

EMAIL MARKETING SERVICE

CREATING 'TOP OF MIND' AWARENESS FOR YOU

PRINT RELATED TOPICS

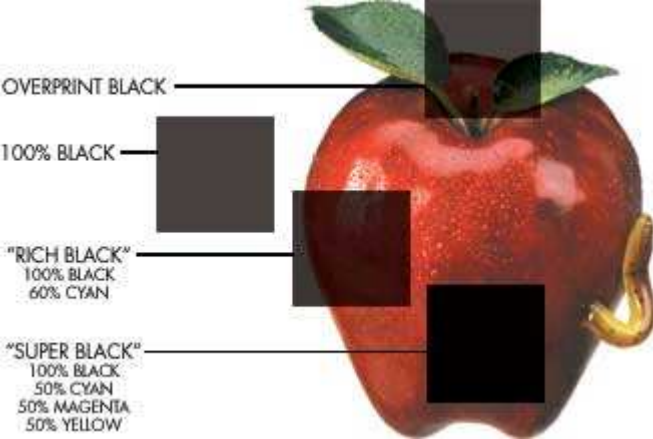
Name: _____ Date: _____

Phone: _____ Email: _____

Below is a list of topics that are available to be used for your monthly email blast. You may also choose your own topic if so desired. Please circle the number that corresponds to the topic (or write in your own topic in the blank spaces), indicate the order in which you would like them to be sent out and fax this sheet to **281-980-6180**. You may also email your choices to chbraun@comcast.net

NOTE: If no order is given, the emails will be sent in the sequence listed.

- ___ 1 - Choose paper carefully - It makes a difference
- ___ 2 - What is Postscript
- ___ 3 - Resolution - Web vs Print
- ___ 4 - Creating a PDF - print quality vs proof quality
- ___ 5 - File compression - which format is best
- ___ 6 - Direct to press technology
- ___ 7 - Digital Printing vs Traditional Printing
- ___ 8 - PC or Mac - Which is best
- ___ 9 - Variable Data Printing - what's all the hype about
- ___ 10 - The Bindery process - score, perf, fold, diecut
- ___ 11 - The postcard - Keep in touch
- ___ 12 - How effective are print programs
- ___ 13 - Online customer catalogs - make ordering simple and create customer loyalty
- ___ 14 - The right press for your job
- ___ 15 - Information required to produce a quote
- ___ 16 - Anatomy of a print job - What steps are involved
- ___ 17 - Readers Spreads vs Printer Spreads
- ___ 18 - Collect for output process
- ___ 19 - Font Issues - Postscript vs TrueType; embed or convert to paths
- ___ 20 - Spot color vs Process color
- ___ 21 - Computer to plate (CTP) technology
- ___ 22 - Pre-Flighting - what to check before submitting your job
- ___ 23 - Turnaround time for your job - realistic vs expectation
- ___ 24 - Digital printing - Quantity and Quality
- ___ 25 - _____
- ___ 26 - _____
- ___ 27 - _____
- ___ 28 - _____
- 29 - _____ 30 - _____
- 31 - _____ 32 - _____
- 33 - _____ 34 - _____



Blacker than Black: Using "Enriched" Black Ink

When we think of colors, we often think of many different shades of each primary color. Take blue for example... it can vary between colors such as baby blue, aqua, turquoise, teal, royal blue, or navy blue.

Many people would assume that the one exception to these color variations is black. After all, we think of black as being absolute darkness, and expect it to appear this way when printed on a document as well. However, black that is used in full-color (process) printing is transparent, like all process inks, and cannot cover ink or paper as thoroughly as you may like.

Although using an opaque black ink may seem like a simple solution, it would cause adverse reactions to other color or high-res images that contain black ink. Instead, the wise choice would be to add various "enriched" process blacks to your color menus. Their use should vary according to how and where the black is applied.

Here are two types of enriched blacks to consider using:

- **Rich black.** Rich black combines process black with one other process ink (traditionally 100% black and 60% cyan), which causes the black to appear "blacker" because the second ink color increases its density. Use rich black whenever the edges of a black object are fully exposed, or when a black object straddles other image information. And remember, it's only appropriate for objects that are at least a quarter-inch thick.
- **Super black.** By combining three process undercolors (50% cyan, 50% magenta, and 50% yellow), you can create the deepest, most satisfying process black you can reproduce on-press. Use super black only when all the object edges are within other colors, or when they bleed off the edge of the page.

