

Episode 52: How to DIY an authentic visual brand with Jacqui Naunton

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Welcome to the Rachel Kurzyp show. I'm Rachel Kurzyp. And my mission is to help you build a business that supports your multi passionate lifestyle, create content with confidence and clarity, and launch profitable signature services and products. It is possible to blend who you are with what you do, and gain financial freedom while still making a positive contribution to the world. I have helped over 3000 people across my workshops and programs become respected, successful leaders and creators in their community. I know you have big dreams for your business in life. So are you ready to be seen and heard? In today's episode, I'll show you how to make it happen. In today's episode, I'm speaking with Jacqui Naunton. Jacqui is a graphic designer turned online design coach for small business owners. She helps passionate business owners take charge of their business giving them the skills and confidence they need to create their own incredible visual brand. And graphics through her signature program DIY design my biz. Jacqui is also the host of the podcast design hacks for dry eyes and loves sharing how good design in business is pivotal to growth and success. Jacqui is a new mom, cheesecake lover and Canva fanatic. Today we chatting about DIY buying your design and how you can create a memorable brand online, I just know that you're going to get so much from this conversation with Jacqui. So let's dive in. I am super excited to talk about this topic today. Because it's one that comes up with my clients nearly every week, and I've been following you for a couple of years now and just love everything that you do, and that you teach and you've worked with some amazing business owners. So I would love to know, first of all, you're a huge advocate for DIY design, when many other designers aren't when they really no, don't recommend Canva and really say that you should be hiring someone to do everything. So why is that? Why are you such a huge advocate for DIY design? Yeah, so it's

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It's a really great question. And it's got a couple of different answers towards it. Firstly, I need to make sure that everyone knows that I do believe that good design is important. Like I don't just recommend jumping onto Canva and just trying to create something and seeing what happens. Because there is a really important reason why designers have flourished for so many years because design is actually so important to a business. But the reason that I encourage people to do it themselves is so I started off my business working for some incredible women in business doing their designs for them. And then I started looking around and I realised that there are so many businesses that I was following that weren't hiring me, and they weren't hiring any designer. And I could tell I was like, Oh, you've got such a great business. You know, I know that you know your stuff, because I've talked to you or I've been following you long enough. And I've actually been able to learn that. But there's so much that someone just jumping onto your page is missing are so much that someone like is there was just this big gap. And I was like, why aren't they hiring me? And I was like, Well, the reason that you didn't hire a designer, Jacqui, when you first started because you couldn't afford it. Like you couldn't afford to hire a designer like a cost to get a good designer to your brand is gonna cost you upwards of two grand three

grand four grand level or, and just to do social media graphics. So your flyers and your website, all of these things. And people should have the money for that when they're starting their business, especially online business people because there's so little overheads to starting a business. And so I was like, Okay, there's got to be some way to bridge the gap here. Because it's not okay that these businesses are just looking like then then there's no, they're not looking like this or so in business. It is so quick, that is traipsing around kind of trying their best, but you can tell that it's not professional. I think people are judging those things, really subconsciously like, Oh, is that business really serious? Do they really know what they're doing? Is it worth me putting them money there. And so people are making all these judgments about these small businesses that have really great stuff to offer. But they couldn't afford a designer yet. And so I was like, let's bridge the gap. Let's teach these business owners how they can do it well themselves. Because even myself, like I can't imagine if I had to hire designers on my stuff, like the fact that I'm able to just think of an opt in and create it and put it out into the world that same day that actually looks great and actually attracts my audience. The way that I can just make a social media person. It doesn't take me five hours at all of these things. I was like, I have this honor, this this this skill. Why can't I teach other people to do it? And so I was just like, let's do it. So I created a course and I was like everyone, unit design is important. Start doing it. Don't do it. Good. Here's our so that's kind of how it all kind of started and why I believe it's important.

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Thank you so much for sharing your story and you're so right like, I am going to put my head add up and say I judge people on the way the website looks, they design their copy, because I have a background in design as well and hearing you share how it is so easy, especially for me as a copywriter to be able to write, copy. And even when I first started, there's so many things that I wanted my business and I had to be really selective with what I could invest in first. And I think you know, for a lot of us, we agree, like you said that we do need to invest in those experts. But at the very start, if you're trying out an idea or just starting a business, it does not make sense to invest \$3,000 into design or \$5,000 in a website and a copywriter and to only change your idea or your program or your brand six months later. So I love that you are providing this service, you know, in your course for like just business owners not only who are starting out, but also going through a period of change or learning their design and what they want their business to look and feel like. So what's the first step to creating a visual brand that looks good that attracts the right clients that makes you look professional? And what are some of the common mistakes that you see small business owners making?

