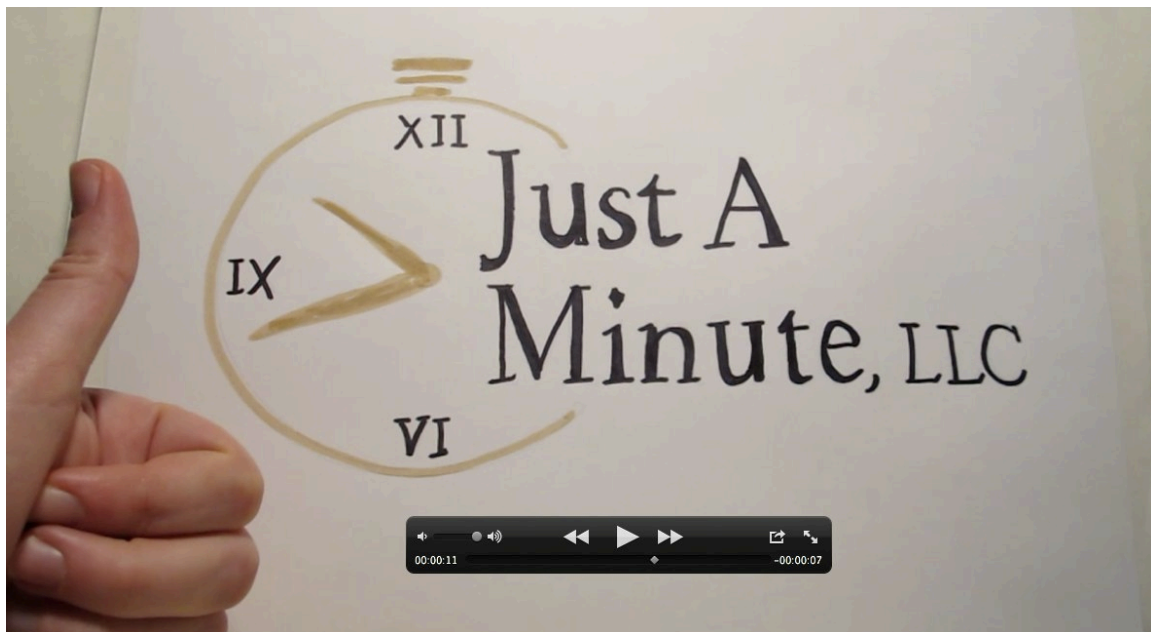**Business Tip:**
Fiverr.com: is it worth it?

At a recent business conference, we heard about a website called fiverr.com, where you can find all sorts of help for just five dollars. So we decided to check it out and pass our research on to you.

Our first task: find someone who could provide a video introduction for our future videos. There were many to sift through, but I found one that looked promising and I hired him. Then I waited.

I received this video back within 24 hours:

Check out the video here...and comment below to let us know if you LIKE it or HATE it!!

Our second task: find someone who can provide a professional looking logo for just $5 in a reasonable amount of time.

I put together a list of my preferences for this logo, including colors and the basic overall design idea and feeling the logo should impart.

Then I searched fiverr.com for logo designers. I looked for designers who had a good score and who had positive reviews. I searched for those who had a good sampling of their work.

I picked two different designers to hire, paid my 5 bucks for each of them, then waited.

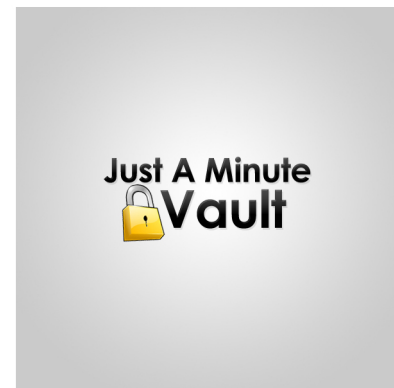Could a nice logo be done for only $5? I had hope.

i) Designer #1, Logo 1

But that hope was diminished a little bit when I got a first draft from Designer #1. The logo he sent was very abstract and not at all what I had asked for, except the colors. I respectfully replied through fiverr.com and asked him to review what I sent before. He said he would send me another logo to view (his ad promised three logo designs to choose from).

In the meantime, I got the logo from Designer #2 (this designer only promised one logo design). He did follow my instructions, but the logo felt a little juvenile; like he got a piece of clip art off the internet and placed it next to the words (see picture a). The result was not really a cohesive logo, but rather something even my teenage daughter could throw together in a minute's time.

Designer #2 marked the job as "completed" on fiverr.com. But I responded back and asked if he could make it feel stronger, less cartoonish, and also asked if he could make the words and the picture look like they belonged together.

a) Designer #2, Logo 1

He responded quickly, and sent me the second revision of the logo within 1 day. (see picture b)

Well, I thought, He DID try to put the lock and the words together. He DID try to make it feel stronger. And I as compared the two logos and the words I put in my ad, I felt I couldn't fault him for providing me with essentially what I asked for.

b) Designer #2, logo 2

I was still a little surprised it didn't look more like a professional logo, because all his sample logos were VERY good. But perhaps they were logos he found and claimed as his own work…I couldn't say for sure.

So I gave him a "thumbs up review" and called it good. Even if it wasn't the best logo I had ever seen.

ii) Designer #1, Logo 2

Then I received the revision of the logo from Designer #1 (see picture ii). "Well," I thought, "it *IS* more of what I asked for…" But the color was off, and the lock felt silly, but at least it was moving in the right direction.

I asked for some more revisions, including asking if he could make it less spread out, and he replied promptly letting me know he would work on my suggestions.

The third and final revision came back in about a day. And, while I was pleased about the time these logos were presented to me, I was not pleased by the quality of them (see picture iii).

I asked him what the circle was with numbers around them (a vault representation?) I asked for a little more work, but told him I didn't feel he was moving in the right direction and it wasn't something I could use. He said he was sorry and he would provide a refund if I wanted. (I let him keep the money). But thanks, anyway.

iii) Designer #1, Logo 3

So what do YOU think? Are any of these logos usable? What about the video? Would you give these designers a thumbs up?

My evaluation: Fiverr.com has some talented people who could really help small business owners. I believe the challenge is to find the very best providers for what you are looking for.

As for my logos, I am still on the fence. The logos provided by Designer #1 are not usable, in my opinion. The logos provided by Designer #2 could have some potential, but I am not sure if I can use them as they are.

We want to hear from you:
Have you ever used fiverr.com? Were you satisfied? Would you recommend them to other business owners?