



"CELEBRATING 37 YEARS OF SUCCESS"

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What's new



Greetings!

What a pleasure it is to be one of the first to wish you a Happy Thanksgiving Holiday. It's only a few weeks away and such a favorite time of year for most.



Sam the cat



Well I've got some good news and sad news this month. The sad news is our dear friend Sam (our cat) passed away a few weeks ago. You wouldn't think at my age the loss of a pet would matter but it sure has, for both Jan and me. Even though Sam was over 14 years old, and we knew his time was getting close, it was a shock to get used to.

The good news is:

In this month's issue, be sure to read some news about our employees, Wes Lott and Rob Eitel. Wes placed well in his first Disc Golf tournament and Rob and his two sons bagged a beautiful 26-pound wild turkey (not the kind you drink).



Keaton & Jordan Eitel

I've got another contest for you to enter and win. This one will test your plant and flower naming skills. It should be fun and the winner walks away with a \$25 American Express gift card, just in time for the holidays. Check it out and enter on page 3.



It'll be big eventually

Jan and I went on a fishing trip, all the way to Forsyth, MO and I've got some 'giant' fish pictures for you to see on page 2. I'm proud of that big one. We thought we would try and

get out and enjoy the beautiful Ozarks as much as we can before cold weather.

I started another newsletter, it's called, All About Newsletters. We have several clients who publish newsletters and several others who have requested information on how best to create a newsletter for their company. It was a logical outcome to provide this information in a monthly newsletter format. If you would like to receive a copy, just email newsletters@digitalprintink.net or call 417-881-5309 and request the next issue.



Wes & baby Evan



Lastly just before press time, Wes, (our graphic designer) became a daddy for the first time.

Congratulations to Wes and Nichole on a beautiful baby boy born, October 27th at 1:21pm.

The baby's name is Evan Wesley, measuring at 21 inches and weighing in at 6 - 12. We're really happy for Wes and Nichole. ■



Steve

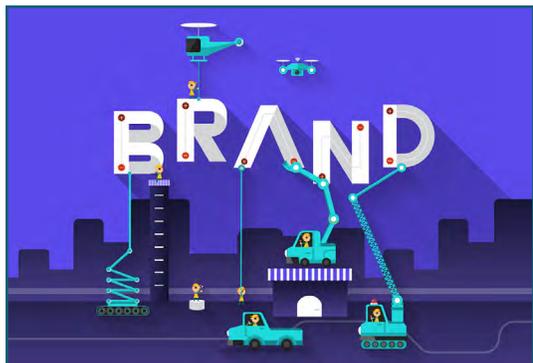
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NOVEMBER 8

DPI PRINT TIP OF THE MONTH - MARKETING

Businesses today have an immense arsenal of marketing materials, ranging from printed material (business cards, brochures, product and service flyers, newsletters and direct mail marketing pieces) to digital formats (web sites, web-based marketing and social media).



While there is significant potential power in having so many ways to reach customers and prospects, this comes with a responsibility to align all the materials with their interests and behaviors. Marketing materials now bear the burden of being consistent, relevant and beneficial to the intended audience. As marketing guru Seth Godin puts it, "In a world of too many options and too little time, our obvious choice is to just ignore the ordinary stuff."

Avoiding the ordinary

It may surprise you that avoiding the ordinary is rather simple: know yourself, know your audience, and tell an accurate story clearly.

Know Yourself

Why does your business or organization exist? How would things be different if your business or organization wasn't operating? What are its core values? Is it an industry leader? The answers to these and similar questions are embodied in the mission and vision statements and tell your employees and target audience exactly what to expect from doing business with you. Having a mission statement provides focus for marketing activities, while the vision statement describes the business or organization's future aspirations.

Know Your Audience

Who is your ideal customer? To help answer this question, create a customer profile to include age, gender, job title, ethnicity, marital status, skills, interests, personality traits, values, frustrations, likes and dislikes.

Think about who specifically is looking for the products and services you offer rather than everyone you might possibly sell to.

Your target audience can be defined by demographic information - the physical attributes of a population. The most commonly used demographic information for marketing is age, gender, income level, race and ethnicity. Psychographic information adds to demographic information by incorporating the interests, attitudes, opinions, values, lifestyle and personality of a population. Psychographic information is used to predict why a prospect might buy. ■



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DID I READ THAT RIGHT?

- **Notice in a health food shop window:**
CLOSED DUE TO ILLNESS
- **Spotted in a safari park (I sure hope so):**
ELEPHANTS PLEASE STAY IN YOUR CAR
- **Seen during a conference:**
FOR ANYONE WHO HAS CHILDREN AND DOESN'T KNOW IT, THERE IS A DAY CARE ON THE 1ST FLOOR



Steve sparing the big fish

WELCOME NEW CUSTOMERS

BUDDY WEBB COMPANY
KRISTIN'S KANDLES
CHR FINANCIAL GROUP
FIVE STARS SENIOR LIVING

THANKS FOR REFERRAL

NAME THAT PLANT



What is the name of this red flowering plant?