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Awesome, it's a big question I'm going to talk about in those two parts. So the first thing is some things to think about. I think the biggest thing, when you're creating a brand is knowing that you are unique, you and your business and your audience are unique. And so to lean really fine to that. So I have a model that I teach. It's called the well model. And it stands for three words, W O W. And the first one is your who so obviously, it's not an uncommon question to think about in the business world, but I feel you're trying to work with. And beyond that, like, not just were they like going out for coffee, although that's a nice thing to kind of think about, but also thinking about, what do they love to do? around like, what do they like to see? Like, do they what kind of colors appeal to them? What kind of like if you're, like, for blatantly obvious example, like, if you're targeting a car that works in the center of a city in a high rise, you're going to use entirely different colors. And if you're targeting a mom of a toddler who's

looking for a snack for a kid, like there's just so many different things need to be thinking about. And so thinking about are who in terms of what does that audience love, what kind of fonts or do they get appeal, they get drawn to I guess, and then going to think about their pain points. And the reason they need to work with you. And all of these things will help you to form a picture of who you want to work with. And you can begin to create a brand around that. But it doesn't end there. Like our brand doesn't just need to just magically appeal to a target audience or that is brilliant. There's two other sections, I think are really important. And the second one is originality that that's the owner of the well model. And thinking about what makes me so for my business and your business as well. Our businesses are based a lot around us like when you work with white do you work with Jacqui, when you do my course you work with me, when you listen to a podcast, it's me like it's all me. And so if my branding didn't align at all with me as a person, it would just feel so unnatural, feel so inauthentic, it would feel really jarring for people to then like if you saw my brand, and then you started working with me. And then there was just this massive disconnect, people will be so confused. But instead when you look at my brand, you get an insight into who I am and the kind of way that I look like if you work with me, if you see my brand for those of you don't know, my brand is like super colorful paint strokes, like bright pinks and purples. Like it's just all there. And it's because I don't take business seriously. Like I don't sit there and talk in a really, really proper voice the whole time. I don't expect that. Like I take business with a little bit of fun. And so my branding shows that it shows who I am. And so thinking about who are you what represents you what do you love, what is your brand voice, what lights you up what encompasses you, and then learn to express that throughout your branding and that can be a little bit hard and that's the kind of thing I like to teach but around thinking how can I encompass myself into this brand so we had a bit of a glimpse into who I am. Now I need to preface this because people get really overwhelmed at this point thinking there's so many facets to me how I'm into like encompass all that and a brand and you don't like there are like my brand is purple and blue and like oriented kind of colors. I also have a really big thing for mustard, I love mustard, mustard boots, mustard jacket, mustard, scarf, mustard, everything but you'll see that no in my brand because that didn't match what I'm about to teach you in a moment of everything kind of culminating and what that what's the perfect balance in everything you're trying to put across. And so don't get caught up and try to represent everything of yourself just kind of I'm going to skip to the next point and then I'm going to come back and say why so the next W for the web model is your is your why so why are you in business? Why are you trying to help these people? What is your brand positioning? Are you trying to sell like a \$20,000 service or product? Are you trying to sell a \$20 product or service because the way a brand looks will determine how much people expect to pay for you? Who are your competitors? What is your brand vibe? What's your brand message? What do you stand for as a business and as a brand? How do you want people to feel when they work with you like I want people to feel fun? I don't want them to feel calm because that's not my brand like I would be very happy people calm when I work with That's not my top priority. So what are your top priorities about how you feel with you when they work with you, you can tell I talk fast. And if you get con vibes my brand put on you. But I just, I've had a real hard time pushing that across. So it's not the kind of thing I try to encompass in my brand, because it would be unnatural for me. And so when you think about those three sections, picture it as a Venn diagram, and you've got your who your originality and your why, and where they all intersect is where I think your brand is really beautiful. So not encompassing, every single thing of your audience likes, not encompassing every single thing that you like, not encompassing everything about your why, but where they overlap, where does what your audience love, or overlap with what you love and what you want to represent and your why. And that'll be a really

great spot for you. And so that's what I love to encourage people to think about when they are creating their brand in their business, to before they don't want to Canva to be thinking about those three circles and how they can represent that through their business and their brand. And that second question, you asked around some mistakes that people are making.

