

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



It's a New Year: Time to Get Things in Order!

Happy New Year! January is *National Get Organized Month* and getting organized is a popular new year's resolution. It's a great time to evaluate your current situation and fix what's wrong.

It's the perfect time to reorganize everything from your office – in order to increase efficiency, productivity and

appearance – to your business strategies – in order to increase profits and improve success. In the process of reorganizing your business, make sure all your marketing materials are up to date and working effectively. Being well organized helps you save time, money, energy and stress. So get resolved to organize in 2005!

Can you be trusted?

How to establish credibility for your business.

If you would never consider buying from a company or person you didn't trust, why would your prospects? Having credibility may be your most valuable business asset.

Before your prospects will part with their money to purchase from your business, you have to build their trust.

Here are a few ways you can establish credibility with your target market.

- 1. Testimonials:** It is a fact that consumers pay more attention to what others have to say about you than any credentials or experience you present. Get testimonials from your satisfied customers and use them with permission in your marketing materials.
- 2. Referrals:** Consumers also trust the recommendations from people they know over the advertised words of any unknown business. Also ask your satisfied customers to provide referral contacts and recommend your products or services to others. Initiate a

referral program and offer incentives to your customers for any referrals they deliver.

- 3. Assurance:** Help your prospects feel more at ease about doing business with you by offering assurance that your products or services will work as expected. You can provide a guarantee or demonstrate your commitment to customer satisfaction in order to lessen any perceived risk they may have.
- 4. Proof:** A real life example of success with your product or service goes a long way to build credibility. Use successful case studies in your marketing materials to demonstrate what you or your products can do for your prospects.

These techniques will work to paint a trustworthy picture for your business. Use them to convert prospects to customers and customers to repeat customers and help your business grow.

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Recent Pure Talent Projects

Project: Pure Talent Graphic Design Logo Redesign

before



after



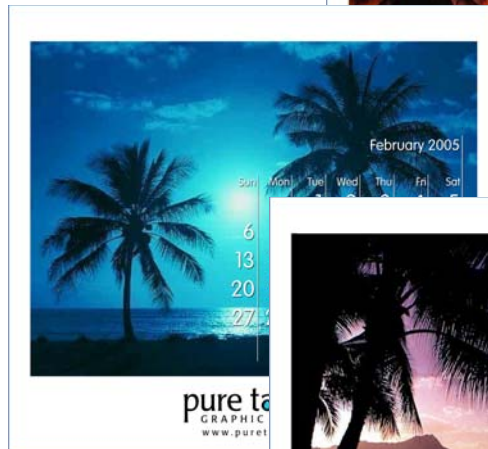
Situation: The original Pure Talent logo was created from a slightly modified font and made three-dimensional to resemble water beading on a surface. Pure Talent wanted to modify its original logo to add interest while continuing to relate it with water; a symbolism for purity to emphasize Pure Talent's clean and effective style of design.

Solution: In order to maintain recognition, Pure Talent avoided drastic changes to the four-year-old logo. Using the same font design, Pure Talent slightly modified the letters from their original design by raising the cross height in the "Ts" and lengthening the tail in the "P." To add a graphic representation of water in the formally all-type logo, Pure Talent turned the opening in the "A" in "talent" into a water droplet.

Project: Pure Talent 2005 Calendar

Situation: Pure Talent produces an annual calendar as a functioning marketing piece designed to keep the company name and web site address in the front of customers and prospects. For 2005, Pure Talent wanted to create a calendar with visual impact and present a theme emphasizing the art of nature. The design was intended to provide viewers with a visual escape and mental relaxation that can work to stimulate creativity.

Solution: With a theme of pure paradise, the 2005 Pure Talent calendar uses beautiful, relaxing images from tropical islands to offer visual relief from stress and to support the theme of natural beauty. Each month's calendar was layered over the island image to remain secondary to the images of paradise.



