You are always prepared---very organized and clearly give a lot of thought to what you're being asked to do. You would work well with a lot of busy business owners, too, and would save them time. You are always good at listening to my ideas and coming up with meaningful feedback and a plan to incorporate my vision."