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There is there is a lot. And I don't, I don't say that to be judgey. I said that to be here. Let's help and let's continue to build your business. So you really come across a serious and professional and professional and serious doesn't have to be unfun because clearly I don't believe in that serious and professional being. Your Branding is clear about what you're trying to put across your messaging makes sense, your text is readable, your fonts are readable for the same thing, the colors you've chosen, have good enough contrast, people can see it, the language that you're using, and the way that you're arranging your text, make sense to people, and they can understand what you do, just from a glance. And so graphic design has all these powers to really catapult your business forward. And so mistakes wise, some of the biggest ones that I see I kind of changed my answer to this regularly because I see certain mistakes pop up more often. And so one that I'm really passionate about right now, which I feel like no one else cares about. But I think it does make a difference is just you're just practically when you're making a graphic, check, it's centered, if you're putting text in the center of a graphic, and even I made this mistake today, so I'm not I'm not judging, but just go back and check. So when you're designing a graphic, say your pops and text in the center, if your graphic is not meant to be centered line, obviously, this isn't this isn't relevant. But say you've got some text in the center, and then a picture. But you've put it slightly off center. And it's just not quite balanced and isn't there's a little bit more space on the right and there is a left. It's so easy to fix that in Canva, all you got to do is select your objects and drag it around and Canva will have a little pink line that pops up and says yes, you've got this it's perfectly centered. Or you can press the positioning and center line and all these things. So just my biggest tip to kind of running off the back of that is to stop when you're finished your graphic, stop and look at it. Check that it's centered. Check that the text is actually readable if you didn't actually just type it in already. Well, it says check that the colors are contrasting enough that people can read it when this screen is dim. Check that the language you've used makes sense to like say for example, you're advertising a masterclass. But that master class was going up. When you're on your Instagram, you don't need to have very much information on that people just understand what it is because people need Instagram already know you. They already know what kind of business you're at what kind of services you offer. But say you're putting a poster up in your local news agents to represent that same masterclass, you would need to give a certain amount of different information because people don't already have that rapport with you. So just even thinking about where is this graphic appearing? And what do I need to say in it? How can I take people on a journey to make that make sense? And so thinking about what's the heading that's going to grab people to make them read the rest of my graphics don't put like, free really big, if free isn't what's going to draw people in? If people don't have the time, they don't care about free they care about what you're offering or that you don't want the call to action of book now really big if I don't know what they're booking now. So just thinking through really, logically are? Is my graphic readable? Does my message Make sense? Does it look professional? Like I've actually stopped to think this graphic through?

13:50

Thank you so much for your detailed answer. My head is sore from nodding furiously to everything that you're saying. There's so many things I could draw upon. But one that I think is going to be really, really important for listeners is that everything you're saying is actually about having a strategy and doing the thinking behind your design. I think often we put a lot of emphasis on like copy, but maybe not so much on design. And that's what I'm seeing a lot with my clients. So you know, they'll hire the copywriter. And then like you said, they will take a copy and just chuck it in a Canva template and things won't be aligned, the colors won't match and be completely different from what they use last week. And you know, they'll share it and then they'll have copy that goes next to it and they're expecting the copy to do the job. And it's like, oh, what's Instagram? I guess I have to share an image when you know, Instagram is really prioritising images first. And so I think a lot of the time design is secondary and all of this work that a lot of business owners are doing and I know listeners are doing here you know around their brand strategy, their content marketing strategy, you know, the visibility strategy, but then that's not actually reflected in The design again. And I know from personal experience again, you know, you're sharing like, which I love your model, the WoW model is so applicable to everything that we're doing. Like for me, I thought more so about my clients in the design process than I ever had before with my recent brand. And everyone loves a brand. And it's for those reasons, like I loved the peach and we brought in blue, for calming and like authority and connection. And we brought in a lot of yellow for the creativity because my audience was calling themselves like multi passionate and creatives, and they wanted to see that represented in my brand, but also a lot of people out there, we're using all of the pinks, nothing against that, but I love like peach and I love blue, and I love yellow. And I actually wear it all the time as well. So when I do speaking events, people say that they see me on stage, they check my Instagram is the same than my website, it's the same and like you said, you know, the freebies are same, and they're just actually start to associate me with a peach color. And I think that is really, really powerful. And I just happen to love those colors and wear them. But it was like a lot of work that I put into that. And even the icons, the hand drawn icons of like plants and cocktails and stuff like that. That was like, like you said, like I spent a lot of time pretty much using your Wow Star model to make that happen. So I'm so glad that you shared that because design really shouldn't be something that is a second thought it should be something that we prioritise all the time. So a question that I get asked a lot, and I'm sure you do, too, is if design is so important. And you know, when we start off, it's okay for us to do DIY. When should we actually hire a proper designer such as yourself? Who can really bring this to life? Because I hired a designer to get my brand to where it's currently at I died wired from there and kind of what questions should they ask to kind of get prepared to make that decision? It shouldn't just be I've got money or not got money? Or I need a brand or I don't have a brand? Like what do you think we need to be thinking about to make that decision?

