**Want to Grow Your Audience? Invest Some Money!**

Think about the type of brands that you follow online and the sites you’ve subscribed to. What do they all have in common?

Chances are high that all of them have great production values and a high-quality presentation. They probably have beautiful logos, modern websites that are mobile friendly and active social media channels.

And when you land on a site that doesn’t have these things – that looks like a kid built it in the 90s – you will be instantly put off from following.

So, what does that mean? To grow your audience, you need to invest money. And not necessarily in marketing or other ‘obvious’ methods for increasing an audience. I’m talking about investing in designers, artists and writers.

**Imagine Your New Site**

Many people who start online businesses don’t have huge budgets to spend on design and other factors. They might also wonder if it’s really necessary for building their audience.

Well the first thing to recognize is that yes, spending that money on good design is 100% necessary. What’s more, is that it probably isn’t quite as expensive as you think it will be. Instead of struggling to make your own logo which will likely look grainy and which will put people off of your website, instead head over to 99Designs and get one made for you for a decent amount of money. It might cost you a hundred or two hundred dollars but the result will be something that informs your audience what you’re all about and that demonstrates your brand has the resources and skill to build something great.

Imagine these same higher production values for your website, for your writing and for every other aspect of your business. Suddenly your site comes alive with youthful energy and it starts to look like the top competitors in your niche.

**Why This Really Matters**

This matters because if your site looks amateurish, people will assume your information, your products or your services are amateurish too. As such, they’ll be less likely to sign up and less likely to invest time and money into engaging with your brand.

A good place to start is with a PayPal loan. This is a flexible and simple loan for small businesses that places no pressure on rapid repayments. It’s a good way to give your business a little nudge in the right direction with zero risk.