

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

April 22 is Earth Day

Celebrate and Save Green by Going Green



Earth Day is intended to bring about awareness and change for the sake of the earth and our environment. People and organizations around the world will celebrate their commitment to reduce, reuse, and recycle. Doing your part to be more eco-conscious can actually help the earth AND your bottom line. Go green by saving energy:

- Replace your CRT monitor with a flat screen and save on your electricity bill. A Flat screen monitor consumes less energy and produces less heat. Donate or recycle your old monitor with an electronics recycler.
 - Operate your computer in the "stand by" mode when you leave it for an extended amount of time. In stand by mode, your computer will use just enough power to maintain memory and will return to full power when you return.
 - Turn off your computer at the end of the day and significantly reduce your energy usage.
- Go green by reducing paper:
- Print only when necessary and use less power, less paper, and less ink/toner.

- Use www.Myfax.com or www.Efax.com to send and receive electronic faxes online.
 - Print or write on both sides of paper.
- Go green by reducing harmful emissions:
- Use www.GoToMeeting.com, www.WebEx.com, or www.Skype.com to hold meetings and conferences over the web or the telephone. Reduce emissions and save on fuel, travel and accommodation expenses, time and energy.
- Go green by buying greener products:
- Greener products include recycled paper, refillable pens, CFL light bulbs, rechargeable batteries, and solar powered calculators.
- Go green by reducing mail:
- Receive and pay bills online to save paper and postage.
 - Read newspapers online to reduce waste and save on subscriptions.
 - Correspond, invoice and market your business through email to save on printing and postage and reduce waste.
 - Reduce the junk mail you receive by getting your name off lists for unwanted mail and reduce waste and save time and energy.



www.TheGreenOffice.com

www.SustainableBusiness.com

www.GreenBiz.com

www.stopjunk.com

www.junkbusters.com

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Getting Less Junk Mail

According to www.ForestEthics.org, the average household receives enough junk mail to equal 1.5 trees every year. One hundred million trees are used to produce junk mail annually. Direct mail and catalogs equal 5.4 million tons of paper that ends up in U.S. landfills yearly; 44 percent of it lands there unopened. We each spend 8 months of our lives opening and shredding junk mail.

You can reduce the amount of junk mail you receive by visiting the Direct Mail Association's web site at www.dmaconsumers.org and

clicking on the "Remove My Name From Those Lists" button.

Other suggestions for reducing junk mail include: returning it unopened and marked, "Refused. Return to sender;" calling mail order catalog companies and asking to be taken off their mailing list; when ordering online, opt out of catalog mailings; and contacting organizations or businesses you receive unwanted flyers or mail from and asking to be removed from their mailing list.

Be sure to recycle junk mail you do receive.

Recent Pure Talent Projects



Client/Project: Kay W. Johnson, Real Estate Agent – Logotype and Business Card

Situation/Solutions: Kay Johnson is an experienced real estate agent providing services to clients in the Washington, D.C. area. She needed a distinct logotype for her name and an attractive business card to represent quality services to her prospects. Pure Talent designed the logotype to show Kay's personality and designed a card to represent a stable and proficient real estate professional.

Client/Project: ReachMate Plus, Inc. – Logo, Stationery, Brochure and Web Site

Situation/Solutions: Brian Abdo started ReachMate Plus to honor his deceased brother who had invented the BodyMate+ body care products. To carry on the distribution of the popular product, the newly established ReachMate Plus needed a logo and marketing materials. Pure Talent designed a unique logo, stationery, brochure, product labels and a web site to present the benefits of the BodyMate+ products to consumers and doctors and to stimulate sales. The web site is connected to the company's e-commerce site to accommodate web sales from consumers around the world. (www.lotionapplicators.com)



Client/Project: AMDA Foundation – Art Auction Logo/Invitation

Situation/Solutions: The AMDA Foundation works to improve the quality of life for residents of long-term care facilities through research and activities. Each year they hold an art auction to raise money. The Foundation auctions off ceramics that are hand painted by long-term care residents and art and photography donated by others. This year's auction was presented at their wall of honor for contributors to their organization. Pure Talent designed their 2008 auction logo and invitation to reflect the "Art at The Wall" theme.



Client/Project: American Striping – Web Site

Situation/Solutions: Chuck Jeffries is the owner of American Striping, an established company specializing in pavement services for commercial parking, pedestrian surfaces, and play courts in the Washington, D.C., metropolitan area. He needed a web site to help promote his business services and qualifications. Pure Talent designed a web site to reflect the company's patriotic brand and present photographic examples of their work. (www.americanstriping.biz)



Client/Project: GC Hicks Contractors – Logo, Stationery and Web Site

Situation/Solutions: Gary Hicks established GC Hicks Contractors to provide full service commercial and residential building contracting to clients in the Washington, DC area. He needed an identity and marketing materials to show GC Hicks as a contracting service that provides for the entire building industry. Pure Talent developed a distinct logo to represent both commercial and residential buildings with a single continuous line that represents the all-inclusive services. The new logo was applied to designs for the company's business cards, stationery, flyer, signs and web site. (www.gchickscontractors.com)



Blogs, Podcasts and Webinars, Oh, My! What is all this web technology anyway?

