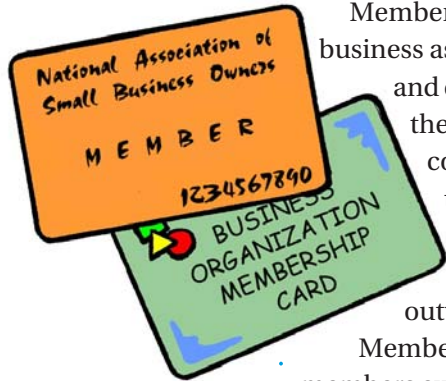


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QUARTERLY NEWS AND PROMOTIONAL TIPS

Join the Club! Memberships have their Privileges



Membership dues in industry and business associations can get expensive and committing to participate in their many activities can be time consuming. But, if you consider the benefits offered by some membership organizations, you'll see they can clearly outweigh the costs.

Membership organizations offer members exposure and networking opportunities that help businesses grow. Many associations offer such benefits as directory listings, advertising opportunities, discounts on products and services,

new business alliances, and training opportunities. Association activities offer opportunities to meet fellow members and potential business associates. You can take full advantage of these privileges just for joining.

Research associations to determine which ones offer the best benefits for the cost of dues and your time and commitment. Make sure you can easily recover the cost from the benefits received. Visit www.puretalent.net/resources.html to review a few of the business membership organizations that exist to help your business grow.

Equipped to Schmooze The Essential Networking Kit

Networking opportunities often arise without notice. Everywhere you go there's a chance you will come in contact with a potential new business alliance or client. You should be prepared to take full advantage of every encounter. Having a networking kit with you at all times can turn these into valuable and profitable opportunities.

Networking Kit Must Haves:

Business cards – The last thing you want to be caught without is your business card. When you encounter a new contact, your business card should be readily available. Arm yourself with an adequate supply of well-designed business cards that will impress and be remembered.

A 15-Second Story – It's your verbal introduction and explanation of your business. Keep it short, make it interesting and memorize it so you're ready whenever you're asked, "What do you do?"

Other items you may want to have on hand for these opportunities include brochures, catalogs or examples of your work. Being prepared for all networking opportunities keeps you at an advantage.



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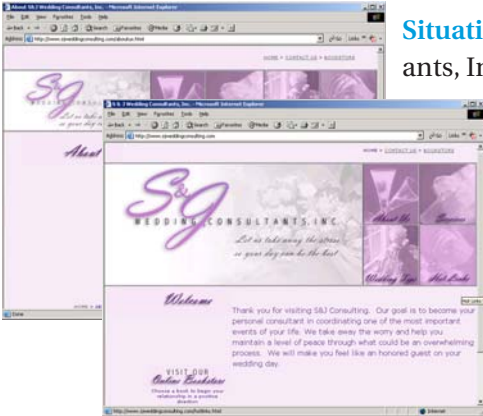
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Recent Pure Talent Projects

Project: S & J Wedding Consultants Logo, Business Cards & Web Site



Situation: Owners, Sherida Hill and Jeannette Nelson, formed S & J Wedding Consultants, Inc. earlier this year to provide clients with a full-range of services to ensure a positive, well-planned and beautiful wedding day experience for brides-to-be in the Chicago area. S & J needed to establish their identity as a qualified and reliable service and provide clients with relative resources and their contact information.



Solution: Pure Talent created a script monogram logo to imitate wedding invitations and appeal to brides-to-be. The new S & J logo was added to a business card design with a soft floral background in keeping with the wedding theme and to encourage a calming and relaxing reaction to instill trust in the company's services. The same image was applied to S & J's web site to provide consistency and build recognition. The S & J web site was designed to provide a professional image and an easy to navigate layout with a well-organized structure that supports a future bride's need for successful planning. You may visit S & J's web site at www.sjweddingconsulting.com.

Project: The Imitators Business Card



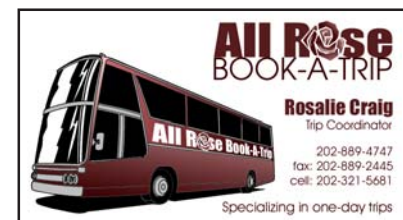
Situation: A group of talented performers who provide musical entertainment in the Washington, D.C. area for private events such as weddings and parties, wanted to improve their image and reach more potential clients. They call themselves "The Imitators" and pride themselves on sounding just like the famous artists whose hits they perform.

