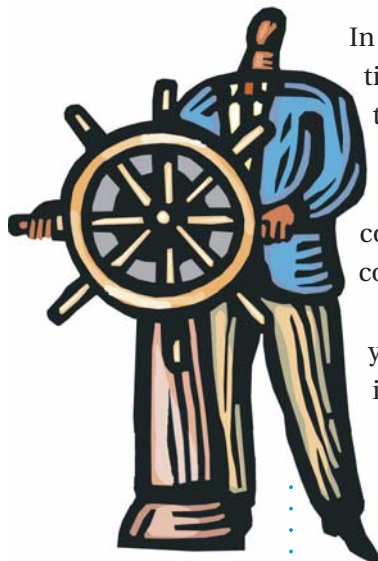


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Q U A R T E R L Y N E W S A N D P R O M O T I O N A L T I P S

Stay the Course

Use Consistency and Repetitiveness to Build a Strong Brand



In today's world of business promotion, the key to gaining your share of the market is building a successful brand. Your business brand represents how you are perceived by consumers, your community and your competition.

With all the choices available to your prospective customers, branding is essential to helping you stand out and gain recognition in your industry and influence consumers' response to what you offer.

You want a strong brand that will represent your business as the ideal source for what you offer.

Building your brand involves a well-planned strategy for creating a unique and profitable identity for your business, product or service. It takes consistency and repetitiveness.

Adopting consistency for both your visual identity and your psychological image will work over time to build a strong brand. Your visual identity includes a logo, corporate colors, slogan or tagline, signs, brochures and catalogs, store, web site and advertising message. Your

psychological identity is how consumers feel about your business. It is cultivated through providing great products and services, exceptional customer service and support, and establishing credibility and reliability.

Invest wisely in professional design and marketing services for the best results. Start with an impressive professional image and be consistent and repetitive. Use your business name, corporate logo, colors and tagline on everything that represents your business. Use a consistent look for your marketing materials, signs, and office/store facilities. Develop a powerful advertising message and repeat it relentlessly where your target audience will see and hear it so it will make a permanent impression on their brain. Give your customers what they want when they want it and resolve customer complaints with finesse and you'll be on your way to creating lasting business relationships and a strong brand.

Arm yourself with the right strategy for capturing your market share, stay the course with consistency and repetitiveness and your business brand will thrive.

Brand (noun): 1. a visual image for a business 2. an intangible emotional response (a "feeling") that consumers have when they think about or come in contact with anything that represents a business – logo, jingle, corporate colors, customer service, personal experience, product attributes, slogan, etc. 3. how a business is perceived by others.

Branding (verb): 1. the practice of strategically developing and cultivating a desired perception through consistent design, image building, advertising, marketing and interaction with consumers 2. a positive, strong identity that helps companies build recognition and influence consumer reaction.

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Recent Pure Talent Projects

Project: Shelley's Original Painted Glass Palace Web Site



Situation: Shelley Anderson needed to take her talent for creating original works of art on glassware to the next level by making her works of art available on the Internet with a presentation and e-commerce web site.

Solution: Pure Talent designed a web site consistent with Shelley's brand initiated with her logo and stationery package design (Summer 2006). Shelley's Originals web site (www.shelleysoriginals.com) was designed to present images of her hand painted glassware to visitors and allows them to place orders for existing pieces or custom designs.

Project: It Takes Three Marriage Ministries

Situation: Ministers Gordon and Marilyn Oliver have been ministering to couples for several years. They wanted to expand their ministry and reach out to new couples with an established identity.

Solution: Pure Talent created a unique logo using two number 3s and a cross to represents a husband, a wife and God and relay the ministry's core message that it takes three to make a marriage work. The logo was added to stationery and a business card to create a professional, consistent business image that the ministry can use to increase their business.



Project: In-Home Medical Supplies

Situation: Vernon Foye, owner of In-Home Medical Supplies, is passionate about supplying medical equipment to improve the quality of life for nursing home and residential care patients. He wanted to expand his customer base and compete for contracts with government agencies. He needed a web site to present his company's products and services, his qualifications, and make it easy for visitors to contact him.

Solution: Pure Talent created a unique web site (www.inhomemed.net) to present In-Home Medical Supplies as an established, reliable supplier of a wide range of medical supplies and equipment. The site is designed with a clean layout and easy navigation to appeal to their target market.



Small Budget, Big Impact

Successful Advertising Techniques for Small Businesses

No matter how small your business or your advertising budget is, you can make a real impact by following ten basic rules.