Note: Because computer monitors cannot accurately duplicate printed results, the graphic illustrating the use of enriched black is meant only to give an approximation of the end result.



Create the Need

John Patterson, known as the father of American salesmanship, is responsible for many of the modern sales practices used today. His work with the National Cash Register Company (NCR) changed the way salespeople think about marketing and selling their products. In his book entitled *The Patterson Principles of Selling*, modern sales expert Jeffrey Gitomer unpacks some of Patterson's most powerful tactics.

Patterson's greatest sales accomplishment didn't lie in selling cash registers, but in creating a demand for his product. He knew that sparking a desire would increase demand, and he focused his sales and marketing efforts on convincing consumers of the importance of obtaining a sales receipt. When consumers began to ask for a receipt from store clerks, the store managers felt obligated to purchase a cash register that would produce such receipts, and Patterson was poised to sell them one of his machines.

The same can be done in your business. Gitomer says in his book, "You must create a balance between the emotion to trigger the sale, and the logic to justify the purchase." What is one thing your company could do to create a demand for your products or services?



Designing Direct Mail That Sells

If it sells, it is creative. This, in essence, is the first rule of direct mail design, according to legendary designer and author, David Ogilvy. But what sells? Here are a few tips to keep in mind when designing your next direct mail marketing piece:

- **The basics are in your mailbox.**
When you need inspiration, just go to your own personal direct mail idea vault... your mailbox! You probably receive tons of good direct mail each year. Set aside packages that catch your eye. The companies mailing these have spent thousands of dollars researching the best methods. Why not learn from their research?
- **Always try to beat your previous response rate.**
Play around with the design before sending the mailing out again. See if minor changes make a significant difference in the response rate. Send out different versions of your design to similar groups in your database, and test to see which one results in the most responses. Whatever you do, test it, and then test it again!
- **Use words that grab the reader's attention.**
Here is a recent list of "Words that Grab Attention," produced by Starch INRA Hooper Research Worldwide:

Announcing / Discover / Easy / Exclusive / Free / Guarantee / Health / Help / Immediately / Introducing / Know / Learn / Love / Money / New / Now / Powerful / Profits / Protect / Proven / Results / Safe / Save / Secret(s) / Today / Trust / Understand / You

As you design the mailer, remember... have fun!

Developing the Ultimate Sales TIP

What exactly is a TIP, and how does it work? In his book *Getting the Second Appointment*, author Anthony Parinello describes this sales weapon as, “a tool that helps you to eliminate individuals and organizations that are likely to waste your time.” TIP stands for Template of Ideal Prospects, and it works to qualify your sales leads by comparing your current prospects to the qualities you see in your top current customers.

Here's how you can create your own TIP sheet:

- Take your company's current customer list and study it very closely. You may need to break the list down into sub-groups, industries or niches in order to get the best understanding of what lies at the core of each company.
- Ask yourself: What do my company's best, biggest, and most profitable current customers have in common? Then write down your answers this question for each top current customers, being very detailed and deliberate about what you record.
- Develop a worksheet that lists these common factors, along with a way to record whether your prospective customer meets that criteria (see sample TIP sheet below). The longer the list of common factors, the more accurately and completely you will be able to prequalify your prospects.

1. Outside sales team	Yes _____	No _____
2. 25-50 employees	Yes _____	No _____
3. Outsources tech support	Yes _____	No _____
4. Customer retention problems	Yes _____	No _____

Top of Ideal Prospects

1. Outside sales team	Yes _____	No _____
2. 25-50 employees	Yes _____	No _____
3. Outsources tech support	Yes _____	No _____
4. Customer retention problems	Yes _____	No _____
5. Sales cycle too long	Yes _____	No _____
6. Has a strong network	Yes _____	No _____
7. Regularly makes catalogs	Yes _____	No _____
8. Open on weekends	Yes _____	No _____
9. Accepts orders on website	Yes _____	No _____

