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January

DESIGN • PRINT • MAIL

Celebrate the New Year!

6 Ways to Make Your Resolutions Stick

Happy New Year! 2019 is here, which means it's out with the old and in with the new as we embrace New Year's resolutions. Unfortunately, only a whopping 8% of people successfully achieve their resolutions each year. How can you make sure you're part of the group? Here are six ways to make your resolutions stick this time around.

Write it down.

Writing your resolutions down makes them visible, tangible and more realistic. Rather than having a "far-off" dream of accomplishing something, you can physically see and define the goals you want to accomplish.

Include your "why."

Oftentimes, we set goals without defining why we want to accomplish them at all. Your deeper reason "why" behind the goal will keep motivating you, even when things get tough later on in the year.

Create tangible steps.

Immense resolutions can feel daunting and overwhelming. Instead, create a list of smaller, tangible steps you can take every day or week to accomplish your larger goal in the long run.

Tell someone else.

Get a support team on your side! Tell someone else about your resolutions and ask them to support you through the process. When you make your resolution public, you will be more likely to achieve it.



Be patient.

Remember: Permanently changing behavior can take awhile. Go easy on yourself and be patient with the process. Once you make a conscious effort to take a step towards your resolution, remember it will take time to change.

Get back up.

There will undoubtedly be moments in the resolution when you mess up. You skip a workout day. You have one cigarette. You eat a slice of cake. When you have moments of failure, remember to pick yourself up and continue your resolution the next day.

Inside this Issue:

- **Grab Their Attention:**
Key Elements of Eye-Catching Direct Mail
- **Three Ways Print Marketing**
Can Make You More Successful
- **And More!**

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Partners in Printing



From the desk of Dave Baker

Happy New Year!

What are you thinking about as the new year kicks off?

I know what I'm usually thinking about at the beginning of the year. It usually has something to do with setting goals and planning out the next year of

where we want to go and what we want to do as a family, individually and also at work.

How many times have you set a resolution that didn't pan out? I know for me that's happened a few times...okay many times.

So I'm asking a few questions to kick off 2019. What if we didn't complicate the New Year's Resolutions as much? Would we get more of them accomplished? Would we remember what our goals were by the end of the year? I believe the answer to those questions is "Yes!"

Keeping it simple, setting attainable goals and becoming just a little bit better is the only way to do it. I tend to set very high goals with high expectations, and I have found that setting smaller more attainable goals makes it much easier. The only thing is, once the smaller attainable goal is achieved the key is to set another small attainable goal and keep the process going from there.

That's what's running through my mind as we start 2019. I hope you all had a great 2018. I hope that we were able to help you achieve some of your marketing and promotional goals with design print and mail last year. I also hope that we can do it again in 2019. If you know of anyone who might need our services, let me know. We really enjoy talking about this stuff. It's even more fun to do it and see the great results.

From all of us at Baker Bros. Printing, we want to say "Thanks" for trusting us as a partner and associate in business. You are the reason that we are here and we are grateful for the opportunity to be of service. Here's to a happy, healthy and productive 2019!

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Three Ways Print Marketing Can Make You More Successful

Striking a balance between print and online marketing is crucial to the success of your business or brand. Yes, people are on their laptops, tablets and mobiles 24/7—but still, you should never discount the benefits of print marketing. It can translate to increased awareness, loyalty and credibility in the long term.

1 IT PROVIDES TANGIBLE ASSETS.

A printed ad is a physical component that consumers can feel, touch and even save. When you think of ads in digital terms, they are fleeting. Print sticks around, which presents staying power for your business message, as people tend to keep brochures, newspapers, business cards, flyers and other printed materials around their homes and offices.

2 YOU GAIN BELIEVABILITY.

Customers tend to inherently trust print ads and direct mail, especially when it's personalized. Online, they may be wary of spam and viruses that could infect their systems, so may be hesitant sometimes to click on an ad that appears untrustworthy.

3 IT CAN'T BE IGNORED.

Your customers can't simply click past print ads or direct mail. With all the online noise, it's getting harder and harder for brands to get noticed these days. Printed marketing pieces, however, provide a way to interact with your customers that a computer screen or mobile device can't. When someone sees your colorful banner at a trade show or outside your business, or holds a postcard in their hands, it actually triggers emotions that a screen does not.

Plus, print marketing can bridge the offline world with the online one, and drive traffic to your website or social networks if you design it right. It's extremely versatile with fewer constraints.

WORDS TO LIVE BY

“New Year’s Day. A fresh start. A new chapter in life waiting to be written. New questions to be asked, embraced, and loved.”

- Sarah Ban Breathnach

“Let our New Year’s resolution be this: We will be there for one another as fellow members of humanity, in the finest sense of the word.”

- Göran Persson

“Often when you think you’re at the end of something, you’re at the beginning of something else.”

- Mr. Rogers

Grab Their Attention

Key Elements of Eye-Catching Direct Mail



SOMETHING TO THINK ABOUT

Research shows that 44% of customers visit a brand’s website after receiving direct mail marketing.

Did you know direct mail design could actually make the difference between a customer conversion and your mail ending up in the trash can? To keep your direct mail pieces out of the “junk mail” category, check out these key elements for eye-catching direct mail.

Maintain consistent branding.

Identify your brand before sending direct mail pieces, then use colors, fonts and logos that are consistent with other marketing materials.

Use the upper right-hand corner.

When we look at a print piece, the first place our eyes go to is the upper right-hand corner. If you want people to see the most valuable content, treat this area like high-end real estate.

Keep it clean and simple.

Make sure your direct mail design is clean and simple, so recipients can quickly understand the information you want to convey.

Include high-quality images.

Low-quality images reflect poorly on a brand, so be sure any images you use on direct mail pieces are high-quality and complementary to the design.

Target your messages.

Grab your audience’s attention with messages targeted specifically to them. Consider overall demographics when drafting on-point, relatable and relevant messages.



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