



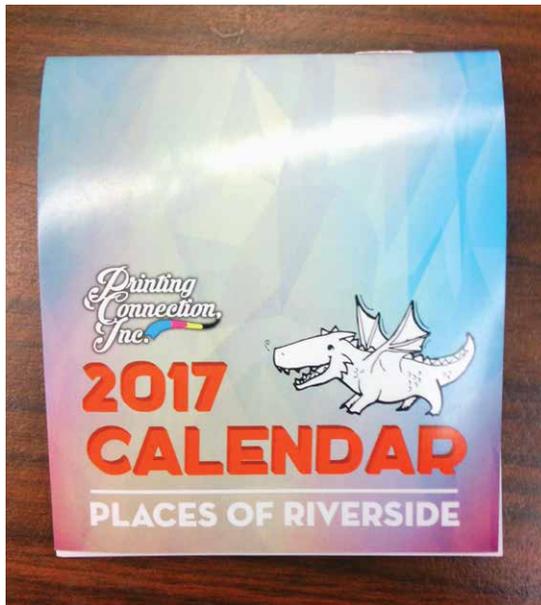
January 2017

NEW YEARS EXPECTATIONS

About half of Americans make new year's resolutions each year, and often times they lead to frustration and are given up after a few weeks. Why? Because actively changing who one has developed into over the course of one's lifetime is hard. But these difficulties should be expected and even considered the first step in success. Rather than reacting and adjusting to what is easiest for one's self, a mental law is being enforced. We can expect the changes we want to occur to not be as easy as we think because our mind is at war with itself.

So, this new year expect any resolutions you make to be difficult, but press on with purpose. The difficulty of a task does not demean its value, but often conversely embellishes its worth. In fact, if the resolutions that we made were always easily accomplished, I doubt that there would even be a new year's resolution tradition. As John Maynard Keynes once said:

"The difficulty lies not so much in developing new ideas as in escaping old ones."



PROTECTING YOUR CUSTOMERS

Everyone knows the upsale. Upselling is normally valuable to the customer and provides options they might not have considered. For us here at Printing Connection, Inc. business card upsale options include rounded corners, spot UV, plastic, foiling, or embossing. However, we do not always suggest these options to our customers because they are not good for all our customers. In fact, an upsale, if used inappropriately could lead to a lower customer retention and in turn lower profit. Rather than being a win-win it becomes a lose-lose if the product is not actually helpful to the customer. As a business the focus must not be on immediate profit, but on how to best help the customer by combining your expertise in your field with an understanding of your customers' actual needs.

SHIRT PROJECT SPOTLIGHTS



GEORGE GENERAL CONTRACTING



RCR TRAILROCKERS



QUEST GAMES & THRIFT



HEALTHY START

OUR 2017 CALENDAR

-AUSTIN CORDS

Many of you have already received our 2017 pocket calendar in the mail. It was a fun project for me to work on and was a very involved process. From formatting the dates, collecting the pictures, implementing a optimum size for design as well as weight for mailing, and collobrating with other team members for graphic elements and other information, this project was my favorite creative endeavor we embarked on last year. Looking back on all these details reminded me how much foresight and how many pieces have to come together for a project to be successful. When working on your next project, take your time, seek input from others, and think about all the details. You will then create something you are proud of.

Also, if you haven't received a calendar and would like one, let us know at print@printingconnection.net.

JANUARY 2017 SPECIALS

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