III. Title of each player:

<i>Executives:</i>	<input checked="" type="checkbox"/> District Sales Manager	Names:
	<input type="checkbox"/> Area Sales Manager	
	<input type="checkbox"/> Regional Sales Manager	Margie Mayall
	<input type="checkbox"/> Salesperson	
<i>Support:</i>	<input checked="" type="checkbox"/> Head of Sales Training	
	<input type="checkbox"/> Sales Trainer	
	<input type="checkbox"/> Chief Improvement Officer	Mark Smith
<i>Decision Maker:</i>	<input checked="" type="checkbox"/> Vice President of Sales	
	<input type="checkbox"/> Vice President of Marketing	Tommy Harker
	<input type="checkbox"/> Vice President of New Business	
<i>Approver:</i>	<input checked="" type="checkbox"/> President	
	<input type="checkbox"/> CEO	
	<input type="checkbox"/> Owner	Bob Leahy

Once you have created your TIP sheet, you can begin filling it out for your prospects. In the beginning, it is best to only spend your energy pursuing the prospects that meet all of your criteria. Remember, the criteria you have established was gathered from your top current customers, and offers a reflection of the type of companies you want to do business with. Don't compromise on what you deem to be most important.

If you have been wasting your time tracking down lukewarm leads and prospects, this TIP sheet is sure to give you a fresh perspective on landing hot sales.



Effective Use of Varnish

Just as varnish on a dresser or table protects the wood and gives it a nice finished look, the varnish used on printed pieces enhances their look and durability. If you are interested in using varnish on your next printing project, here are a few things you should know:

- In-line press varnish, where the varnish is applied to the complete surface of the printed piece, is a relatively inexpensive way to add a lush finish, and may be less expensive than printing on glossier, cast-coated paper.
- Spot varnish is a great way to maximize the contrast between matte and gloss surfaces. It allows you to apply varnish to a certain image or graphic on your printed piece, such as a logo or photo, while leaving the rest of the piece unvarnished.
- While you may think of varnish as a glossy coating, a matte varnish can be used to protect your project from scuff marks without adding the shine of a glossy varnish.
- Certain varnishes may yellow over time. If you have a project with a long shelf life, be sure to let our print shop know and we can help you find an appropriate varnish.
- A UV varnish is applied off-line and is cured with ultraviolet light. This process gives the surface an exceptional gloss and rub resistance.

If you would like to use a varnish to polish off your printed pieces, it is important that you work closely with our print shop staff to ensure that your project will be completed to your specifications. It is our pleasure to help you navigate this process.



Focus Check — Focus on the “Buy”

Some marketing experts recommend that in creating a direct mail program, you should devote half your time to creating the reply form. Most clients are surprised, if not shocked, when they hear this very revealing rule. The rule is revealing because it suggests that most marketers spend too much effort on the sale and too little on the “buy.”

Think how often you have been virtually sold on something, but chose not to make the purchase because it was too hard to buy. The salesperson offered all sorts of options, for example, or made you worry about the value of an extended warranty. Perhaps they offered more complicated financing packages than you could intelligently choose among. *The product was too hard to buy.* Now, think of your opposite experiences. Something appealed to you a little, not necessarily a lot and the ease with which you could order, pay for, and receive the product ultimately led you to make the purchase.

Good marketing must focus on the buy. How clear is your offer? Can the prospects sample the service, thereby reducing their risk? How clear is the price? How easy is it to buy?

Save your customers some hassle and make your product easy to buy.



Four Keys to More Meaningful Customer Relations

Companies lose an average of 10 to 30 percent of their customers each year. Much of this loss can be attributed to poor service. Companies that focus on customer retention tend to see profits grow anywhere from 25 to 100 percent annually. Nonprofits that focus on customer retention often see reductions in turnover and better results. In business, we all strive to provide outstanding customer service. Unfortunately, we don't always live up to those ideals. Here are four keys to unlocking richer, more meaningful relationships with your customers:



Learn your customers' names. Everybody appreciates being recognized when they walk into a place of business, particularly if they visit that company frequently. As the theme song to *Cheers* puts it, "Sometimes, you want to go where everybody knows your name." Make a concerted effort to learn the names of the people you come into contact with regularly, and greet them by name whenever possible.



But start with last names first. Of course, before you start addressing customers on a first-name basis, make sure they're comfortable with this practice. Some customers might find it disrespectful or "too" personal to have you greet them by their first name. Follow the customer's lead, if possible, or try starting with "Mr. Johnson," before calling your customer "Bob," particularly if they are not your peer.



Show genuine appreciation. Let your customers know you're glad to see them every time they walk through the door. Make an effort to greet people with a warm smile and an enthusiastic hello. Then back it up with outstanding service and a "can do" attitude. Thank your customers when they buy from you, and keep in touch to let them know they're on your mind... and appreciated for everything they do.



