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## Creating a Good First Impression

By Claire Cunningham

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No doubt about it, first impressions are important - whether you're meeting a prospective mate's family or introducing a product. What you say, how you say it, and when you say it are all critical. After all, your product's only new once!

Of course, you'll create a product introduction communications plan, and stick to it. You know continuity works. And you'll set aside adequate funding for the product intro. If the product is strategically important, this is NOT a good place for pinching pennies.

Convinced about planning and budgeting? Here are three key concepts to remember when introducing a product:

- 1)MESSAGE You need a central promise or message for your product introduction - one that's meaningful and memorable. What problem(s) does your product solve? How important is each problem/solution to prospective buyers? How is your product different from and better than what your competitors offer? If you stumble on answering these questions, it's time to do some research.
- 2)MIX The most successful product introduction campaigns utilize a variety of communications tactics to deliver this central message - public relations, direct mail, web presence, trade shows, advertising and more. Why? The explanation relates to basic communication principles. Prospects need to be exposed to your message several times in order for it to sink in. By using a mix of communications tactics you're more likely to reach prospects multiple times.
- 3)IMPACT You want to grab attention, so this is the time to "think outside the box." What can you do that's a step beyond the normal? Is there a trade show coming up where you can do a live presentation? Would a trade magazine be interested in doing an exclusive article? How about running a larger ad?

## Pushing the Envelopes

By Robb Ksiazek

### Pushing the Envelopes by Robb Ksiazek

You are inviting the crew to a very special party and you want to raise the bar for the next event. You can start by creating your own envelopes for your very special invitations. You will have the most creative envelope yet.

Creating the theme of your party starts with the invitation. This is the first impression that is so very important. After the creation of your masterful invitation, you must not tuck them into plain white envelopes. Highlight their uniqueness in a vellum envelope. The recipient will open this one first and your creativity will shine through!

Embossed Vellum envelopes may offer an even more impressive reaction. Add an envelope seal or a rubber stamp impression, and be rewarded with a job well done. There are many envelope sizes to choose from. Perfect for your perfect invitation.

Robb Ksiazek is a successful author and publisher for <http://www.checks-4u.com>. He has researched and written hundreds of articles and can simplify your online search by recommending merchants for the best value and selections in business or personal checks, address labels, rubber stamps and envelopes.

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