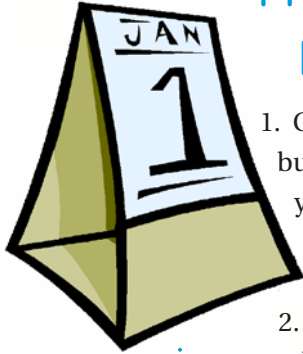


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Q U A R T E R L Y N E W S A N D P R O M O T I O N A L T I P S

Happy New Year!



Help your business in 2004, resolve to:

1. Get a fresh outlook on your business by performing a 2003 year-end review that focuses on your positive progress and accomplishments for the year.
2. Set realistic business goals and put them in writing to help you clarify, visualize and commit to them easily.
3. Work to get more accomplished for your business in 2004 by delegating more responsibilities.
4. Update your Web site and add valuable information that will keep visitors interested in coming back.
5. Increase your customer base by promoting your business regularly and consistently.

365 Days of Marketing

Using calendars to promote your business every day of the year

If you want to reach your customers and prospects on a daily basis, put a calendar to work promoting your business. Customized calendars imprinted with your business name and contact information offer customers a functional marketing piece that keeps your information in front of them all year.

Calendars can also act as a portfolio for your business with monthly pictures that demonstrate your product or services. Send out a poster, postcard or bookmark calendar each month to make sure your clients review your calendar regularly. Include monthly tips or discount offers to add value.

You can have your favorite graphic designer create a unique calendar for you with a theme that relates to your business. Or, have your contact information printed on ready-made promotional calendars.

Or, you could create your own business calendar using your computer and color printer with readily available and inexpensive calendar software.

Pure Talent created a desk-top calendar for 2004 with pictures from nature in relaxing shades of blue. You can download a copy of the calendar at www.puretalent.net or email us at ptowns@puretalent.net to request a printed copy while they last.



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GRAPHIC DESIGN

BUSINESS IMAGE SPECIALIST

Pamela Towns/Designer
Pure Talent Graphic Design

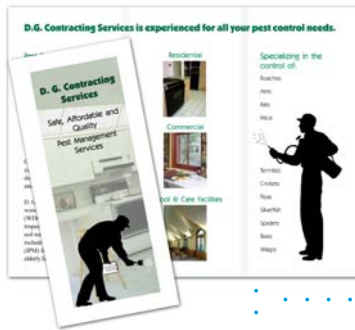
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Recent Pure Talent Projects



Richard Elliott Enterprises is an established company providing professional design, printing and copying services to small and large companies in the Washington, D.C. area. Pure Talent helped develop their image with a new logo to symbolize their quality document reproduction capabilities and a business card and brochure to promote their services.

D. G. Contracting Services continues their promotional efforts to increase the number of customers in the Balti-



more/Washington area they provide with quality pest management services. Pure Talent recently added a full-color tri-fold brochure to their marketing materials for use in highlighting their expertise and qualifications for new prospects.

Ghee & Ghee General Construction is a general construction contractor in the Richmond, Virginia area that wanted to start the New Year with a fresh new image. Pure Talent redesigned their business card to give them a professional identity and promote their 25 years in business.



The Cricketers Association hosts a formal dinner/dance each year. Pure Talent created their formal invitation and save-the-date card for their recent Black & White Ball.



TV One recently premiered as Comcast's newest television station (January 19, 2004) geared to the African-American audience. For a new show called StarJamz, Pure Talent created the invitation for a premier party. The invitation was sent to an elite group of supporters for an intimate concert featuring Valerie Simpson and Alicia Keys.



James Butler recently established two small businesses; one concentrating on



providing exceptional auto detailing services, and another in his

long-time profession of flooring installations. Pure Talent created two distinct business cards to represent each new endeavor: Jay's Auto Detailing and Jay's Flooring and Home Improvement.



Nail specialist Nisey needed a stylish business card

to give current and prospective clients. Pure Talent created a card design to establish Nisey's image for quality services and present her contact information in an interesting manner.

It's 2004: Are You Still Operating Without a Web Site?

What's stopping you from making the launch?

It is the price?

Today you can have your own domain name (www.yourcompany.com), Web site hosting, and a well-designed Web site for less than you'd think. You can purchase your domain name for less than \$10 a year; get your site hosted for less than \$9 a month; and get a typical brochure style Web site designed for as little as \$300.

When you compare these prices for 24/7 advertising to the cost of a single display advertisement, you'll see that it is well worth the investment.

Don't think you need a Web site?

While it may not be necessary to have a Web site to run your business, having a presence on the World Wide Web may become necessary to reach new customers and compete in your industry.

With the popularity of the Internet, consumers access the Web for a majority of their purchasing, information and service needs. As the Internet continues to grow to be the first source of information when consumers plan purchases and search for services, without a Web presence, you'll miss out on significant sales.

Currently 108.6 million people actively access the Internet. Online consumers spent \$18.5 billion during the recent holiday season. Why not profit from having your own space on the Web.

Are you avoiding the technology?

Technology constantly evolves and improves to accommodate new trends in Internet usage. And in the process, software manufactures and Internet

hosting companies have made it easy for anyone to launch, update and maintain a Web site. If you are able to type, you can easily manage a Web site on the World Wide Web. Besides, having a Web site shows your potential customers that you own a progressive business.

Don't see the benefits?

While your Internet presence could be in the simple form of a listing on a directory Web site, having your own Web site would provide more benefits:

- The Web helps you reach a broader customer base and target customers you would normally not reach.
- Having a Web site improves your customer service by allowing your customers 24/7 access to your information and products.
- A well-designed Web site can improve the image of your company and help you compete with bigger businesses.
- With a Web site, you can refer potential customers to your site for more information and save money on printed communications.

Consider the current times and the future of your business. Make your information available to those seeking your products or services on the Web as soon as possible. The next time someone asks you for your Web address, don't respond with an excuse.



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Teapots for Two

Here's another example where design makes a difference

Both Kmart and Target stores carry an inexpensive teapot that cost the same amount of money to produce, heats water in the exact same way, and sells for the very same price. The big difference is, Target's teapot is *designed* by a professional product designer, which makes it unique in design and stand out from ordinary teapots. The Target teapot compels a second look and works well as a conversation piece. When a host uses the Target teapot, her guest will comment about its style and ask where she got it. If they like it, they will go to Target and buy themselves one just like it. The Kmart teapot, although it functions just as well, goes unnoticed.

Target understands the concept of design and knows its value. They realize that an investment in a great design to distinguish their product from the ordinary will pay off for years and years to come. This understanding of the value of design may be why Target successfully makes a profit and Kmart is having trouble staying out of bankruptcy court.

Well designed communications work the same way. A business card or brochure that is *designed* to stimulate a positive remark or start up a conversation will be shown to others and discussed again and again making your promotional efforts pay off more significantly.

On the other hand, an ordinary card or brochure may just be filed away for future reference.

So, the next time you pass out your business card or brochure, if it doesn't stimulate a positive remark, it may be time for a professional design!



Information source: Seth Godin on Design, "Before & After Magazine," Issue 35, January 2004

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