

# 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, Entrepreneurs: Dare to Dream Big

Why not approach 2007 with a new dream for your business. Ask yourself, where do you want your business to be a year from now? Do you want more customers, better sales, or more territory? Don't hesitate to dream big. The bigger the dream...the bigger the result. And, you can make your dreams come true.

Don't just dream it – write it down. It's the first step to making it happen. Write a press release dated a year from today that announces your successful accomplishment to the world. Post is as a constant reminder of your journey towards your dream.

Now develop a strategy for reaching your dream and a plan for executing your strategy. Set specific objectives that are focused toward your dream and celebrate at each milestone.

Stay focused. Do at least one thing every day that will get you to your goal and avoid all things that distract you from your plan. And, as there will be challenges, face them with determination. Be sure to learn the lesson from any set backs and move forward.

Believe in yourself and your dream and you can make it happen.

## Seven Little Steps to Your Big Dream

The power to make the dream you have for your business become a reality is in your hands. The following steps have been proven successful in helping entrepreneurs focus on the important aspects of their dream and keep them goal oriented.

- 1. Declare Your Vision** – Take the time to dream. Visualize what you want for your business. Clarify it in your mind and then write it down to make it tangible.
- 2. Develop a Mission** – Specify exactly what you want and what you're willing to do to achieve it.
- 3. Set Your Goals** – Specify a time frame and make a thorough list of reasonable steps you can achieve within that time.

- 4. Create a Strategy** – Plan the exact steps you will take to produce the desired results leading to your dream.
- 5. Make a Plan** – Create a specific step-by-step guideline for carrying out your strategy.

- 6. Take Action** – Put your plan into action. Set deadlines for each step and document your results.

- 7. Evaluate Your Results** – Review the measurable results of actions taken and adjust where necessary to keep your plan on track.

Then, celebrate your victory!



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## Recent Pure Talent Projects

### Project: A Taste of Faith Logo and Web Site



**Situation:** A Taste of Faith, LLC, is a new catering business recently formed by partners, Valerie Rogers and Linda Johnson. Their tagline, “A Heavenly Experience in Fine Cuisine” demonstrates their focus on providing for memorable dining experiences through taste, service and dynamic presentations. To make a remarkable first impression at their unveiling at the Taste of Prince George’s event held in November, the partners needed a logo to represent the business name and desired brand image and a web site to inform potential clients and visitors directed to the site by the Taste of Prince George’s event.

**Solution:** Pure Talent began by refining a logo concept developed by the partners to present a professional image of qualified, reliable, and capable catering service and brand A Taste of Faith as a spiritually driven business dedicated to excellence in cuisine and service. A lace tablecloth was the theme for the web site created to support the company’s brand image of elegance and quality and inform visitors of their qualifications and services.

### Project: Booth Management Consultants Capabilities Brochure



**Situation:** Booth Management Consultants, LLC (BMC) is a fast-growing professional accounting and management consulting firm located in Owings Mills, Maryland. They provide businesses and government agencies with valuable accounting and management consulting services. To present their qualifications and credentials to the US Department of Health and Human Services and the Centers for Medicare & Medicaid Services, they needed a professionally designed capabilities statement.

**Solution:** Pure Talent designed an 8-page brochure to present BMC’s as a professional organization with the qualifications, leadership abilities and performance history needed to support their potential clients. Strong photographic images were used to present BMC as a significant leader and qualified company with proven success.

### Project: American Medical Directors Association (AMDA) Foundation Invitations

**Situation:** The AMDA Foundation conducts research to improve the quality of life for residents of long-term care facilities. They are holding their second annual art auction in Hollywood, Florida, in March, 2007, to raise money for their foundation by auctioning ceramic pieces painted by long-term care patients and art and photography donated by others. An invitation, ticket and email marketing piece were needed to promote the event with a Havana Nights theme.

