



Aark Design

# Budgets

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When ever I go to visit a possible new client or even an old client who needs some work doing I always ask the same question and always get the same reply.

The question being “can you tell me your budget please?” and the answer always being “No. You tell me how much it will cost and I will tell you if its in my budget.”

I do understand this answer and I have used it myself on several occasions when buying things for my home or office. However the problem I face and many other web designers and developers face is the issue of “but there are so many ways to make this.”

This is why I thought I would write a blog post on this issue to try and explain why I ask this question. To start I don’t ask this question so I can say “yum yum im going to get a lot of money out of you” I ask this question so I know what type of solution I can offer you that will fit you budget.

For example there are cheep ways to create a web solution i.e buy in templates, use a free system like wordpress and then play with the design. And then there is the more bespoke system and the the high end supper dooper all singing all dancing version.

If I don’t know your budget I have no way of knowing if you can only afford the cheep as chips version or if you can afford the all sing all dancing with a few show girls on top.

The other reason I ask about budget is so I can work out if we can create a long term plan for your online web solution. If you have a decent budget for things we can start thinking about creating email marketing, setting up blogging and creating a community and even thing about creating some sort of videos for youTube.

However if your budget can not stretch to those types of things it is better I know this so I can tailor the solution to your pockets.

A but like going to get a new suit and not telling your tailor how much your willing to spend. He isn’t going to be shore if he should go off the peg or get his scissors out.

I hope that this helps to explain why a web designer / developer will ask about budgets and that in the future you will enjoy working together.

Keep Smiling  
Gem