



The Case for Simplicity

By Debbie Manning



It's the time of year for introspection as we evaluate the successes of the past year and look for new ideas for the year to come. It is healthy to do this in your personal life ... and in your business. Look for systems that are outdated, paperoriented or dysfunctional, and work with a Graphic Designer to create and tackle your 2009 New Year's business resolutions and goals!

Loose the extra 'WAIT.'

Be proactive this year! Don't wait for your customers to find you! Decide who your target audience is ... and go get 'em! Work with a designer to put together a campaign, and send a direct mail piece that will bring clients to you. This will get your name out in the community and help you to better understand your target audience.

Be one step ahead of your competition and offer your potential customers an incentive to contact you. Remember, there are lots of other people out there who are also trying to improve their personal and work lives – be their answer before they realize their question!

Save money.

Streamline your costs by using postcard mailings to keep in touch with your clients and customers. Postcards are a great alternative to letter mailings and newsletters because they are usually less than 20¢ each to print and inexpensive to layout and to mail. They also effectively communicate what you need to say without being too word-intensive.



In Plainfield Soma Total Wellness begins a new marketing year with fresh brochures and a new look for their website. Visit www.somatotalwellness.com for more information.

Many points of contact throughout the year are important to keep you in the minds of your customers as well as keeping clients aware of new programs and opportunities that your business offers.

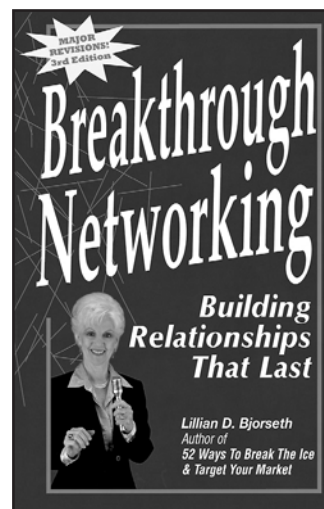
However, wordy mailings invite membership into the junk pile on the mail table of the average business! Professionally designed materials grab interest and communicate your message quickly. They are also an effective way to update your mailing list and streamline costs for future mailings.

Change or enhance your look.

Branding is important in communicating your services and creating a niche in the business world. Take a new look at your old logo and ask yourself if it effectively communicates who you want to be. A great logo and catchy saying can help distinguish you from the competition in your field.

One of our clients is pleased to point out how polishing up her logo brought her more lucrative contracts. She was more comfortable – and successful – targeting higher income companies with her new image.

Your graphic designer can help you by transforming your ideas into a visual presentation of the essence of your business. Use your newly refreshed logo in all of your written pieces, your letterhead business cards, stationary and put it on your webpage!



Lillian Bjorseth's third edition of "Breakthrough Networking: Building Relationships That Last" is now available at www.duoforce.com. Lillian is a master in creating copy that is visually appealing and informative.

Are you spending your time on things you are not good at? Do you consider using your computer as a boat anchor more often than as a tool to get ahead in business?!

This year, be realistic. If you are not good at putting together brochures, flyers, business letters and /or promotional documents, hire someone who is! Then, put your muscle into doing what you are good at. Your business will grow if you cut out sources that absorb your time and are not in line with your talents. Focus your time and energy on the things that you do well and the cost of paying a professional to do the rest will be made up for in no time.

Not only will a designer be able to do create marketing pieces in a lot less time – but they will turn out much better than if you were to do it yourself (like you, we're professionals in our fields!).

Be focused and act now. Don't just think about it – you did that before! This is the year for you to try all the things you wish you had last year. You are starting fresh, beginning with a brand new slate... Make an appointment with a graphic designer and discuss your goals for the upcoming year. Together, you can create a marketing plan for the New Year.

Create your path/calendar for the next year – you will feel organized, focused and confident and your business will excel because you have a plan!

With more than 14 years of experience in graphic and web design, DebManning Design specializes in support services that will make your business excel. Call today to discuss your website or print ideas or visit www.debmanning.com to explore services we offer.

DebManning Design
630-668-0603
www.debmanning.com

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Nicki Casale starts the new year with a new website! Visit www.dynamicstrengthexercise.com to read about Nicki's unique Slow Motion exercise, and read about her business in the Fitness section of DuPage Woman Newspaper™.



SmartVisionfocus features unique glasses that will help students and sports players improve their concentration and focus skills. The glasses can be purchased on their newly designed e-commerce site, www.smartvisionfocus.com.