Solution: Pure Talent created an image for The Imitators using silhouettes with microphones to support their concept of sounding like the famous artists while keeping their true identity less relevant. This colorful image was applied to business cards for the members of the group to distribute and capture interest from potential customers.

Project: All Rose Book-A-Trip Logo and Business Card

Situation: Rosalie Craig runs a business where she coordinates one-day bus trips to popular tourist locations. Her company, All Rose Book-A-Trip needed a logo and business card to add credibility to her business and give her a means to provide contact information to potential travelers.

Solution: Pure Talent designed the All Rose logo with a rose for the "O" and utilized the owner's favorite rose color to enhance the association with her company name. The logo was added to the side of a bus for added emphasis and both the logo and bus image were applied to the business card to add interest and recognition.



Client Case Study: Portraits On the Spot From concept to opening success!

Portraits On the Spot is a service formed in the fall of 2003 based on the owner's concept for a service called "Picture Parties" where the company brings the portrait studio to clients' homes or events to capture memories and provide prints on the spot. The owners combine professional photography with the latest digital technology and the highest quality in portrait prints to give clients instant access to portraits and candid pictures taken at their event or in the company's photo studio.

Portraits On the Spot is dedicated to providing the highest available quality of photographic prints and professional photography to give them an advantage over their competition. Word-of-mouth advertising helped the service get off to a great start and by the end of the year, owners of Portraits On the Spot were forced to increase their staff to handle the significant number of Picture Parties added to their calendar.

By the first of 2004, the popularity of the "Picture Parties" inspired the company's owners to seek out studio space where they could offer services to individual clients and increase their exposure. In late April, Portraits On the Spot opened their first studio location in the Capital Plaza Mall in Landover Hills, Maryland. The portrait studio offers walk-in customers instant access to beautifully printed pictures just minutes after posing.

Portraits On the Spot increased their services to include poster-size enlarge-

ments, portrait framing, DVD and CD photo storage, video production, photographic restoration, and customized photographic programs for events, weddings and funerals.

Pure Talent worked closely with the owners from the beginning to produce marketing materials to help establish the business identity, increase awareness of their services, and build significant sales.

A logo was created first to give the service an identity that will increase in recognition as the company grows. The new Portraits On the Spot logo was then applied to all the company's marketing materials including business cards, letterhead, flyers, brochures and store signage. Pure Talent also developed Portraits On the Spot's tagline, "from pose to print in an instant," based on what distinguishes them from their competition with traditional photography studios.

Other marketing pieces include a tri-fold brochure that explains their services in greater detail and a web site that provides customers with more information and a gallery of their work. When Portraits On the Spot opened their store location in April, Pure Talent designed the store signs, a flyer announcing the opening, a price list for in-store customers, and a larger bi-fold brochure to show samples of the company's work.

The success of both their Picture Parties and in-store studio puts Portraits On the Spot on a path to picture-perfect success. Visit Portraits On the Spot's web site at www.portraitsOTS.com for more information and their store location.



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Guerrilla Marketing Weapon #57: Brochures

Guerrilla Marketing, the philosophy and tactics specifically designed for small budgets, lists 100 valuable marketing weapons for small business owners to utilize for business growth. Of the 100 weapons, brochures are considered your best choice for providing detailed information. They offer the space and ability to make a clear presentation, they can be retained easily for future reference, and they are often passed along to other prospects.

Guerrilla Marketers consider brochures part of a powerful 2-step marketing attack. They use inexpensive mass advertising like printed ads, flyers, posters and classifieds to reach a broad audience and smoke out serious prospects. Then brochures are provided to those pros-

pects that actively request more information.

Brochure design styles and sizes are unlimited making the brochure a very versatile marketing tool. Yet, the

format is only half as important as the content. Brochures, which explain, inform and sell, should be used to provide the detailed information your prospects crave. It's most important that your brochure answers their most pressing question: "What's in it for me?"

Brochures should be written and designed to present a solution to your targets' needs, keep their attention and stimulate their desire for your product or service. Make sure to include your greatest benefits and your contact information. And always ask your prospects to take action – call, visit your web site, place an order, etc.

Take the professional route when developing your brochure. Remember it will represent you and your business. Professionally designed brochures can help to instill confidence in your business, your abilities, and your products.

Visit www.puretalent.net/resources.html for the complete list of 100 Guerrilla Marketing weapons. For more information on Guerrilla Marketing, visit www.gmarketing.com.

*Serious prospects
straight
ahead . . .
fire
brochures!!!*



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