

# puretalentreview

QUARTERLY NEWS AND PROMOTIONAL TIPS

## Pure Talent Takes the Silver

The American Design Awards recently named the winners of their December 2002 web site design contest. Pamela Towns was fortunate to be among the winners recognized for excellence in design for the Pure Talent web site at [www.puretalent.net](http://www.puretalent.net). The site was honored with a Silver Award in the American Design Awards' monthly contest.

The American Design Awards recognizes graphic designers, web designers and marketing professionals throughout the United States for well-designed and strategically implemented ideas in com-

pany web sites, stationery and marketing materials. Judges for the American Design Awards review thousands of entries and grade them on originality and creativity. The Pure Talent web site received 74 points to qualify for the Silver Award.

Pamela launched the award-winning Pure Talent web site in May of 2002 to demonstrate her capabilities in graphic and web design.



## Do You Need a Web Site?



Consider this: A large number of people today use the Internet as their first source of information on almost everything they need or want. It's

today's yellow pages. If your business isn't represented on the web, you may be missing out on valuable opportunities.

If you're lacking a web page, how progressive will you appear to your prospects? Face it, if you don't have a web page, you're behind the times. Does your competition already have a site? If they do, they have an advantage over you.

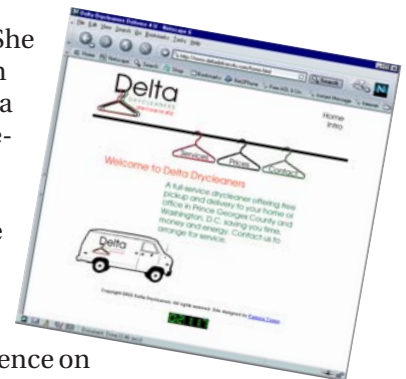
So what's the first step in securing your place on the World Wide Web? Purchasing your domain name before the one you want is taken. Today, you can own a domain name for as little as \$10 a year.

Next step; get your web site designed

and produced. It is not necessary to have an elaborate web site that costs thousands of dollars to produce and maintain. A few simple, well-designed pages can provide all the information your customers need to do business with you. Start there. Gradually add on more and more features to create a full-service site that runs your business 24-hours a day.

Pamela Towns can give you an edge with a professionally designed and produced site starting from only \$300 for design and production. She

will work with you to create a site that represents your business identity. Once launched, you'll have a creative and effective presence on the web along with all your competitors.



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GRAPHIC DESIGN

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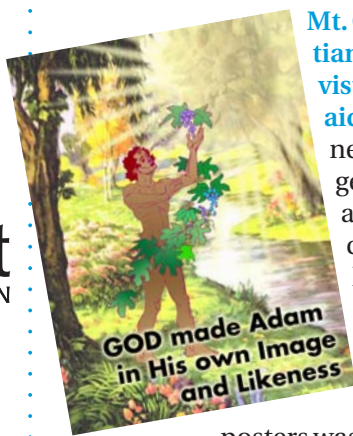
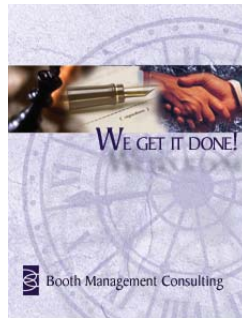
## Recent Pure Talent Projects



**RMW Enterprises' trade show graphics:** A backdrop for RMW's trade show booth consisting of four full-color posters. The posters were designed to match the company's existing corporate brochure, attract visitors to their booth, and highlight their products and services.

### Booth Management Consulting's corporate brochure:

With their new web site launched, BMC needed a new brochure to resemble the corporate look of the new site. A new brochure was created to highlight their services with the same corporate look of the web site.



**Mt. Carmel Christian Faith Center's visual teaching aids:** Pastor James needed visuals to get her point across to her congregation on her teachings on the Gift of Salvation. A series of oversized

posters was created which the Pastor uses to add impact to each of her major points.

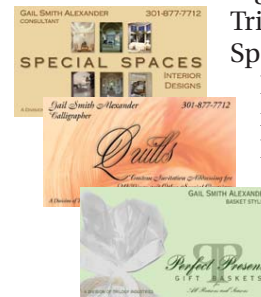
### Building Product Pre-Approval Program (BPPAP) web site redesign:

The out-dated web site was redesigned to give it a fresh new look and simplify its structure. The new site can be seen at [www.nibs.org/Bppap](http://www.nibs.org/Bppap).