17:05

Yeah, that's a great question. And there's a few different answers that might feel right for different kinds of people. And so the first one is money, if you feel like, there's so many answers to this, okay, so first one is money. So if you have a lot of money, and you're looking to invest it into your business, for free to hire a designer, that is a really great thing to do. But there's a lot more to it than that. And that's what we kind of want to speak to the first thing is creativity, some people just really get lit up when they're working on their business stuff, me included. And to have the creative expression through your business can feel really good. And to have that control. A lot of people that work with me and my courses and my programs actually have the money to hire a designer, but they've chosen not to,

because they want that creativity expressed through their business, and they want the control expressed in their business. So for example, if you've got an idea, you want to action your business, like one of I don't work with one on one clients anymore, except for two retainer clients. And one of them messaged me today saying, I've got this really big idea I want to do today, do you have time this week to push it through. And because I only have two clients, I can prioritise her work. But most designers aren't able to just say, Oh yeah, I can just wipe everything that I had already planned and scheduled off the table and do this one design for you. We need time. So usually, if you're working with a designer, they're going to want at least seven days, two weeks turnaround time for just a little job, let alone a big job. Yeah, like a big jobs going to take months. And so having that creative control, having that control of your business and what you can put out there can be really powerful that if you have this idea for a freebie that you want to offer tomorrow, because it really resonates with your audience right now, you can honestly then go and create it, and not just create something that looks a bit, create something that actually works is laid out really professionally. And that works to attract your audience and works to actually want to encourage them to read it like I don't know about you. But I don't want to read a whole slab of text. Like if you just whack your slab of text on to a design onto a page and just put your brand color behind it, I'm not going to read it. I need to be encouraged through good design to breaking up sections through the use of illustrations and all these different things. And so that's one element to think about is if you're someone who loves the control of your business, you love the urgency and immediacy of Ghana to create your own thing, then learning to do your own design can be a really powerful tool to really empower you. And to help you will feel really confident action in your business. But I've spoken to a lot of speaking to other people as well who just that just the thought of doing that really stresses them out. And so the thought of doing designs versus you out the second you have money hire designer, it's going to free you up to do things that are more important that you actually really enjoy. But if doing the design is stressing you out because you're just not sure about things you just need some support to help you that's when you work with someone like me to actually help coach you through creating your own designs in a really confident way. says that there is a problem. There's a problem the two main things to think about is if you have the money and if you have the the passion or the excitement want to do it yourself. but also thinking about, do I have, like, say, for example, my course will probably take you about. Some people do it in a weekend some people do it every two months, do you do I have the time to be able to learn to do it properly. Because if not, you're just doing a business a disservice by trying to do it yourself in the meantime, and you're also doing this, it's the whole thing of if you learn to do it properly, if you spend like a few hours learning to it properly, it's going to take you so much less time to do it in the future, like so much less time you'll get you'll be like, you know, when you open up a blank canvas on camp, and you're like, What am I doing, I'm feel like I feel just stuck. And there's just all this white and how to fill it with all my ideas. And so if if those kinds of things are freaking you out, and you're just going to sit there and staring at the screen, then scroll for ages trying to work out what you're going to do, and that's taking you forever, then it's either worth hiring someone or worth learning to do it yourself properly, so that it takes you so much less time because we don't have time in our businesses to just fluff around. Like honestly, like, we do it. As I say it, I say this a lot. It's a form of self sabotage. Like, if you're like, we have such great ideas, and then we're like, oh, no, I'm just going to fiddle with this, or I'm just going to scroll aiders journal to the perfect photo, or whatever. It's, you're just putting self sabotaging stuff, putting something out there. And we'll talk about that later, I'm sure. But be thinking about what works for me in my season of business. And some time people think I teach people how to do their own rebrands some people that sit with them

really well, some people do what you've done it and go and hire a designer to work with them really great to do a rebrand. And then they take it from they're doing it themselves. Or some people just want to hand everything over designer. So honestly, it's totally up to you and the way that you think you're going to work best in your business, the amount of money that you have to spend on design and invest in that, and what's going to help you step forward the quickest in your business and support you in that the best.