Avoid judgments and negativity. We've all heard the adage, "You can't judge a book by its cover." The same is true of people. Strive to approach each new or prospective customer with an open mind and positive attitude. Don't rush to judgment based on a first impression. Many times, those initial reactions and snap judgments don't hold up to the test of time.

Account Name	Account Type	Account No.	Account Status	Account Balance	Account Date	Account Location	Account Manager	Account Notes
ABC Corp	Corporate	12345	Active	\$1,200.00	2023-01-15	New York	John Doe	Regular customer
DEF Inc	Corporate	67890	Active	\$500.00	2023-02-01	Los Angeles	Jane Smith	Interested in new products
GHI LLC	Corporate	11111	Active	\$300.00	2023-03-10	Chicago	Mike Johnson	Needs more information
JKL Corp	Corporate	22222	Active	\$800.00	2023-04-05	San Francisco	Sarah Lee	High potential lead
MNO Inc	Corporate	33333	Active	\$200.00	2023-05-20	Seattle	David Kim	Needs to be contacted
PQR LLC	Corporate	44444	Active	\$600.00	2023-06-12	Portland	Emily White	Interested in services
STU Corp	Corporate	55555	Active	\$400.00	2023-07-08	Denver	Chris Brown	Needs to be followed up
VWX Inc	Corporate	66666	Active	\$700.00	2023-08-03	Phoenix	Alex Green	Needs to be contacted
YZA LLC	Corporate	77777	Active	\$500.00	2023-09-18	San Diego	Mia Black	Needs to be followed up
BCD Corp	Corporate	88888	Active	\$300.00	2023-10-07	San Jose	Noah Gray	Needs to be contacted
EFG Inc	Corporate	99999	Active	\$900.00	2023-11-22	San Antonio	Olivia Blue	Needs to be followed up



Go Where the Money Is

Are you wasting your time, money, and enthusiasm on people who sincerely aren't interested in what you have to offer? Instead of looking for suspects who *may* have the capacity to buy your product or service some day down the road, start seeking prospects who *are* qualified to do so today. In other words, go where the money is.

Here are some tips on how to find prime, qualified targets today:

- *Build a strong client list* of names, addresses, e-mails, and phone numbers by placing customers on a preferred client mailing and announcement list. After requesting to add them to your client list, be sure to follow through and make formal announcements once you compile your client list.



- *Use the Internet* to search for other industries that have a similar target audience (those who are complementary versus competitive with your business). When you determine which other businesses would also sell to your client, contact them and offer to share or trade prospect names with them.



- *Don't limit your prospecting* simply to previous or current customers. A large number of high-quality prospects and leads can be turned into profitable clients through regular and strategic communication with them.



- *Avoid general advertisements, letters, or promotions.* Always make sure that your offers refer to a specific product or service. This way, readers with strong interests can easily qualify themselves and take advantage of your offer.

- *Always focus your efforts* on the markets, prospects, and activities that offer you the highest probability of a payoff. The less energy you waste on suspects, the more you have left for big, rewarding prospects.

Graphics File Naming System

One of the least glamorous but potentially most time and frustration saving habits you can acquire is to adopt a good file naming system and then use it consistently. A good file naming system can save you hours of time when you are trying to find an image. This is particularly true if you tend to save several versions of a file.

A complete graphic file name should include: item name, color mode, resolution, and file format. An example would be *Trees_CMYK_200.psd*. This type of attention to detail in file naming, while perhaps a bit cumbersome, will make your file management and location chores much easier. In addition, it will make it easier to identify your graphic images.



Guerrilla Marketing's Golden Rule #6

A customer is a very special person. Of the billions of people on planet Earth, only a tiny fraction have chosen to do business with you. They have selected your business on purpose. It is your constant obligation - though it should be a pleasure - to do what you can to improve the lives of these people: with valuable advice, reduced prices, and reviews of new products and services. The only way to do this is by staying in touch.

