

W25

"Business is the art of extracting money from another man's pocket without resorting to violence."

—Max Amsterdam

Wednesday

Morning

Fax

from

The

Castle

Press

Try It On Tuesday

In a survey of 150 executives from the country's largest companies, 51 percent indicated that they are most productive on Tuesdays, identifying it as the crest of the workweek in terms of accomplishing work. Use this to your advantage by approaching buyers as they hit this peak. If you choose this time to present your offer, you increase your chances of making the sale.

—*"Sold on Tuesday" Selling Power*

Extend Your Marketing Reach With A House Newsletter

Your company's newsletter or other publication can be a useful tool for raising your company's profile and stimulating sales. A well-produced house publication is as an effective advertisement as there is. There are three key steps in the development of your house mailing program:

1. Clearly define your publication's marketing goal.
2. Make sure you assign creative responsibility to the right staff (or vendor).
3. Establish a comprehensive budget for the program, including concept, production and postage. Other notes:

Cost—Because there is so much flexibility in developing a house publication, the cost of creating and producing a regular newsletter

can be more reasonable than you might expect. If you are looking to reduce costs, consider a bi-monthly or quarterly mailing schedule.

Content—Don't make the mistake of thinking that your content must be limited to a given number of topics. Interesting industry news, client features and community-service material is all grist for the mill.

Keep mailing—Whatever you ultimately decide for the budget, design and content of your newsletter, sending it out consistently over time is essential. The best responses will come after a year of regular mailing.

—George Griffin *"Newsletters: A Printer's Secret Weapon," I&SCP*

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Tested Words to Make Your Copy Sell

- | | |
|-----------------|-------------|
| 1. Free | 5. Miracle |
| 2. Sale | 6. Closeout |
| 3. New | 7. Bargain |
| 4. Breakthrough | |

—*Success Magazine*

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(12.25.02)