10 ways to give your products a more professional look

After you've scaled your business enough to upgrade from making your labels at home, it's also time for a professional packaging makeover — from your container to your label. But figuring out how to design packaging is no small undertaking.

Start by considering the following factors:

- **Audience development** — Who is the ideal audience for your product? Is it millennials in their first home, or commercial cleaning contractors for public schools?
- **Regulatory compliance** — What compliance standards do you need to know? Are there big-name retailers or state and federal governments with key requirements for your product's label?
- **Environmental influences** — Is your product intended for repeated use in demanding environments or destined for an easy-storage pantry?
- **Container limitations** — Are there inherent factors in my container that will dictate the need for special adhesive or label formats?

Once understood, the next step is building your actual packaging — and making it look professional is crucial. But what constitutes professional? Here are 10 elements to consider:

- Invest in quality materials
- Showcase your brand
- Consider color psychology