Customer reverence is felt by the heart and planned by the mind. Show your customer how much you appreciate them by sending:

1. A thank-you note within 48 hours of each purchase, although 24 hours is more impressive and memorable. Anyone can send a thank-you note. Guerrillas do it ASAP.
2. An offer of an item related to their purchase, tendered about 30 days after the purchase. The offer can be for a product or service.
3. A questionnaire. Send each new customer a questionnaire to learn more about them and their interests.
4. A birthday card. Use the questionnaire mentioned above to learn each customer's birthday — month and day, not year. Then, send them a card when their birthday rolls around. Later, you can expand this tactic by sending graduation cards to the customer's kids, anniversary cards to the customer and spouse, and postcards from your next vacation. Don't overwhelm your customers, but continue to acknowledge their existence.
5. A newsletter, sent monthly, bi-monthly, or quarterly. If it's created with customer reverence in mind, it will give more than it asks, provide valuable free information, and still make offers to sell something.
6. A catalogue of your offerings, sent only to customers or sent first to customers, then to prospects, if your customer list isn't long enough. Customers will especially appreciate a catalogue that clearly communicates it is for customers only.
7. A fact-of-interest postcard, sent in the purest sense of customer reverence. Give data that can help your customer, without trying to sell anything. Keep it brief, and customers will actually look forward to your mailings — a dream world for most, but the standard situation for guerrillas.

Here are some of the more popular and creative ways to use postcards:

- Thank you cards... have a picture of your business or organization printed on the front.
- New product announcements... place a picture of the product on the front.
- New employee announcements... feature the new employee's picture on the front, with their contact information on the back.
- Card pack inserts.
- Customer follow-up mailings designed to create loyalty.
- Low-cost direct mail marketing.

If you don't stay in contact with your customers, somebody else may win them away from you. By constantly fanning the flames of love and loyalty, you will prove beyond any words that you revere your customers, while at the same time safeguarding against apathy.



Newsletters Are a Fun Way to Keep In Touch With Customers and Prospects

Newsletters have become one of the most popular ways for companies to keep in touch with their customers. A well-written, interesting newsletter can establish expertise and credibility, inform and educate, as well as increase sales and influence positive word-of-mouth referrals.

Here are some tried and true newsletter do's and don'ts:

People Like:

- Interesting subjects
- Short articles
- Good visuals
- Easy-to-skim designs
- Bulleted lists
- Content telling how to make money, save time
- Clear organization
- Calendars
- Offers, benefits

People Don't Like:

- Intimidating pages
- Disorganized information
- Long, continuing articles
- Overly frequent mailings
- Irrelevant content
- Impersonal tone
- Receiving multiple copies
- Chaotic page design
- Too many pages

If you're looking for unique ideas or expert advice on how to create a newsletter, or simply spice up your current newsletter, stop by our print shop. Not only can we provide you with inspiring ideas and printed examples; we can also help you create a powerful newsletter that will boost sales and stay within your company's budget.



Perfect Your Proofing

It may seem like there is never time to proof something thoroughly the first time, but when it is not done, you may end up making time to do the entire job a second time. Just what are some of the things that should be checked during the proofing process? Here is a list to perfect your proofing strategy:

Proof the text.

The first place to start is the text. Review all text for spelling and grammatical correctness, check punctuation, and most importantly, accuracy of content. Making changes to text later in the production process will only slow things down, so make sure that everything is perfect before moving on to the next step.

Proof the images.

Viewing the images on your computer is a great place to start, as long as your screen is calibrated properly, but keep in mind that the colors on-screen will not be a perfect match to the colors that are printed. Be sure to check the size and resolution of the image. For high-level image quality jobs, it may be wise to have a physical proof rather than just an on-screen proof of the images done on professional proofing equipment—you will get a better idea of the true color of the piece.

Proof the pages.

Checking an entire page of an original can be done on screen, but it is also a good idea to print out the pages. Look over the typography, placement of images, illustrations and text, as well as hyphenation and line arrangement, page format, and bleeds.

The difference between a thorough proof and no proof at all is the time you may spend having to redo a job. Taking the time at the beginning will save you time and money in the long run.

Resources

We are happy to share with our customers these valuable internet resources. If you know of other sites that have been helpful to you, give us a call and let us know.

