

## THE STUDIO

- Founded in 1999
- Project-based, Fixed price bid

### Why agencies, marketing consultants, copywriters & printers ask for me by name

#### I believe in doing great work for a few great clients

Which means there's a lot riding on every project and me delivering results. Since it's my studio, I have a direct financial interest in making sure you get good service and good results.

**Nothing gets lost in translation** There are no account people to filter what you say or to interpret your instructions inaccurately. Cutting out that person in the middle means you deal directly with the one who does the work. Which means you get better work faster.

**No beginners** Your work won't be done by junior-level talent. I personally design and produce every part of every assignment. And because I've been doing that for more than twenty years, you can depend on me getting it done right the first time. Even when working under the constraints of postal regulations, HTML email rendering quirks and tight deadlines.

**Flying solo** I don't have a staff and all the expenses that come with one. And with lower overhead I deliver high-quality work for generally less than what design firms charge. And, of course, lower charges from me leaves more room for you to mark up my services or more room to add bells and whistles to your project.

## PROFICIENCIES

DESIGN & PRODUCTION  
OF DIRECT RESPONSE  
ADVERTISING:

Direct Mail  
HTML Email  
Newsletters  
Online Ads  
Online Landing Pages  
Print Ads

## CATEGORY EXPERIENCE

Architecture, Automotive,  
Business Services, Community  
Service, Education, Environment,  
Financial, Food, Health Care,  
Information Technology,  
Insurance, Financial,  
Manufacturing, Medical, Military,  
Non-profit, Publishing, Science,  
Training, Telecommunications

## CONNECT

Steve Gerard  
Gerard Creative Services  
6926 North Lakewood Avenue  
Chicago, IL 60626  
773.338.8700  
steve@gerardcreative.com  
www.gerardcreative.com

**RESULTS MATTER** Here's what one of my clients said about a head-to-head (A/B) test of an identical membership offer with identical format and identical copy. According to the client, my design version resulted in *"a response rate 29.3% higher than a competing designer's version."* And the same membership promotion I designed when tested against the control *"increased paid orders by 17.1%."*