

# puretalentreview

Q U A R T E R L Y N E W S A N D P R O M O T I O N A L T I P S

## Prospecting: The Hunt for New Customers



A successful business owner is always on the prowl for prospective customers. Collecting prospects even when you're busy can keep you ahead in business. A steady flow of potential customers can help you combat any slumps in your business. You can rely on your source of prospects to eliminate the need to make desperate "cold calls" and keep you from hounding your current clients for more business.

Before going on your hunt for prospects, define your ideal clients. Don't spend time going after everyone. Focus on the types of clients you'd really like to work with and those with a potential need or desire for your products or services.

Once you determine the right characteristics of your desired customer base, build your list of quality prospects by

hunting in the right places. Hang out where they hang out, join their organizations and attend their seminars. Network and collect business cards.

Ask your current clients, colleagues and vendors to provide referrals. Offer them incentives in the form of discounts and freebies in exchange for names of prospective clients.

Purchase a list of prospects that meet your criteria from a reputable list broker or develop your own list from membership and organization directories, yellow pages and the Internet. Use a reliable database program to store, sort and utilized all the information you collect.

Your prospecting efforts should be ongoing to build a good list. When you're ready to turn prospects into customers, make contact and reel them in.

## Guerrilla Marketing Weapon #8: Business Stationery

Of all the weapons in a marketing arsenal, Guerrilla Marketers consider business stationery the most important element to establishing and reinforcing a professional image.

Guerrilla Marketing is creative and affordable tactics for reaching marketing success. Visit [gmarketing.com](http://gmarketing.com) for more information on Guerilla Marketing and the complete list of 100 marketing weapons.

The tone for your business identity is set by your letterhead, envelope and business card. Well-designed stationery can provide a consistent look for all your correspondence – letters, proposals, invoices, purchase orders, etc. This

consistency will help instill confidence.

With professionally designed and coordinated business stationery, you make a powerful statement about who you are. Your stationery represents your business personality and helps set you apart from your competition. Professional letterhead presents you as a well-established business with staying power.



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GRAPHIC DESIGN

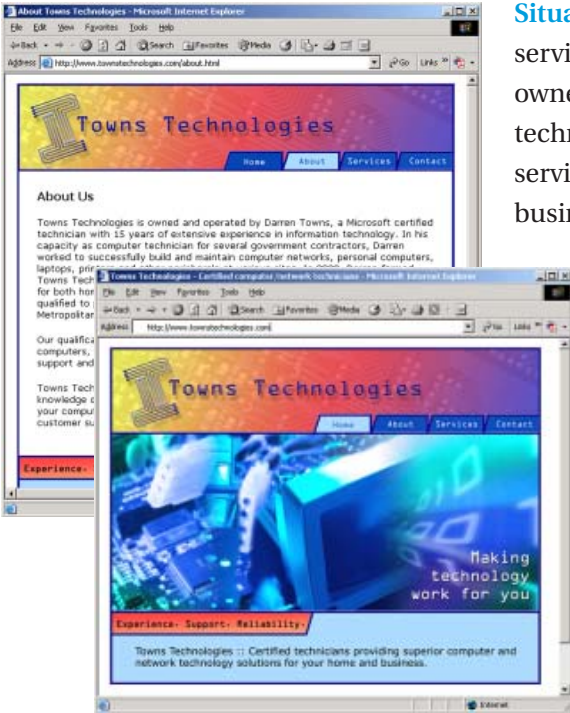
*BUSINESS IMAGE SPECIALIST*

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## Recent Pure Talent Projects

### Project: Towns Technologies Logo, Business Card and Web Site



www.townstechnologies.com

**Situation:** Towns Technologies provides computer and network technology services for homes and businesses in the Washington metropolitan area. The owner, Darren Towns, needed to establish a reputation for his company as the technology experts they are and present his company's experience and services in a clear and concise web site for his target audience of personal and business computer users.

**Solution:** Pure Talent first created a logo for Towns Technologies that emphasized the technology know-how by designing a graphic similar to a computer circuit board for the two Ts that are placed together to represent both the name Towns Technologies and IT for information technology. Next vivid graphics were used to represent the technology industry in a clean and simple layout for the Towns Technologies web site. Pure Talent designed the site and wrote the content to provide visitors with easy navigation and easy to understand information on the company's qualifications and services. The logo and colorful image from the web site were then applied to the company's new



business card to provide a consistent look that will help build recognition and demonstrate professionalism.

