

## Full Fibre provides almighty boost for Stephen Story Design



Barrow-based, Stephen Story is a creative and innovative freelance designer and award-winning website designer and consultant. As well as a background in advertising and branding Stephen is experienced in all aspects of web design and development from conception to completion.

Connecting Cumbria talked to Stephen about how his business is supported by his full fibre broadband service. Stephen told us: “I run my business from home so when full fibre became available this gave my business an almighty boost. As you can imagine, much of what I do is dependent on my online connection being fast and reliable; my full fibre service is just that”.

“My broadband allows me to run my business from home which means that I don’t have expensive overheads or office space to pay for. I can pass these savings to my customers which keeps my prices very competitive with no compromise on quality.”

Stephen continued: “While most of my work is local, I do have clients worldwide. My broadband gives the option to communicate with clients wherever they are in a variety of ways whether that be via email, instant message or video”.

“I offer a range of logo and branding packages to clients and because my broadband is ultrafast, I can send images and designs to clients in seconds. I also build bespoke WordPress sites that both look great and consistently help turn website visitors into customers for my clients whether that be through taking bookings, making appointments, or hosting online stores. As you can imagine, trying to operate this part of my business without a decent broadband speed would be challenging to say the least. I can now offer this service with confidence and make alterations at the touch of a button.”

An online presence is something which Stephen feels strongly about, and he maintains that his social media presence and website are two of the main catalysts for clients approaching him. Stephen said: “Website design is what I do, and my own website needs to reflect what I can do for my clients. My portfolio of work is presented alongside links to external feedback sites. I feel independent reviews are vital for generating new business”.

“Social media plays a key role in advertising my business. Faster broadband enables me to keep my pages current and to make updates with ease from any of the devices in my home. It allows me to showcase what I can do and provides a platform for potential clients to contact me at a time which is convenient for them.”

For more information on Stephen Story Design, please visit [@StephenStoryDesign](https://www.stephenstory.co.uk), [www.stephenstory.co.uk](http://www.stephenstory.co.uk) and contact Stephen directly at [design@stephenstory.co.uk](mailto:design@stephenstory.co.uk)