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Guerrilla Marketing Weapon #1: The Marketing Plan

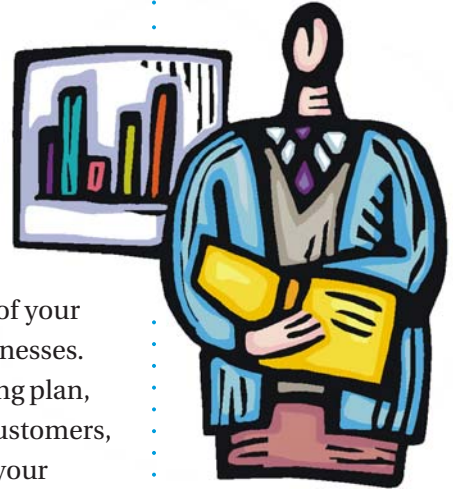
The marketing plan is first and foremost in any guerrilla marketers' arsenal since they know it's vital to their success in business. Before going into battle against your competition for customers, you must be armed with a valid plan of attack and a strategy for success.

A solid marketing plan is essential as it clearly identifies both your customers and your competitors. It provides the strategy you need for attracting and keeping customers and competing successfully.

It takes thorough research and planning to create a successful plan. The exercise involved with creating a marketing plan will force you to take a long hard

look at your business and its path to success. You must carefully evaluate the situation of your target audience and business industry. A successful plan shows you clearly understand your customers—their needs, desires, expectations, likes and dislikes, and that you are aware of your competitors' strengths and weaknesses.

Armed with a proper marketing plan, you'll have a strategy to attract customers, fulfill their needs, stay ahead of your competition, and be prepared for changes in your industry.



What Color is Your Company? Expressing your Business Image with Color

The colors you choose as your company colors are just as important as your company name and logo. Together these elements work to paint a personality for your company. Different colors alone will evoke different meaning and emotions in others. So what does your company colors say about your business?

The color **BLACK** is powerful and dramatic and relates elegance, mystery and seriousness. **DARK BLUE** is a popular corporate color that represents

loyalty, security, comfort, integrity, power and knowledge. A **LIGHT BLUE** color instills emotions



of tranquility and softness. **BROWN** is a strong and masculine color that evokes stability and nature. **GREEN** is peaceful and conveys healing, growth, wealth, nature, and restfulness. The color **PURPLE** is regal and sophisticated and indicates luxury and superiority. **RED** is fearless and expresses strength, leadership, vigor and aggressiveness. The color **ORANGE** is lighthearted and suggests humor, warmth, excitement and energy. **PINK** symbolizes femininity, softness and youth. The color **YELLOW** is high energy and stands for happiness and fun. And **WHITE** signifies purity, goodness, cleanliness and simplicity.

Choose your colors wisely. Make sure they clearly reflect the personality or emotion you desire for your company's identity.

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The Anatomy of a Marketing Plan

The components of a successful marketing plan are outlined as follows:

1. **Executive summary:** This opening section summarizes your entire marketing plan for a quick review.
2. **Market Overview:** This section compiles the research of your target market or industry, including size, trends, etc.
3. **Competitive Overview:** Here you define the strengths and weaknesses of your competition.
4. **Product and Business Overview:** Use this section to clearly describe your product or service, its features and benefits, pricing, placement, packaging, etc.
5. **Business Analysis:** The purpose of this section is to outline all of your strengths, weaknesses, opportunities and threats (SWOT).
6. **Goals and Objectives:** This section is where you clearly define where you

want to be in the years to come. Use quantitative measurements so you'll be able to determine your success and growth.

7. **Strategies:** This section defines the methods you will use to reach your goals and objectives. Here you describe the marketing techniques you will put in action.

8. **Action and Plan Implementation:** In this section you will outline the specific steps you will take and avenues you will use in implementing your strategy.

9. **Evaluation:** This section is used to specify what means you will use to track your progress and determine what works and what doesn't.

For a complete, step-by-step guide for creating a successful marketing plan, the SBA offers an online workbook at www.sba.gov/gopher/Business-Development/Business-Initiatives-Education-Training/Marketing-Plan.



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