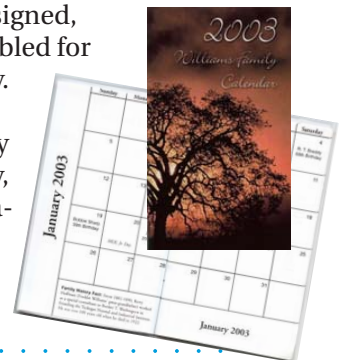
### Trilogy Industries' business cards:

Three distinct business cards were created to highlight each of Trilogy's businesses: Specials Spaces Interior Design, Quills calligraphy, and Perfect Presents custom gift baskets.

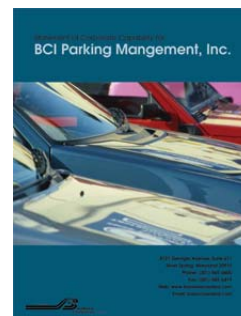


### Williams' Family Calendar:

These pocket calendars were designed, printed and assembled for the Williams family. The calendars include each family member's birthday, wedding anniversaries, and family history facts.



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### BCI Parking Management's Capability Statement:

A well-designed brochure was created to help BCI highlight their corporate capabilities. BCI will use the brochure to secure funding to expand their business.

## A Marketing Wonder

A small, 3 1/2 x 2" card can be the biggest part of your marketing effort. Designed right, your business card can act as a conversation piece and be extremely effective in generating new business.

For a relatively small piece of your advertising budget, you can put your name and business information in the hands of everyone you meet. It's affordable, easy to carry, and versatile. And, if it's designed for impact, it will stand out from all the other business cards and work as a memory trigger when mailed with your follow-up materials.

Your card should be designed to be representative of your unique personality and business identity. It should trigger an emotion or response in order to be memorable.

Another important aspect to your business card is your vital information. Your name, company name, primary telephone number, email and website address are essential and should be prominently displayed and easy to read.

A sufficient amount of information can be presented on a business card. It can be designed as a miniature brochure, a valuable coupon, or show an example of your work or product. Make your card stand out from the rest by utilizing full color design, printing on the front and back, or a 3 1/2 x 4" card that folds over.

Don't miss out on any more opportunities to generate more business. Let Pamela Towns design your marketing wonder. For only \$150, you can have 1000 professionally designed and printed business cards to use daily in generating new prospects. This price includes graphic design and professional printing of a full-color, 3 1/2 x 2" business card printed on one side on white glossy card stock.



before pure talent



after pure talent

## Get the most out of your business card

1. Carry them everywhere you go – networking can happen any where at any time.
2. Hand one to everyone you meet – they're great for introducing yourself and starting a conversation about your business.
3. Include your card in everything you mail out – it will serve as an effective reminder to the recipient and give them something to keep on file.
4. Pass them out to acquaintances and current customers for them to pass on to others – it's your ticket to getting more prospective customers.
5. Post your cards on bulletin boards where prospects gather – they're an inexpensive form of advertising.



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**Your Graphic Design Needs:**

**Business Success Essentials**

There are three professionally designed and printed pieces every business needs to succeed:

**#1 – Business Card:** Your business card is an essential piece for networking; and networking is essential to your business success.

**#2 – Business Stationery:** This includes your letterhead and envelopes. These pieces are essential to your professional

image; and a professional image is essential to your business success.

**#3 – Business Brochure or Product Catalog:** These pieces are essential for highlighting the benefits of your products or services in to order to stimulate interest and increase sales; and increased sales is essential to your business success.

Okay, that's 3 copies of the sales report, 5 copies of the flyer and 10 copies of the promotional brochure. No problem!



**Small Quantity Printing**

Printing in small quantities may be necessary for your business needs, but commercial printing in small quantities can be cost prohibitive. Digital printing, which is produced by utilizing high-quality color copiers, offers an inexpensive method for reproducing your marketing pieces as needed. With digital printing, you can produce from 1 to 500 copies of a full-color

promotional piece more cost effectively than with traditional printing. You should consider digital printing when producing items that may require changes in the near future and for items that may require customization. Most printing companies now offer digital printing and can easily reproduce your materials from your electronic files.

For great prices and quick turnaround on digital printing, we recommend Richard Elliott of PrintWorks at 301-370-5260.