

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



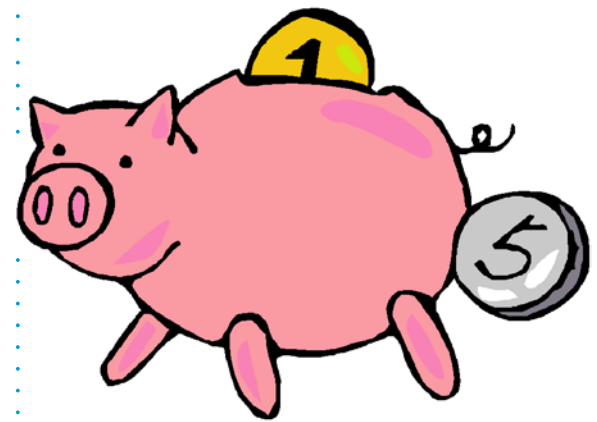
July is National Anti-Boredom Month

Spruce up your web site and printed materials to add excitement and attract potential customers!

- Update your web site content to provide new valuable information to keep visitors coming back.
- Develop a seasonal promotional mailer to increase sales.
- Change or add color to your marketing materials to attract new attention.
- Include full color photography in your print and web communications to add interest.

Penny-Saving Ways to Promote Your Business

1. Fully utilize every outgoing communication as an opportunity to promote. All your marketing materials and business stationery should include your logo, business name, contact information (including email and web addresses) and your business slogan. Include promotional information with your invoices.
2. Show what you know by writing articles on topics related to your business. Always include a short biographical statement about you and your business. Submit your articles for publication to magazines, newspapers and online magazines and newsletters. A well-written article can lead to lots of FREE advertising.
3. Speak up in online forums on topics that relate to your business. A simple comment or response to a posted message is a great opportunity to introduce your business to everyone in that forum. Shamelessly include your business name and web site address as part of your electronic signature line.



4. Give stuff away – Include your contact information or web site address on inexpensive premium products like key chains, pens, letter openers, etc. and give them away to potential clients.
5. Get your car to advertise for you. Add your email or web site address with metallic decals to your bumper and advertise to thousands of prospects while commuting through traffic. See www.domainnameplates.com for these attractive decals that cost less than \$30.

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GRAPHIC DESIGN

BUSINESS IMAGE SPECIALIST

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: New Pure Talent Clients with Businesses on the Grow



R&E Iron Works, Inc. – This longtime manufacturer of ornamental iron products and a general building contractor offers a wide range of products and services. R&E usually gets all their new clients from people who see their quality work in progress throughout the Washington, D.C. area. To actively promote their business to a broader audience, Pure Talent designed a comprehensive marketing package for them consisting of a business card, stationery, 8-panel fold-out brochure, promotional flyer and web site. These materials were designed to reinforce their marketing message to provide safety through security products and quality construction. They will be used to promote R&E Iron Works to new clients. For more information and to see samples of R&E's work, visit them at www.randeironworks.com.

Key Sources – A professional resume development service that provides distinctively crafted resumes for today's global job market by balancing powerful achievement-focused content with distinctive, eye-catching design. A seasoned writer with a comprehensive background in personnel management, human resources and technology/information systems owns and operates Key Sources. She develops resumes for executives, senior and mid-level professionals in a variety of industries. To help promote these services, Pure Talent created a marketing package consisting of a business card, stationery and a brochure to reflect the professional image and quality service. Call Key Sources at 301-474-6627 for more information.

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Why Insist on Professional Graphic Design

So you'll get the professional results you need for your business to succeed.

Your marketing message is only as effective as the design of your printed materials or web site. No matter how great your product or service may be, you can't effectively communicate value and benefits, improve your image or increase awareness or your sales with amateur design.

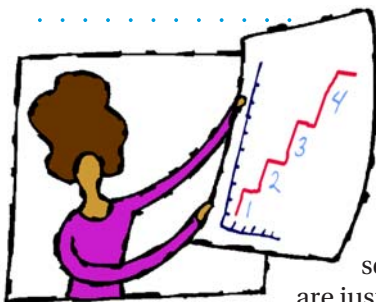
The purpose of professional graphic design is to help businesses communicate efficiently and project a professional image. Clear communication along with a superior image will help you gain customers and increase sales. Effective design helps you stand out from your competition and reach your potential clients, stimulate their interest in what you have to offer, and motivate them to respond the way you want. With a professional designer, your message is delivered effectively and makes a profitable impression.

