



Printer's Ink

Summer

DESIGN • PRINT • MAIL

HAVE A GOOD FLIGHT FIVE TIPS TO MAKE AIR TRAVEL A BREEZE

If you and your family are flying the friendly skies this summer, chances are you have a nervous traveler in the bunch. It's common to feel a little anxiety about cruising at 35,000 feet above the earth—but there are ways to calm the jitters. Knowing some important facts about air travel may help. Like these:

TURBULENCE IS HARDLY EVER HAZARDOUS.

Bumpy air is common and not something to be feared—pilots will tell you it's all but impossible for turbulence to cause a crash. They try to avoid it not because they're afraid of it, but because it's annoying. If it bothers you, sit near or over the wing where the ride is the smoothest.

TIME OF DAY CAN MAKE A DIFFERENCE IN HOW SMOOTH YOUR FLIGHT IS.

Morning flights tend to be less turbulent, especially in the summer. The heating of the ground later in the day causes bumpier air, and it's more likely to thunderstorm in the afternoon.

DON'T WORRY ABOUT LIGHTNING.

Airplanes are built to take it. If your plane gets struck, you may hear a big boom and see a big flash, but that will likely be it.

FOLLOW THE RULES ABOUT CELL PHONES.

For the safest takeoffs and landings, listen to the flight attendants and either turn your phone off or make sure it's in airplane mode. It's true that cell tower signals can interfere with a plane's instruments.

IF YOU WANT THE FRESHEST AIR, SIT NEAR THE FRONT.

The general flow of air in any airplane is from front to back. So if you're really concerned about breathing the freshest possible air or staying cool, sit as close to the front as you can.

SOMETHING TO THINK ABOUT

The first women flight attendants in the 1930s were required to weigh no more than 115 pounds, be nurses and unmarried.

DID YOU KNOW?

Due to practical and safety-related reasons, aircraft crew do have to meet certain height and weight criteria. A number of airlines also have guidelines on vision too.

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Partners in Printing

Summertime is sometimes slower but...

Summertime is often seen as the time to kick back and relax. A time when business slows down and one take it easy for a couple of months. While it may be true that things slow down, it isn't beneficial to any business to have that mentality.

The cycle for attracting new business can take as long as 6 months. I've seen it take less but I certainly have seen it take more.

What does this mean for you this summer? It means that when things start to slow down, you can begin to focus on attaining some new clients and making some new contacts to propel that business cycle so that 6 months down the road you can reap the benefits of the extra work that you put in over the summer months.

One of the things you can add to your arsenal of business generating practices is to utilize a series of mailings from Baker Bros. Printing.

We can help you to target a certain group of potential clients to generate some really great leads. That gives you the perfect opportunity to follow up on that awesome postcard with the special message tailored specifically for that potential client. Now when you call them or email them it's not a call that comes "out of the blue." They will remember your mailing and already know that you are a professional organization who is serious about gaining their trust and confidence.

The last thing to keep in mind is that mailing is never a "one and done" project. You cannot expect to attain spectacular results from a single postcard or letter. Instead, use a series of cards to promote an event or attract new clients.

After the series, a set of follow up thank you cards and phone calls to responders is always a good idea.

Here's to the next 6 months!

Dave
Dave Baker
Baker Bros. Printing



**WE ARE GOOD
WITH LETTERS**



Ben Holden Says...

Calories That Don't Count

Food On Foot: Food eaten while standing has no calories. Gravity causes calories to bypass the stomach, flow to the leg and into the ground.

TV Food: Food eaten in front of the TV has no calories. Radiation leakage negates the calories in the food and any recollections of having eaten it.

Balanced Food: Drink a diet soda with a candy bar; they cancel each other out.

Food For Medicinal Purposes: Food used for medicinal purposes (chocolate, brandy, toast, Sara Lee cheesecake, etc.) never counts.

Food On Toothpicks: Any food impaled on frilled toothpicks, like sausage, cocktail franks, cheese and olives have no calories. The insertion allows calories to leak out.

Charitable Foods: Girl Scout cookies, bake-sale goods, ice cream socials and church gatherings all have a religious dispensation from calories.

Custom-Made Food: Anything anybody makes "just for you" must be eaten regardless of the calories. To do otherwise would be insensitive. Your kind intentions will not go unrewarded.

HOW TO BUILD A SUCCESSFUL BRAND

AND WHY YOUR CUSTOMERS MATTER MORE NOW THAN EVER

You're not the only one building your brand—your customers have a say in the matter too. Customer experience has always been important, but it's even more so now that consumers can share their opinions in a single tweet, post or review. Your brand goes beyond your logo and marketing materials. Here are four elements of a successful one:

- 1. AN ATTRACTIVE LOOK.** A well-designed logo, catchy tagline and an attractive website work together to attract consumers and convince them to do business with you.
- 2. REPEATED EXPOSURE.** The easier your brand is to identify with a quick look, the more likely it is that buyers will remember you. Think Nike's swoosh.
- 3. DELIVERING ON PROMISES.** That said, world famous brands like Nike, Apple and Coca-Cola didn't become successful because they look good. The core of their success is based on consumer trust, which boils down to delivering on your brand promises.
- 4. YOUR REPUTATION IN THE MARKETPLACE.** For your brand to be successful, it needs to present your business

professionally and be backed up by your street cred. Your reputation will come from how your products and services—and your customer service—are experienced by consumers.

Ultimately, a well-designed logo and marketing materials are the icing on the cake when it comes to building your brand, but the "cake" is the customer experience. You need the two working together (the marketing and the experience) to create success.

FIVE TOP TIME WASTERS AT WORK

1. Socializing
 2. Social networking
 3. Conducting personal business
 4. Job hunting
 5. Meetings
- according to Entrepreneur.com

HOW TO CREATE A NICE PLACE FOR A NEST

Increasing urbanization has led several homeowners to believe that gardening is for the birds—literally. Instead of simply landscaping, urban dwellers are "birdscaping," or creating an environment comfortable for fine feathered friends. If you'd like to see birds of a feather flock together in your yard, here's how to attract them.

START WITH WATER. Birds will flock to it for drinking and bathing. They won't bathe, however, in a birdbath or pool that has more than two inches of water, as they naturally fear drowning. Many birds are attracted to the sound of running water; consider adding a small fountain or create a simple waterfall.

LET THEM EAT FRUIT. You may attract birds that otherwise would not come to feeders. Birds like robins, cedar waxwings and orioles love blackberries, raspberries, blueberries, juneberries and mulberries. Provide for them by growing perennial berry-bearing vines.

MIX IT UP. Planting a variety of trees, shrubs, vines, ground covers and flowers is the key to attracting several species of birds to your yard. Birds have preferences for the type of cover they use and the food they eat. The more diverse your landscape is, the more likely you are to see several different birds.

GIVE THEM A PLACE TO BUILD. Provide a multitude of nesting and hiding spots. Evergreens are ideal because they offer year-round protection. They're also available in varieties for almost every growing condition and space. Shrubs and tall grasses lure ground nesters—they like to feel hidden from predators like snakes.





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PROOF POSITIVE

Because inks are translucent, the shade of the paper can impact the appearance of printed images. If your piece is heavy with flesh tones, earth tones or natural hues, select a paper with a balanced or creamier shade for a warm color reproduction.

MEMORABLE QUOTES

Visualize this thing that you want, see it, feel it, believe in it. Make your mental blue print, and begin to build.

Robert Collier



**ADAPTING TO YOUR NEEDS IS WHAT
OUR DIVERSE SERVICES ARE ALL ABOUT.**

BAKER BROS. PRINTING

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