

## **How to Recognize Propaganda**

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It's everywhere, propaganda, sometimes subtle and sometimes blatant, but people try to push their agenda on others. In business, it can be used to make you lower your values...prices, make you work overtime, bribes...we've all seen it. But, we need to learn to recognize it when it happens, so that we can act on it to our advantage. And propaganda will always be changing with new times, new ideas and new memes.

Besides doing board layout for our projects, I did a lot of design work for other companies. I did a lot of overtime work to help companies meet their deadlines. But, after a while I got tired of having to work on weekends and holidays just because someone else was late in their work. I tried to take more time for myself to rest between work.

As an example, one time on a Friday afternoon, I got a call from a regular client who wanted me to work over the weekend to have a design completed by Monday morning. I told him I was no longer working on my days off. He told me that he had a guy in a nearby city that would do the work cheaper. Why that should be mentioned, I didn't know, so, I told him then he should go to this other guy and hung up the phone. A half hour later, he called me back and said that I did better work and I could start the project on Monday.

Often we've noticed that the more the customer haggles over the price, the less likely they are to pay you. Lessons learned! We've also heard: "I can't afford to pay you now, but I have more work for you in the future". And: "If you don't stop sending me late notices, I'll take my work elsewhere!" And, then there's: "I'm not a big corporation with a large budget, I'm just a little guy, so give me a cheaper price." These are the ones who will probably never pay you...recommend your competition.

If you're unsure about a new customer, set up a payment schedule. You can ask for a small down payment at the beginning of the work, and partial payments when certain parts of the job are completed. If you don't get paid, there's no point in completing the project.

The more effort they expend to get you to do something, the more you know it's propaganda. If you have any doubts, just look at commercial advertising or political campaigns.