BLOGS: A blog, short for web log, is a special interactive web site where the author, called a blogger, makes regular posts (daily or weekly) of subject specific articles and information. The posts are displayed in reverse chronological order on the site. The information posted can contain written text, images, videos and links to other sites on the web. Blogs are usually written in a conversational style and readers are often able to post comments. (Example: www.businessknowhow.com/blog/)

The Benefits: A blog is an inexpensive way to interact with your audience on a daily or weekly basis. You can use a blog to deliver company news and information, promote a new product or service, and to receive instant feedback. Blogging allows your prospects to really get to know you, your business, your product or your services. Customers and prospects can read about what you offer, comment on your product or service and engage in an open discussion with you or others. A blog offers a great way to respond quickly to problems or concerns posted and benefit other readers.

Over time, this interaction can work to build awareness and loyalty. A blog that is regularly filled with quality information can become a valuable source for your target market and help you appear as an authoritative leader. Information posted on blogs can spread quickly, easily, and widely helping you reach more prospects with little effort or expense. Readers will often pass the information along via email to others.

If promoted properly, blogs can be operated to bring in extra income through the sale of advertisements and collection of donations.

However, maintaining a quality blog with fresh content and timely responses on a daily or weekly basis is very time consuming. Unless you have the time to spend "blogging" every day or so, or can afford to hire a blog writer to contribute content and respond to posts, this may not be for you.

PODCASTS: A podcast (from iPod Broadcast) is an audio or video broadcast that is digitized into an electronic file that can be viewed over the Internet or downloaded and played on a personal computer, an iPod or any MP3 player. (Examples: www.PodcastAlley.com)

The Benefits: A wide range of information can be distributed by podcasts. Video and/or audio podcasts can be made for sales presentations, public relations messages, public service announcements, and product demonstrations. Businesses and organizations have successfully used podcasts for news, marketing, PR, and training. An entire training seminar can be delivered by podcast and companies can charge a fee for access to their podcasts to create additional income.

WEBINARS: A webinar is short for web-based seminar. It is an interactive presentation, lecture, workshop or seminar delivered over the Internet. Attendees and webinar presenters communicate in real time and are able to exchange and discuss information. Presenters can deliver conference materials via email prior to the conference and make visual presentations viewable by attendees through their Web browser. A webinar service like www.WebEx.com or www.GoToMeeting.com must be used to host a webinar.

The Benefits: A webinar is an ideal method to hold a small meeting or a large conference without the expense or inconvenience of travel and accommodations. These savings also work to increase attendance and participation. A company or organization can use a webinar to reach a broad audience from anywhere in the world. Businesses can use webinars to hold staff meetings, make sales presentations, and train remote employees. Organizations can use webinar technology to enhance outreach programs and appeal to contributors. Fees can be charged for attending webinars and they can be recorded and delivered by podcasts later.



www.problogger.net
www.blogherald.com

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Riding Out the Slow Economy



Today's economic situation is creating a real challenge for small businesses and non-profit organizations. With consumers having less expendable cash on hand, both sales and donations are down, making it hard for businesses to maintain. History shows us that these types of economic down turns are temporary, typically lasting from 6 to 18 months. So if you can find a way to maintain your business now, you can recover when the economy does.

The following are some suggestions for dealing with a slow economy.

1. Review all your expenses and determine where you can reduce spending.
2. Consult your bank and be upfront about your financial situation. They have experience with economic cycles and can provide advice specific to your industry.
3. Maintain a good relationship with your creditors by always paying on time. With a good relationship, they may be more willing to renegotiate terms when you need financial help.
4. Stay on top of your receivables. Contact customers with overdue bills

immediately and be firm but willing to negotiate if necessary.

5. Customer service is critical now. Keep your relationship with customers, donors, and members strong by staying in contact and seeing to their needs. They'll remember you when the economy bounces back.
6. Add a new specialty or product or expand your services to target more markets.
7. Increase or maintain your marketing efforts to keep your business or organization's name in the minds of your customers and prospects. This will help to build brand loyalty. Finding new customers is much more expensive than keeping current ones.
8. Market your business smarter by using inexpensive web techniques instead of expensive printing and mailing methods.

Instead of dwelling on these hard times, focus on the future and hang on. If you can ride out these tough times, your business or organization can certainly benefit from less competition once the economy improves.

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