Airlines

Air Canada, 888-247-2262	http://www.aircanada.com
Alaska, 800-252-7522	http://www.alaskaair.com
America West, 800-327-7810	http://www.americawest.com
American, 800-433-7300	http://www.aa.com
Continental, 800-523-3273	http://www.continental.com
Delta, 800-221-1212	http://www.delta.com
Frontier, 800-432-1359	http://www.frontierairlines.com
Jet Blue, 800-538-2583	http://www.jetblue.com
Lufthansa, 800-581-6400	http://www.lufthansa.com
Midwest, 800-452-2022	http://www.midwestairlines.com
Northwest, 800-225-2525	http://www.nwa.com
Southwest, 800-435-9792	http://www.southwest.com
United - Domestic: 800-864-8331 Int'l: 800-538-2929	http://www.ual.com

Business Publications

Business 2.0	http://www.business2.com
Entrepreneur	http://www.entrepreneur.com
Fast Company	http://www.fastcompany.com
Forbes	http://www.forbes.com
Fortune	http://www.fortune.com
Harvard Business Review	http://www.hbr.com
Inc. Magazine	http://www.inc.com
Selling Power	http://www.sellingpower.com
Wall Street Journal	http://www.wsj.com

Computer Supplies

Apple Small Biz	http://www.apple.com/smallbusiness/
Dell Small Business	http://www.dell.com/smallbusiness
Gateway Business Center	http://www.gateway.com/work
Hewlett Packard	http://www.hp.com/sbso/

Establish Credit

America's Small Business Center	http://www.smallbusinesscenter.com
Dun & Bradstreet	http://www.dnb.com
GE Capital Small Business Center	http://www.gesmallbusiness.com
Mastercard Small Business	http://www.mastercardworking.com
Small Business Administration	http://www.sba.gov/financing/
Visa Small Business Site	http://www.visa.com/fb/main.html

Government Organizations

U.S. House of Representatives – Small Business	http://www.house.gov/smbiz
U.S. Senate – Small Business Committee	http://www.senate.gov/~sbc/
U.S. Small Business Administration	http://www.sba.gov

Hotels

Best Western, 800-528-1234	http://www.bestwestern.com
Choice Hotels, 800-424-6423	http://www.choicehotels.com
Four Points, 888-625-5144	http://www.fourpoints.com
Four Seasons, 800-819-5053	http://www.fourseasons.com
Hilton, 800-445-8668	http://www.hilton.com

Holiday Inn, 800-465-4329
Hyatt, 888-591-1234
Luxury Collection, 800-325-3589
Marriott, 800-932-2198
Radisson, 888-201-1718
Ramada, 800-272-6232
Ritz-Carlton, 800-241-3333
Sheraton, 800-325-3535
St. Regis, 800-325-3589
Travelodge, 800-578-7878
W Hotels, 877-946-8358
Westin, 888-625-5144
Wyndham, 877-999-3223

<http://www.holiday-inn.com>
<http://www.hyatt.com>
<http://www.luxurycollection.com>
<http://www.marriott.com>
<http://www.radisson.com>
<http://www.ramada.com>
<http://www.ritzcarlton.com>
<http://www.sheraton.com>
<http://www.stregis.com>
<http://www.travelodge.com>
<http://www.whotels.com>
<http://www.westin.com>
<http://www.wyndham.com>

Internet Domain Names

All Domains
Dotster
Enom.com
GoDaddy.com
Internic's Directory of Accredited Registrars
Network Solutions
Register.com
Whois

<http://www.alldomains.com>
<http://www.dotster.com>
<http://www.enom.com>
<http://www.godaddy.com>
<http://www.internic.net/regist.html>
<http://www.networksolutions.com>
<http://www.register.com>
<http://www.whois.net>

Online Travel Companies

Expedia.com, 800-397-3342
Hotels.com, 800-219-4606
Orbitz.com, 888-656-4546
Priceline.com, 800-774-2354
Travelocity.com, 888-872-8356

<http://www.expedia.com>
<http://www.hotels.com>
<http://www.orbitz.com>
<http://www.priceline.com>
<http://www.travelocity.com>

Postal and Shipping Services

DHL Worldwide Express
FedEx
Internet Truck Stop
United Parcel Service
United States Postal Service

<http://www.dhl.com>
<http://www.fedex.com>
<http://www.truckstop.com>
<http://www.ups.com>
<http://www.usps.com>

Raise Capital

Home Office Association of America
Small Business Knowledge Base
U.S. Small Business Administration
Venture Capital Resource Directory

<http://www.hoaa.com/capital1.htm>
<http://www.bizmove.com>
<http://www.sba.gov/financing>
<http://www.vfinance.com>

