

## **B.N.I. Member Profile Caren Parnes**

### **Who Am I?**

Caren Parnes, owner of Enterprising Graphics, a Graphic Design and Print Production studio.

### **Where Am I Located:**

I work out of my home studio in Windsor, California.

### **What Services Do I Offer?**

My business centers around graphic design services: brochures and other collateral advertisement, corporate identity, newsletters, and book design and layout. I also offer copywriting and copyediting services, print and project management and illustration. In addition, I can provide high-quality services in most other creative fields through my partnerships with other professionals in the marketing and communications industry.

### **What Are My Hours of Operation?**

My time is flexible: days, early evenings and weekends if needed.

### **What Is My Method of Payment?**

Checks only, however I do accept PayPal. For any project projected over \$500 I will request a 1/2 project pre-payment.

### **What Problems Can I Solve For My Clients?**

I assist clients who need help to effectively promote themselves or their business through print, or to produce a book, professionally and cost-effectively.

### **How Do I Help People Reach Their Goals?**

I am a communicator. My work is to help people connect with others through communication in the print media, whether that be the service or product they provide or through the creation of a book. I work in partnership with my clients to create and refine their message, then to identify the most effective and compelling way to communicate it to their audience.

### **Why Choose Me Over A Competitor?**

- I offer 24 years of graphic arts experience and a versatile range of skills encompassing design, editing, project management and pre-press in the Publishing, Advertising and Print Industries.
- I offer the quality and professionalism of a major design studio without the high costs associated with it by working with a top team of professionals on a project basis as needed.
- I am meticulous in my work, yet responsive to the real-world pressures of project deadlines; I provide both quality and efficiency.
- I endeavor to bring honesty and integrity to all my work relationships. If I cannot take on your project for any reason, I will provide quality referrals for other professionals who can.

- You will know the cost parameters of your project going in, with a detailed, line-itemed quotation. There will be no “surprises” at billing time.
- I have been in business for ten years and will be here to support your design needs now and in the future. My goal is to build long-term working relationships with my clients.
- I am collaborative, easy, and fun to work with! I consider my clients “partners” in the creative process, and do my best to make the process enjoyable.

**What Is a Good Referral for Me?**

A successful medium-sized company that is interested in developing long term relationships with creative professionals to produce their marketing materials. New start-up businesses with defined marketing budgets.

**What does not constitute a good referral?**

One-time clients who require a simple business card or flyer.

**What is your DREAM referral?**

A mid-sized company with a substantial marketing budget (30+ K per year), whose business model is based on service and sustainability, and who uses me for a large portion of their marketing needs; this model provides an ongoing source of income and varied and interesting creative challenges.