### Project: S & J Wedding Consultants Corporate Brochure

**Situation:** This newly formed company provides brides-to-be in the Chicago area with a full range of wedding planning services. S & J needed an informative brochure to provide prospects attending bridal shows with information on their company and services and to point them to their web site for more information.

**Solution:** Pure Talent designed S & J's brochure to tie in with their web site and business card designs. This consistency in design will help to establish their identity and help build recognition among their prospects. The tri-fold brochure was designed and professionally printed to reflect credibility and instill confidence in their company and services.



www.sjweddingconsulting.com

## Tick Tock – Time's Up!

### Did you make the right impression?

You have less than one second to make a lasting first impression on your potential clients. The right impression is vital to your business success. The wrong impression will be hard to overcome.

Your prospects initial reaction will influence your credibility rating. Credibility leads to the confidence your prospects must have in you and your business before they will part with their money. It's important to instill confidence to build a profitable relationship.

Since your business image is communicated instantly, you have to make a powerful impact. Don't count on having a second chance.

There are many subtle things that can add to or take away from your credibility. Everything from the way to dress to the brochure you hand out will influence your

prospects opinion of your business.

Prospects will immediately associate the quality of your marketing materials with the quality of your products and services.

Your logo, letterhead, envelope, business card, presentation, product package, brochure, business forms, or display sign could be your prospects first introduction to your business.

Take a serious, objective look at your business image to understand how others may see you. What impression are you making? Does your business exude credibility? Instill confidence? Make a positive impression?

Invest in professional design for an impressive image. Properly designed marketing materials have the ability to make your prospects pause and take a longer look.



#### ENTER TO WIN!

Pure Talent Graphic Design is sponsoring a FREE business card redesign drawing. Visit [www.puretalent.net](http://www.puretalent.net) to enter for a chance to win! Drawing ends October 31, 2004.

## A Well-Equipped Marketing Arsenal

What are the must-haves for successful business marketing aside from quality products or services and outstanding customer service? The following is a list of marketing essentials:

- A professionally designed logo that clearly identifies your business or product.
- A slogan or tagline used consistently throughout your business that emphasizes your unique selling proposition.
- A consistent image and color scheme used in all your business marketing activities.
- Professionally designed and printed

business stationery and promotional materials.

- A brochure or catalog that effectively presents genuine solutions to your prospects' needs and desires.
- A high-impact business card designed and professionally printed to make a powerful first impression.
- An attractive, customer-friendly and informative web site.
- A brief memorized description of your business, product or service you can deliver when meeting someone new.
- Credibility in the form of stated credentials, positive facts and statistics, referrals or testimonials.

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## Keep Web Site Visitors Coming Back for More



Getting first-time visitors to your web site is easy, getting them to come back often requires more effort. If your business focuses on providing information or services, repeat visitors are a great way to build business relationships. If you sell products online, getting visitors to return increases your chances of making a sale.

So how do you keep them coming back for more? Offer more engaging content.

### What you should DO:

- Schedule regular updates (daily, weekly, monthly) to keep content on your site relevant and up to date.
- Add interesting information that visitors can't easily get anywhere else.
- Include up-to-date industry, product, and company news or offer valuable tips and how-to information.
- Provide brief, useful articles that relate to your business and your clients needs.
- Include valuable resources for related information and outside services.
- Provide sales incentives like printable

coupons, rebate forms or discount offers for your products and services.

- Provide engaging interactive content like opinion polls, chat rooms, trivia questions, online contests, or games and puzzles.

### What you should NOT DO:

- Don't limit your web site content to the exact same information in your printed materials.
- Don't post "under construction" pages to your site. Hold off until you have the content complete or provide a "coming attraction" teaser with a valid date for availability.
- Don't keep outdated information or unavailable links on your site or your site will appear neglected.

For quality, ready-made information you can add to your site, search the Internet for "web site content" and re-search the many sources available. Select information that would interest your target audience or create your own interesting content. Make a habit of refreshing your content regularly or hire a service to keep your site fresh and new.

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