Rental Car Companies

Alamo Rent A Car, 888-426-3299
Avis, 800-831-2847
Budget Rent A Car, 800-527-0700
Dollar Rent A Car, 800-527-0700
Enterprise Rent-A-Car, 800-527-0700
Hertz, 800-654-3131
National Car Rental, 888-868-6204
Thrifty Car Rental, 800-847-4789

<http://www.alamo.com>
<http://www.avis.com>
<http://www.budget.com>
<http://www.dollar.com>
<http://www.enterprise.com>
<http://www.hertz.com>
<http://www.nationalcar.com>
<http://www.thrifty.com>

Sales, Marketing, and Promotion

American Marketing Association
Clickz Network
Guerrilla Marketing
Just Sell.com
Network Solutions: Online Marketing
Promo Magazine
The Direct Marketing Association
Wilson Internet

<http://www.marketingpower.com>
<http://www.clickz.com>
<http://www.gmarketing.com>
<http://www.justsell.com>
<http://www.networksolutions.com/online-marketing/index.jsp>
<http://www.promomagazine.com>
<http://www.the-dma.org>
<http://www.wilsonweb.com>

Seeking Financial Advice

Crown Financial
Kiplingers
Motley Fool
Quicken
Standard & Poor's

<http://www.crown.org>
<http://www.kiplinger.com>
<http://www.fool.com>
<http://www.quicken.com>
<http://www.standardpoor.com>

Write a Business Plan

Center for Business Planning
Out of Your Mind... and Into the Marketplace
Small Business Administration

<http://www.businessplans.org>
<http://www.business-plan.com>
<http://www.sba.gov/starting/indexbusplans.html>



Stationery Paper Basics

With so many papers available, how do you decide what papers to spec for your business stationery? Here are a few basics to keep in mind. For more advice, talk to one of our customer service representatives. We're experts at choosing the perfect paper for every job.

- Start with the basics. Letterhead is typically printed on an uncoated, 20 to 28 pound bond paper. For business cards, consider an uncoated, 80 pound cover stock. If your design includes photos or other fine touches, choose a coated stock instead, for better print quality and clarity.
- Know your limitations. Check your office laser or inkjet printer's specifications before selecting a stock. You don't want your letterhead's weight to exceed the limitations of the office equipment you plan to use it on.
- The color of paper you select will affect how inks appear when printed on it. Even different shades of white can affect print quality in different ways. Make sure you select a paper that will complement the ink colors needed for the design.
- In the same way, it's generally a good idea to avoid darker colors or distracting background images. Otherwise, your correspondence may be difficult to read when printed on your letterhead.
- Study the samples. All of the major paper companies provide sample books filled with examples of the various papers they have to offer. Many even show how different inks appear when printed on the page. Visit our print shop to take a look at these sample books and to get our advice for selecting a paper that's right for you.

Stretch Your Budget with Self-Mailers



Companies can save substantial amounts of money by eliminating the need for envelopes. The possibility of creating a self-mailer should be considered with any direct mail piece.

A self-mailer is simply a piece of mail that doesn't require an envelope. All of the necessary mailing information is located on one of the outside panels.

Because self-mailers do not require envelopes, you must be more creative when designing the format, since you don't have the luxury of an envelope to contain any extra sheets of printed material.

Here are some things to consider when designing a self-mailer:

1. Will the delivery address be printed directly on the self-mailer, or will self-adhesive labels be used?
2. The amount of written material in the self-mailer will determine the overall size of the mailer.
3. Information needs to flow quickly and smoothly from the initial pitch to the fine print. The fewer words needed to convey your message, the better.
4. The type of closure needs to assure safe passage through the mail. Staples are used often, but many people find them unappealing. Miniature self-adhesives are available in many colors, shapes, and sizes.
5. If perforated sections are used, keep them in mind so that nothing can slip loose while being passed through the mail.

Take a Lesson from Disney

If you visit any one of the Disney Corporation's facilities, you have experienced a phenomenon they call "Onstage and Backstage." It's quite a simple concept, and one that Disney has definitely perfected. The "Onstage" area refers to anywhere that guests may roam freely, while "Backstage" is where the cast members (employees) travel from one part of the park to another, take "Disney-free" breaks, and get into costume. For Disney, the separation between onstage and backstage is essential in maintaining the magical feel of their facilities.

Your company most likely has a similar onstage (customer area) and backstage (production area) structure. And while your employees may not use your "backstage" area to don their Mickey or Minnie Mouse costumes, there are things that go on behind the scenes that most of your customers are not privileged to see.



