



Insider Tips For Powerful Graphics Design Results

Reita Fisher

- What separates amateur from professional graphic design
- How to correct the three most common graphic design mistakes
- Why animation in your message is not an option, but a necessity

Reita Fisher

Graphics and Marketing Master

Experienced and respected as a top advertising, marketing, and Graphics Design Expert, Reita Fisher **IS** the 'go to' authority in the world of first impression marketing.

Reita knows that first impressions are lasting impressions and that first impressions have the power to inspire prospects to take action or motivate them move on to other opportunities.

Reita brings over 30-years of experience working with select multinational advertising agencies where her design contributions generated billion-dollar contracts in both the private and government sectors such as the U.S. Department of Defense and U.S. Department of Energy.

Reita's relentless dedication to client satisfaction and happiness and varied experience provided her the opportunity to work with large recognized corporate names such as Compaq Computers, Igloo, and the National Broadcasting Company, NBC, just to name a few, on projects ranging from international product sales to marketing the 2000 Olympic games.

Reita stresses that the right graphic design transforms images into perception, perception into belief, and belief into a call to action that creates greater sales and client connection.

Reita moved from the corporate marketing and advertising world to opening her own business in 1996. Reita's bring her years of big business skills along with her passion for working with small startup companies to manage their marketing strategy, effectively budget their graphic design needs, establish their differentiators, and create graphic design guaranteed to out-position their competition.