Rule #1: Focus on a single message.

Keep it simple – quick to read and easy to remember. Highlight only one message per advertising campaign. Focus on price, selection, quality, service, or incentive, etc. Use a strong headline and only graphics and wording that support that headline.

Rule #2: Establish Credibility. Because advertising has a negative stigma, it is important to provide some credibility in your advertising. Use only believable claims that you can back up with proof, testimonies or guarantees.

Rule #3: Test First. Before you spend your hard earned profits on a massive advertising campaign, try it out on a smaller group first. Measure your results and the reactions to your headline, content, offer, etc. Track where coupons are coming from by coding them. Ask new customers how they heard about you. If you get a good response, try it on a bigger audience. If not, adjust your message and test again.

Rule #4: Aim Accurately. In addition to focusing on a single message, successful ads focus on a single target market. Select a specific group and direct your message to them and their specific situation.

Rule #5: Make Them Wonder. Because advertisements rarely sell a product or service, your advertisement should create interest and make your prospects want to seek more information. That's how you

get them to call, visit your web site, or visit your store.

Rule #6: Be Reachable. Make it easy for your customers to contact you. Include your telephone number, web site, email address and location address if applicable.

Rule #7: Be Repetitive.

According to research, your target audience will need to see or hear your advertisement message several times before it sticks in their mind. After your advertisement has passed the test, increase the reach and frequency. Place the print ads in more places at more times or increase the frequency of your radio or television ads.

Rule #8: Provide an Incentive. Give your prospects a reason to contact you. Include a limited time offer, a valuable coupon, or a free sample just for calling or visiting.

Rule #9: Be Polite. Ask your prospects to call, write or visit. Make it clear how you want them to respond to your ad.

Rule #10: Remember to Brand. Make sure your advertisement supports the brand image you are building for your business. Both the look of the ad and the tone of the message should match your brand image. Always include your business name and logo for consistency.

Follow the rules and work with a professional to get more bang for your advertising dollar.



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Mind Your C's and P's

Growing Your Business with the Right Knowledge

Before you can successfully market your business, you must have full knowledge of your three C's and your five P's.

The C's are your company, your customers, and your competition. It's your understanding of these three that will help you make the right decisions on your five P's – product, price, promotion, placement, and positioning.

Successful marketers are well aware of who their prospective and current customers are, what their needs and desires are, and how they make purchasing decisions. Try a little research to

determine your customer make up. Are they mostly men or women? What are their age group, income and education levels?

What are their needs, concerns and desires? What makes them buy? The answers to these questions can help you

make better marketing decisions. Know your company's strengths and weaknesses. What is the quality of your products and services? What benefits do you offer? How qualified are your customer service and sales staff?

Who is your competition and how do

they operate? What are their strengths and weaknesses? What are they doing well?

What need or desire are they not fulfilling?

With this knowledge, you can make better decisions for your product, price, promotion, placement and positioning.

Assess your product or service for its features and benefits. What problem does it solve? How does it compare to others? What is its strongest selling point?

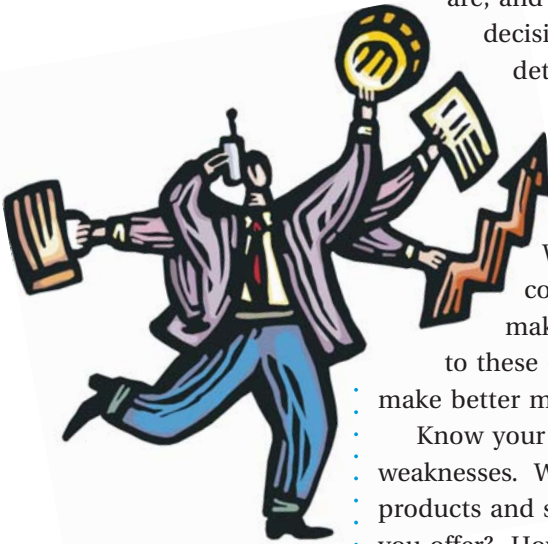
Set your prices based on your knowledge of the industry, your competition's prices, your clients willingness to pay, and your profit goals.

Promotion represents the best ways to sell your products and services. Research the many different methods for promoting and advertising. What fits your budget? What works for your industry?

Placement refers to how you distribute your products and services. Where will you make them available – stores, Internet, door-to-door sales?

Positioning is the image you want your product or service to have in comparison to your competition. Will it be faster, cheaper, easier, better, etc.?

With a little research and full knowledge of your C's and P's, you'll be equipped to move your business forward.



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