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Thank you so much for sharing that answer. And you're so right. Those are the things that I always talk to my clients about too. And for me, personally, I've been in season of business where I did everything myself. And then yes, I hired a designer to do all the big branding, and got templates for a lot of things and show me how to set things up and you know, got her tick of approval, and then away I go. So I didn't have to think about that high level design, like you said, how the colors blended and everything that was already taken, you know, care for me. And I've also hired designers to do absolutely everything and seasons of business when I was really, really busy. And I was like I don't even have time to do graphics, or Facebook ads, graphics, and you know, PDFs, it's like, no, I'm gonna hand that all over to someone else. And I love the creative process. And I love like playing around with things. And I also really, really love control. But the time piece, which is I'm so glad that you brought up because if I thought about what would actually be more beneficial for my business is sitting in that CEO mindset in that strategy piece, I have a team now I should be speaking on podcasts like this not playing around with colors and where to position text. If I have time, I normally just use a template, like I said, and smash it out. If for some reason I come up with an idea which happens in business and my team, there's not enough time to break them, I'll still go and do a lot of the graphics that you see on my account. But that's only sometimes because I know that I should be planning my content ahead based on my strategy. And not like you said sitting there freaking out because I need to get a post out but not knowing what to write, let alone what you need to go with it because I've been there. And yeah, that's a great place to be all of the stress that comes along with that, which leads so well into this idea of sabotage and then perfectionism that I would love to speak to you about. So perfectionism in this whole design process. And like you said, self sabotage playing around with fonts when they should be I don't know, sending a DM or following up with a sales conversation is a huge part of why I think they get stuck in this kind of design loop where they're like half designing things, changing their mind hiring someone not keeping up with the branding. So we've all been guilty of it. And I know you've shared that you've been guilty of it too. So I'd love to know how did you personally overcome this? Because I think often when we're an expert in something we get even more focused on perfectionism. I know I do with copies. So how have you personally move past perfectionism with the design process?

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Yeah, that's a great question. Yeah, and as you said, like I feel a lot of pressure. I have a beautiful Instagram because people are more so judging me like they're going to be like, Oh, my God, a design added onto Instagram, you're not going to work with them because obviously they're not good enough and you can't trust them with your stuff. So I do feel a lot of pressure in that. I think the things to remember are firstly, if it's if it's option if there's two options before you one is not posting anything because you're sitting around playing with it for too long and you just never get around to finishing it. You don't think it's good enough. And the other option is, is just posting and it's not perfect yet

Obviously posting even though it's not perfect is going to do better for you than not posting at all, you know? So thinking through what is what is the less evil here like, can I like? Yes, it could. This is what I need you to remember, design is not math, there is no one perfect solution for design. There's no one perfect functional and perfect color. No one perfect image, no one perfect template. It's there. If there is a lot of expression, there is a lot of room for movement, there is a lot of there's no one perfect answer. And so thinking through when you're when you're when I'm getting in that stack of a graphic. Is it doing a service my business to keep on fiddling with this? Or is it actually good enough? And I'm just trying to self sabotage here? Am I actually scared of posting this because of what's good is going to mean for me and my business thinking through? Why am I spending so long on? And if that's because if you need support in that, and you're just feeling like, I'm not even sure if it looks good than just ask someone like message a friend and say, I've got this, I've made this graphic, is it? Is it horrible? Or am I actually just getting in my head about this? And that's my one of my, that's what my students do quite regularly in our Facebook group that is posted often like, is this bad? Or is this fine and like, it's fine, just be one with your life, like, yes, maybe make that heading a little bit bigger, or change that font slightly. But honestly, if you've, if you've done the hard work before, like thinking through your brand, it doesn't actually take you very long to make a graphic, you can literally like you don't have to decide on the colors, you don't have to send in the fonts, you don't have to decide on all these different things, you you've got those answers already done. If you've got something to post, pop it on a page, make it your color, make it your font, and post it because being out there is better than not being out there at all. And if you just do that to those simple things. So just making sure that it's centered, making sure that it makes sense to your audience, making sure that it's readable, then those are the most important things. It doesn't have to be a work of art to be successful. And for myself, just thinking through, like, I look back, a lot of the graphics approached and thought that wasn't 100% Perfect. Most of my graphics, I could do that. But thankfully, I'm not a perfectionist. it bodes well for me. But I was saying actually to my husband just before this call, I realised that I'm not a perfectionist, I had this big breakthrough, I have this like this is a little bit off tangent, I have this, this thing where that I can't have. Okay, so it's called futility, and I have a fear of futility, I have a fear of wasting time or effort or anything. And so if I've spent time creating a graphic, if I don't post that graphic, or I spent too long on that graphic on wasting time, or if I create if I record a podcast episode, and it's not perfect, but I don't post it, then I've wasted time. So I don't get caught up too much in the perfectionism because I've got this other fear got playing on at the same time. So they kind of bounce off each other, it's really fun. But in essence, posted up, it's not the end of the world things like the perfect design isn't that