That is, of course, unless you offer to take your customers on a tour of your facility. At most Disney facilities, visitors can take a ride backstage to see some of the inner workings of the magical world. The same can be done at your business. Allowing your customers a peek at the inner workings of your company and introducing them to your staff will improve your relationship with them. And, showing them any impressive machinery or workflow systems you have in place will increase their confidence in the work you do for them.

Take a lesson from the Disney Corporation and see what kind of response you get from offering backstage tours of your company. You may be surprised to see how many people would be interested in getting to know your company better, and the effect their knowledge can have on furthering your relationship with them.

THINK

Thomas Watson, who founded IBM in 1924, placed on the wall behind his desk a single framed word: THINK. It became the corporate motto of one of the most influential companies of the century.



Think. The handiest source of new product ideas is your mind, if for no other reason than that you are always carrying it around with you. You have a mind. The next step is to open it and keep it open. What you want is to be open to change.

Management guru Peter Drucker has made the observation that most successful innovations exploit change. In his 1985 *Innovation and Entrepreneurship*, Drucker defined seven specific kinds of change that are sources of innovative opportunity:

1. **The unexpected**, including unexpected success, unexpected failure, and unexpected events.
2. **Incongruity** between reality as it actually is and reality as it is assumed to be.
3. **Innovation** based on process need.
4. **Changes in industry structure and market structure** — especially those that catch everyone unaware.
5. **Demographic shifts.**
6. **Changes in perception, mood, and meaning.**
7. **New knowledge**, including the scientific and the nonscientific.

We are keenly aware of the effect of change in the graphics and arts industry. Few industries have undergone as much change during the last few years as printing. While two of our heroes are Johannes Gutenberg and Benjamin Franklin, we also deeply admire Steven Jobs, Michael Dell, and Bill Gates. We anxiously embrace new technologies and see the changes as opportunities — not something to fear or dread. We just thought you needed to know.



Tips for Unleashing the Amazing Sales and Marketing Power of Business Cards

Business cards may be small, but their impact is huge. A business card plays an important part in making a lasting impression upon those you do business with.

When choosing a business card, don't be cheap. (If you're on a limited budget, try to save elsewhere.) Experienced sales reps know how important it is to make a good impression on their prospects. They buy nice clothes, drive nice cars, and wine and dine prospects and clients - only to give them a 5¢ business card?!? Why not consider a 10¢, 15¢, or 20¢ business card that would really wow a customer and add to the overall good impression?

1. Feature your company name prominently, with your name and title smaller. Using your company logo is important, because it will help people associate your name with the product you are selling.
2. Don't take up too much space listing all the ways you can be contacted. It's best to list your phone, fax, and email address. Personal cell phone numbers and beeper numbers should be given to the client verbally, when necessary.
3. Full-color printing can add a dramatic impact to the look of your business card. If your budget doesn't support full color, there are a lot of creative possibilities using two colors of ink combined with a third color of paper.
4. Don't overlook the backside of your business card. It is a great place to add more sales and marketing information, your mission statement, a map and location, or photos of your products.
5. It's worth the time! Business cards are one of the most important tools for business today. The time and effort you spend creating and printing excellent business cards will pay future dividends.



Understanding the Potential of Paper

Paper is often taken for granted. Even by designers.

Older than Jesus

The first sheets of paper were made in China in about 200 BC. Since then, it has become indispensable. Paper was originally intended to be purely a carrier of images and scripts, but because of its natural properties — strength, flexibility, and durability — and its low costs, it has subsequently been developed and exploited to produce a vast variety of items from disposable clothing to loudspeaker cones. However, the main use of paper continues to be as a surface on which to print information.

It Doesn't Have to Be White

In recent years, there has been an encouraging increase in experimentation with different sorts of papers and in the diversity of techniques, both traditional and new, which designers apply to them. Whereas in the past there may have been some resistance to this, both printers and manufacturers are now becoming increasingly accommodating.

The Choice

For designers, choosing the right paper for a job should be just as important as choosing the right typeface — both decisions are part of the designer's creative input. However tight the brief, however demanding or restricting the client, the choice of paper is generally made by the designer.

At our print shop, we specialize in searching out beautiful, alternative papers. Would you believe we have over 463 different papers available, over 86 different kinds of white paper, 200 different colors, and 31 different textures?

We care, because paper matters.