

# Want A Great Way to Stand Out and Not Blow the Budget!

---

**Article Rating: NA**

**Submitted by: articlediner on 2007-01-29 and viewed 36 times.**

**Total Word Count: 508**

**Author Rating:**

## **Sample of Content:**

Competition is everywhere. How do I keep my company in my customers and prospects mind without spending thousands of dollars?

## **Content:**

With the world changing hourly instead of daily or monthly and peoples attention spans becoming miniscule in this MTV world, how do I keep people's attention. You could advertise on television, radio, billboards, direct marketing, plane advertising, or you could flood your market with flyers and brochures. If this sounds like your regular advertising venue, perhaps your not thrilled with your return on your investment.

Large public companies have marketing budgets in the thousands and millions of dollars. Why do they spend so much on advertising. They do this because advertising is not a luxury but a necessity in today's business climate. Failure to do this increases your chance of insolvency. Not all of us even though we wish to do it, can afford too. It's similar to the chicken and egg dilemma. Which comes first. If I don't market my company I won't get clients, and if I don't have clients how do I get money to market my company.

I'll let you in on a way you can market yourself without blowing the budget. Every one today uses a laser or inkjet printer for their letters and invoices. Most companies choose a standard letterhead to print on. They put their logo on the top and have their co-ordinates either on the top or bottom of the page. Next time it's time to reprint, do this. On the back of your letterhead print a big prominent solid color with your logo inbedded all over the page. Second pick a silk or matt stock to print on instead of an uncoated stock. I'll let you in on a secret. No one uses the backs of their letterheads. No one but the smart people like you. You have the perfect forum to advertise. Either your customer or prospect is getting an invoice or letter from you. This typically comes in a standard # 10 envelope. If you fold the invoice with the solid side showing you create a great impact. When your customers has a pile of invoices yours is sure to stick out. When your prospect gets an offer from your company, it's sure to stick out. This is half the battle. This trick should get you noticed. Now it's your turn to impress the customer/prospect with your company. If you plan to use this trick, do it right. You get one chance to make a good impression. Use quality papers, use quality printers and use a quality graphic artist for your project. Invest in your company wisely and it will surely pay off.

If you liked this tip and want to learn more ways to do more with less, give me a call at 514-337-2238 or visit my web site at <http://www.solutionsink4u.com>. I've been in this business for over 20 years, and experince really does make a difference.

Steven Schneidman  
Solutions Ink  
<http://www.solutionsink4u.com>  
[steve@solutionsink4u.com](mailto:steve@solutionsink4u.com)

Steven Schneidman has a B.A. in Psychology and an M.B.A., he has worked as a finance professor and at a major Canadian Bank. He has owned and owns 2 successful printing and promotional product companies.

**Article Source:** <http://www.ArticleDiner.com/>

## **About the Author:**

Steven Schneidman