



Make Your New Year's Marketing Resolutions Call a Designer!

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 Look for systems that are outdated, paper-oriented or dysfunctional,

and work with a Graphic Designer to create and tackle your 2006 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 problem!



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. They also effectively communicate what you need to say without becoming overloaded with words.

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 postcards 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 your look.

Branding is the most effective way to communicate your services and function in the business world. Take a new look at your old logo and mantra and ask yourself if they effectively communicate who you want to be. A great logo and catchy saying can help distinguish you from the competition in your field.

One client is pleased to point out how polishing up her logo brought her more lucrative contracts. She was more comfortable targeting higher income companies. Your graphic designer can help you by transforming your ideas into a visual presentation of the essence of your business. Once you have your logo, use it in all of your written pieces, letterhead for all communication, business cards, stationary and put it on your webpage!

See yourself as lean.

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?! 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 (we're professionals in our field too!).

Be focused and act now.

Don't just think about it – didn't you do 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 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 be organized, focused and confident and your business will excel because you have a plan!

Debbie Manning is founder of DebManning Design and has over 14 years of experience in marketing and graphic and web design. She specializes in support services that will make your business excel.

Call today to discuss how you would like to grow in your field over the next year. Or visit www.debmanning.com online to explore services we offer. DebManning Design has been the creative working on DuPage Woman Newspaper™ for the past five years as well.

Call 630-668-0603 to start a partnership with a designer ... or visit www.debmanning.com today!

We'll make your next project your best project!