Check it out and win a \$25 gift card if you are the first to guess correctly.

Send your guess to:

steve@digitalprintink.net or

Fax to: (417) 881-5017 ■

TIPS & TRICKS: HOW TO GET PEOPLE TO RESPOND



In marketing, a sense of urgency is a technique that gives readers a reason to respond quickly.

When reading an advertisement, people have a tendency to procrastinate - to put the advertisement aside and consider it later. A sense of urgency helps overcome this tendency by providing a reason to act immediately.

There are two common ways to create a sense of urgency: offer a reward for prompt action, or assess a penalty for not acting. Some examples of a reward include a free gift for responding or a bonus with purchase; an example of a penalty is a limited supply of the product or service being offered or a sale that lasts for a defined period of time.

A sense of urgency works by creating scarcity - the reader must act by a given deadline or be among the established number of people to respond. The sense of urgency can be undermined if the deadline or other conditions are not strictly enforced. ■

THE FORMULA FOR A COMFORTABLE HOME



Some rules are made to be broken, and certainly the home decor rulebook has been broken many times. But there's a reason some rules shouldn't be broken. If you want your home to be as comfortable as it is creative, you should know about distance rules.

Over the years, experienced designers have developed rules for optimum distances between pieces of furniture within rooms.

These formulas make sense: A small picture hung too high can't be seen or appreciated; a lamp hung too low may decapitate guests; and a room with furniture jammed too tightly together is hard to navigate.

If this sounds familiar, here are some formulas to make your space beautiful and comfortable:

- Most designers recommend you hang art 60 - 65 inches from the floor to the center of the piece.
- Overhead lighting should be at least 7 feet above the floor. If you're hanging a fixture over the bed, it can be 5 feet from the floor, as no one walks under it. A chandelier can be 5 and one half feet from the bottom of the light fixture to the floor, so it doesn't block sight-lines.
- You should have between 16 and 18 inches of room around your coffee table, and your dining room table should be 3 feet from the wall to make it easy to pull chairs in and out.
- Most amateurs (and many professionals) buy too small an area rug for the size of their room. Generally speaking, you don't want to leave much more than a foot of bare floor around the rug. ■

CHOOSING COLORS FOR YOUR BUSINESS



Begin by keeping it simple: narrow the choice to just two colors, and use them consistently in all your marketing materials. Next, select colors that illustrate your brand identity.

For a calming, serene, harmonious look, pick two analogous colors (colors that are side-by-side on a color wheel). For a vibrant, high energy look, choose two complementary colors. ■

DPI PRINTING & MAILING



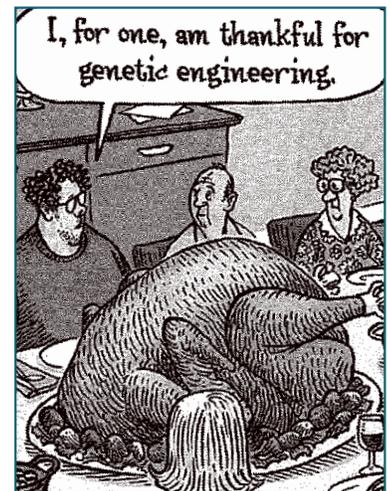
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IT HAPPENED 10 YEARS AGO IN 2006.

- Several European newspapers reprint controversial cartoons depicting the Prophet Muhammad, sparking outrage & rioting.
- Iran refuses access to U.N. inspectors causing many to worry over Iran's intent to build a nuclear bomb.
- Saddam Hussein is charged and following the trial is found guilty of crimes against humanity and sentenced to death by hanging.
- The US Energy department has released a report that there are about a trillion barrels worth of oil in the form of Oil shale reserves in the Green River basin in Colorado, Utah and Wyoming.
- Jennifer Aniston divorces Brad Pitt.



WHAT YOU'RE SAYING ABOUT DPI!

I highly recommend DPI. They have a very friendly and helpful staff. I found them all to be professional and knowledgeable. When faced with a short deadline, Steve and his staff could create, produce a proof, and mail a finished product within a matter of days. Their work is top quality and their prices are very fair. I will use them again. -Beth Evans ■

I like the new business cards designed and printed for me by digital print ink. I wanted to use my picture, since my business is Insurance, and I also wanted a memorable card. They came up with a striking design, with appropriate colors. I am very pleased with the cards - and eager to hand them out! I am confident with the results, because I know I have a professional card. -Karen Parry ■