**Solution:** Pure Talent Graphic Design enhanced a graphic of a night time beach scene and added stringed party lights to create a unique graphic to apply to the marketing package and promote the art auction as a fun and exciting event being held to raise funds for a worthy organization. The 2-sided invitation was designed to present the details of the event and entice the audience to call for more details or to order tickets.



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## Draw Some Attention to Yourself

### Marketing Techniques Designed to Create Awareness

You may have built a better mouse trap, but no one will beat a path to your door unless they are aware it exists. If you go unnoticed, your business won't survive.

So how do you create awareness? There are two ways: the proactive method, and the reactive method. The right method for your business depends on the type of awareness you need to create.

If your prospects are unaware that your products and services exist, use the proactive method to create awareness. Actively seek out prospects that could benefit from your product or service and inform them of your existence and the benefits that you offer.

With prospects already aware that the products and services you offer exist, use the reactive method to make it easy for customers to find and do business with you. Help them see you as the best source for what you have to offer.

#### Proactive Methods for Creating Awareness

1. **Word of Mouth** – Enlist your friends and family to put out the word about your business. Get current clients to pass on your name to their friends and family. Offer incentives for referrals. Supply everyone you know with your business cards, brochures or catalogs to pass along to others.
2. **Alert the Public** – Utilize networking opportunities, interest groups, membership organizations, and discussion boards to get the word out about your products and services. Pass out business cards to every new contact and sign off on discussion boards with your logo and tagline along with your contact information.
3. **Advertise** – Use various methods of advertising that is directed at your target audience. Mix and match

media and be repetitive to reach more prospects successfully. Use a unified message and always include your web site address and telephone number.

4. **Get Up Close and Personal** – Personally reach your prospects directly through sales calls and direct mail campaigns. Utilize memorable marketing materials to leave behind or send through the mail.

#### Reactive Methods for Creating Awareness

1. **Alert the Media** – Report newsworthy information about your business, products or services with press releases. Announce special offers or sales and report successes and accomplishments. Provide your expertise in published articles.
2. **Direct Prospects to Your Door** – Make your availability known. Get listed in directories online and in print. Put up eye-catching signs and posters.
3. **Make it Personal** – Throw a grand opening or open house event, a seminar or presentation. Participate in a trade show or on a panel discussion. Send out creative invitations to pique your prospects' interest.
4. **Get Connected** – Build beneficial partnerships with organizations that are established and respected. Connect your business with theirs through special offers or bundled services and build instant credibility.

Now that you have drawn all of this new attention to your business, make sure you are ready to live up to the hype. If your products and services don't deliver what you promised, the attention you draw will lead to a negative reputation. Be ready and turn that attention into sales.



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Be Remarkable!

## Get Everyone Talking About You

"There is only one thing in the world worse than being talked about, and that is not being talked about," said writer Oscar Wilde. In business, you want and need them talking.

Your marketing efforts must work to get you the attention your business needs to grow. Make sure they are remarkable. Everything from your business card to your web site should make a great impression, stimulate excitement and get prospects, clients, the industry, and your competition talking about you and your business.

Professionally designed printed and web communications can work to successfully draw attention and make you the subject of many conversation. These

pieces should be designed to represent your business personality and trigger a positive response and excitement.

Make sure your products and services are also worth talking about. Present them as something new, different, exceptional, exciting or interesting. Products and services that solve problems or provide valuable benefits get talked about and sold. And, consumers love to talk about businesses that provide their clients with fascinating experiences and superior customer service.

So give them something to talk about. And keep them speaking positively with great design, quality products, and exceptional service.

## Pure Talent Turns 5



Pure Talent Graphic Design opened business with a project for The Discovery Channel 5 years ago. Since then, we have changed our focus to concentrate on the marketing needs of small and new businesses.

We thrive on the spirit of entrepreneurs and enjoy helping small business owners reach success through effective design and marketing. We help busi-

nesses establish themselves, develop a professional reputation and improve their customer base by providing innovative problem solving, effective communication design and superior customer service.

In just 5 years, Pure Talent has grown from a single corporate client to helping over 50 small and new businesses get established and gain market share.

We look forward to helping many more.

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