Professional designers don't work to

simply produce attractive page and web designs; they work strategically to create successful solutions to your marketing challenges while considering your goals, budget, and audience. Our work can't begin until we know and fully understand your business and your goals.

Armed with more than just the latest software package, a professional designer combines proven marketing techniques and innovative design concepts to create successful designs. Professional graphic designers have both the skills and the tools to produce designs that work best for meeting your specific needs.

When it comes to your business image, an investment in professional graphic design will contribute a great deal to the future success of your business.



4 Steps to Business Success

If you offer a valuable product or beneficial service, you are just four steps away from achieving business success.

Step 1: Establish a Professional Image

For a professional image, use a logo to build recognition, a business card for convenient marketing wherever you go, customized letterhead and envelopes to reflect your image, and business forms and product labels to run your business effectively.

Step 2: Get Customers

To get customers, utilize informative brochures and product catalogs, product sheets, flyers, posters and presentation materials all designed to inform and stimulate interest.

Step 3: Keep Existing Customers Happy

Keep your existing customers coming back by always providing excellent customer service and showing them you value their business and loyalty. Do so with thank you notes, value coupons, sale notices, calendars, premium gifts (pens, tablets, etc.), newsletters, and new product/service announcements to keep them informed and interested in your business.

Step 4: Get New Customers

To get new customers, offer your current customers incentives for referrals and ask them to act as a reference or provide written testimonials to add credibility to your product or service. Utilize display signs, advertisements, direct mail campaigns, web sites, annual reports, and exhibit displays to get the word out and attract new interest.

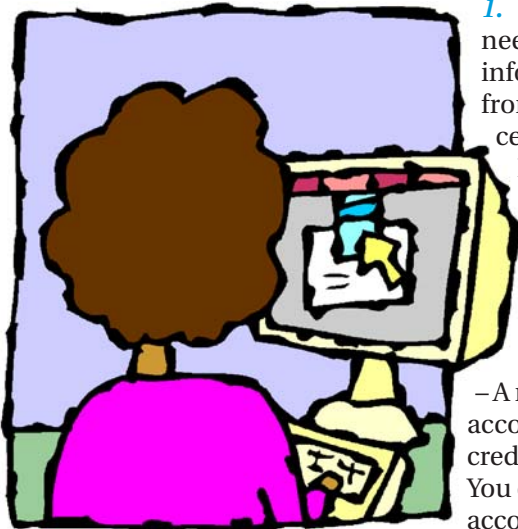
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Selling Your Products Online

If you have a goal to sell your products on the web, your web site must be able to process orders securely and accept credit card payments.

What do you need to make it happen?



1. Web Site Security – You'll need to protect your customers' information and your business from fraud. A site security certificate, called Secure Socket Layer (SSL) is a method for encrypting the credit card information collected from your customers and protecting it from misuse.

2. Online Merchant Account – A merchant account is an account that accepts and holds credit card transaction money. You can set up a merchant account through a merchant service provider (MSPs), such as a bank, or an independent service organization (ISOs). Banks are considered secure and reliable but they are very selective when handing out merchant accounts. ISOs are less picky but charge higher fees for accepting potential risk from credit card fraud.

3. Shopping Cart or Order Form Program – This program will process online orders by keeping track of the products your customers are interested in and calculating totals, sales tax and shipping charges. These programs are inexpensive and can be customized. They can be modified to work with your web site and programmed to automatically email your customer a receipt and email you the order for processing.

4. Online Credit Card Processor – You'll need this service to process payments and handle the transactions between you and your bank. This service can instantly approve or decline the transaction and will deposit payments received from your web site into your merchant account (less processing fees, or course).

There are nominal fees involved with all these requirements for selling online and there are many companies offering these products and services. Do your research to find out which are best for you and your business. For more information, see *Merchant Accounts 101* at <http://ecommerce.internet.com>.

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