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I love that that's so true. I'm like that as well, where I'm like, Well, I kind of want to go do X, Y and Zed now, so I don't give a shit if this isn't perfect. And then I could probably rewrite it slightly and get rid of a comma. Like when it comes to copy. I'm just like, not good enough. And I think you know what I've taken away from what you've shared here, particularly not being a work of art, I think it's the same with copy. And so many other things we do in business, we feel like that one image that one color, that one, you know, text, you know piece or a post or something is going to make or break our business. But when really it's the ongoing conversations that we're having with our dream clients, it's showing up on a regular basis is putting ourselves out there being vulnerable, expressing ourselves. And if we do that, over time, we can build up a really strong connection with people. And that's when the colors and the branding and the visual elements all come together to create a really beautiful narrative. But yeah, if

you're sitting at your desk, and essentially going like this has to be the best graphic ever, and I have to win an award, then pretty much we're never going to post we're never going to do anything in business if it has to be perfect all the time. And I always say to which maybe you might love this as well that we get clarity through doing. And so if we sit there all the time wanting clarity, calm, we won't actually get it until we do it. And that's key messages brand design, like my branding has kind of evolved and my team's got on board. And they've interpreted it in certain ways. And sometimes I you know, look at things and like, oh, I would have liked it the other way. Or sometimes like you said, I look back at my own copy. And I was like, Oh, I could have written that differently. But that's all in hindsight, because I've already grown and kept going like in the moment. That was what was true for me. And I think that is the most important thing for design. Right. Would you agree that's about an ongoing conversation and not just about one individual post? Yeah,

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exactly. And that's why what we've talked about the start that you mentioned, that consistency is just so important in terms of the way your graphics look like if you've got those consistent colors and fonts, then it's not all down to that one graphic. It's building that narrative that you said, it's building that recognisability it's building that loyalty, it's meaning that when they see that post, it's that certain color that that certain font that you always use them like Ah, what's Rachel got to say today and then they have a look at it and then they read it, they interact with it. That's all that's all that it's about. Feeling that kind of story. And so, yeah, I think that's really great, just done is better than perfect. If it's if it's done and you're putting it out there, then it's working to build your business, if it's staying on your Canva never putting out getting put out there, then it's not serving anyone.

30:15

And that's why we are talking about branding, right? Because we want to be serving our business, we want that to be feeding into our profits and sustainability. It's getting us you know, opportunities, attracting our dream clients. And so if you're not willing to invest in your brand, or you're doing self sabotage type work, then really, overall, you're putting your business, you know, behind, and you should just be trying things out and experimenting. And I love so much that you shared it, there's so many tips that people can take away, and so many frameworks that people can use. And I obviously, include any resources that you have for people who are wanting to start to DIY themselves. So to wrap up, I'd love to know, what's the one thing about DIY buying the brand, or just design in general that you'd love listeners to do or think about from this episode? Wow,

31:08

that's a good one for that good. We've covered so much juicy stuff. But I think just stop when you finish creating graphics, stop, sit back and have a look at it. Don't just like literally five seconds. That's all you need. Sometimes if you want to be an extra designer, or is just extra Jacqui leaned back on your chair and squint your eyes a little bit and just see if what it looks like look at it from slightly different angle. And just check that it's balanced. Check the views, your brand colors, check that you haven't got caught up trying to copy some other template that's not your style, and just have a look at it. And then check that it's good to go.

31:43

I love that it comes back to your framework and also making sure it feels good to you write that it feels true to you. And then that's always going to resonate. Thank you so much for coming on the show. I always learned so much from you about design and I just know that listeners are going to have so many takeaways from this episode. It's been my pleasure. Thank you. Thanks so much for tuning into today's episode. If you found what I've shared valuable, please leave a review and hit the subscribe button so you don't miss when a new episode drops every Wednesday.