

PRINTING CONNECTION, INC. NEWSLETTER

AUGUST 2016

ALWAYS PUTTING YOUR BEST FOOT FORWARD -

MAKING YOURSELF LOOK YOUR BEST

Here at Printing Connection, Inc. we are always striving to put our best foot forward and present our business in the best way possible. Recently that involved rewrapping our van as well as redesigning a few of our promotional products, but our work is never done.

Often times we go to business meetings around town and found ourselves driving a vehicle that had no indication of who we are. As a professional company that wasn't good enough. On the days we used the truck, we were not truly putting our best foot forward. Below you will see we added a simple window perforation and foil sticker so that whatever vehicle we drive, we provide others the opportunity to connect with our business.



Other ways to put your best foot forward could be arriving ten minutes early to a meeting and rather than sitting awkwardly alone, talk to the secretary or colleague nearby. Learn to care and keep up with your customers, and find simple ways to help them (*shoot them an email about something you talked about, point out a better option, etc.*).

Sometimes putting your best foot forward risks incidently putting it in your mouth. And it will happen on occasion. Being authentic and giving of yourself might be taken the wrong way but it is better than creating a sterile lifeless business interaction that could probably be found elsewhere.

To wrap things up, think of your daily routine and of ways to connect broadly (*window perforation*) as well as personally (*being open to a quick chat*).

JOKE CORNER

1. What does a print shop do when it runs out of money?
2. Why did the print shop smell so fishy?
3. Why was the bindery worker so bad at poker?

1. Prints more 2. They were printing on salmon colored paper again 3. The only thing he was good at was folding.

POKÉMON GO

DO YOU WANT TO BE THE VERY BEST?

The new fad of Pokémon Go has taken well to the community, and whether you play it or mock it, it has reshaped the narrative of what makes a good game, and what is the best way to market.



When analyzing the game, it is really really simple. Collecting random creatures that pop up randomly on your screen as you walk hardly seems captivating, but in the past four days my friends have had more requests from each other to go on walks than in the past four years. The game though plain, is yet another way to awaken a good action in people to go out, be social, and explore. Its simplicity is a remarkable attribute that allows users to do other things that they value such as basic exercise or chatting with friends in a more real, social way.

What does this mean for businesses though? I have seen plenty of articles suggesting using the game to try to lure new customers to your door, and that is a good idea, but not suitable for most business. I think the great news from this game is two-fold. First, people still want to go out and connect. This means that making connections face-to-face is longed for by the community and so also business face-to-face exposure has a high value. Second, if you have had a great product or service in the past, refacing it to meet the wants of the loyal clientele can render extremely positive results.

Being the very best involves accessing the value in your products as well as what the people buying your products value. If you are able to pair those together, you will have a winning combination. Our winning combination this month? Making your business cards stand out with a free spot UV upgrade.

AUGUST 1 - AUGUST 31 SPECIALS

RETRACTABLE BANNERS

20% off

FLAGS

20% off

PEARL CARDS

20% off

FREE SPOT UV UPGRADE

on any set of business cards