

Women's Economic Development Agency-Newsletter

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Alumna Profile Graphic Mechanic Design Studio, LLC

Graphic Mechanic Design Studio, LLC, owned by WEDA client Joey Johnson, offers professional graphic and web design, print assistance, t-shirt design and laser printing on small print jobs. Joey has pursued a business development strategy centered on public- and private-sector procurement and, as a result, her company has been awarded a number of contracts that include the Atlanta Black Metropolitan Chamber of Commerce, City of College Park, Georgia Board of Regents, Georgia Council for the Arts, National Parks and Recreation, Turner Broadcasting Systems, Women in Cable and Telecommunications and WEDA (Graphic Mechanic designed the organization's website).

"Before attending WEDA's microenterprise program, I had made several efforts to prepare a business plan, but felt very lost," said Joey, who worked for more than eight years as a graphic designer with the Centers for Disease Control and Prevention ("CDC") where she was responsible for high profile publications like the agency's annual report, "State of CDC." "Having the thorough training that WEDA provided and the physical business plan allowed me to have better clarity about my overall business goals. I was able to map out specific deliverables that yielded positive growth. Even after I completed my business plan, WEDA was a consistent resource that helped me to stay on track."

Joey's thorough planning and dedication to her goals have paid off. In 2006, Graphic Mechanic's annual revenue doubled versus 2005 and, this past October, Joey resigned from CDC to pursue her business full-time.

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