

Don't let your business bleed to death

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By John Stafford

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There it is....

YOUR business lying cold on the ground, another company killed before it even began..

Today we are going to cover three fatal wounds to your business and what you can do to stop them.

Wound Number One: Buying too many products

Do you find yourself buying the newest wiz bang super duper explode your profits product all too often?

I know, I know, It had a slick salesletter promising you money to the moon and so many bonuses you just couldn't resist.

30 day money back guarantee you say? What do you have to lose???

Plenty. How do I know??

Well I WAS you not so long ago, 40 bucks here, 70 dollars there Gold package this, upgrade that just \$25 more???
Before you know it whats left of your business startup money?

Don't let your business bleed to death

Not much. Hey look, on the bright side you got some Great new ebooks :)

What do we do?? STOP. Stop right now. Go through your inventory of ebooks, courses, tape sets and read them. Huh?? Read them??? Yep. Apply and take notes on what you can and return what you can't use. Most products worth their salt have a return policy and if not, chalk it up as learning experience.

Wound Number Two: Subscribing to multiple paid sites and

newsletters

They're sprouting up like wildfire now, Paid sites... just 27 bucks a month for instant access.. to this secret, insider, members only masterpiece.

All you need to take your business to the next level blah blah HYPE.

As many famous marketers chant: **FORGET THE HYPE!** Become members of even a few and that could mean a good chunk of change to the new guy with limited funds.

Paid newsletters fall into the same boat in my opinion and starting out you should steer clear of these. As far as free newsletters go, there are so many out there now that its hard to say whats useful.

My solution is to close this cut fast and choose just one that you like, where there's quality content thats updated often. Subscribe to newsletters as long as you have time to read them. Don't be a "ezine junkie" Your time is precious, use it wisely.

Wound Number Three: Doing nothing

I often hear "95% of all businesses on the net fail" Why do you think that is?? While the two reasons above contribute nothing kills like this last one.

Now I know I'm not the only one whos got that folder of ebooks on my hard drive rotting or those 3 ring binder courses gathering dust. Its so easy to get caught up in the rush of life.

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Especially when you're working at home.

Putting things off and being lazy feels good sometimes, don't I know it ;) But time passes fast and if you don't act now when will you?

I'm not here to be your motivation but I can share some things that have worked for me and can work for you also so pay attention.

1. Take notes when you're reading something be it an ebook or article and use a highlighter often on parts that interest you. Keep your notes by your computer so you're reminded often and its harder to put off.

2. Start a project list – I personally use index cards but

you can use whatever you like. Do one and only one project at a time and break it up in parts so its easier to work through.

3. Focus on why – I know you've probably heard this alot but it bears repeating. Why do you want a business? Is it money you want or more free time with your family?

To tell your boss where to go and how to get there?

Well if you don't know, figure that out and think on it often, visualize how you'll feel.

You might think I'm crazy but it works.

With the odds of failure being what they are,

I say we need all the help we can get.

So keep this stuff in mind and...
See you in the top 5!

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7 Ways To Ensure Your Artwork Is Print Ready

By Chris Riley

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The following article provides a quick guide on what to think about when preparing your artwork for printing.

It is important you follow these guidelines as any errors made are likely to cause a delay or cause unnecessary stress should the final print quality be sub-standard.

1. **Check your files** Check your artwork for spelling mistakes, grammar and ensure all images used are high resolution. Double check to make sure as any errors found will delay the turnaround of your product.
2. **Bleed** Bleed is the extra bit of the design page which you design on, as normal, with the knowledge that it will be trimmed off the finished flyer. Any images on your artwork should bleed off the page, and essential text should be away from the trim edge by a good few mm's. We use a 2mm bleed area on each edge.
3. **Text** Keep essential text away from the edge of the flyer, by about 8–10mm for best results.
4. **Print Resolution** Ensure your artworks resolution is at least 300dpi. The higher the resolution the better.
5. **File Formats** If you are using un-common fonts, ensure you supply your artwork as a flattened jpeg or tiff. This will ensure there will be no font problems when your artwork is checked. The most commonly accepted program formats are Quark, Illustrator, Photoshop, Corel Draw, Corel Paint, Freehand, InDesign and Paint Shop Pro. Vector files such as .eps and pdf's are becoming more common and ensure a better end product.
6. **Colours** Unless you have a calibrated monitor your artwork is likely to have slightly different colours when printed. Ensure your colour choices are correct before sending to print.
7. **A Final Check** Before sending to your printer, have one more final check that everything is as expected.

WARNING There are two things you should consider when designing your flyers:

Due to the quick turn around of our flyers, they are trimmed down not long after they are printed, in most circumstances we try to give a printed sheet 8 hours to dry completely, this isn't always the case. This is noticeable when one side of the flyer is left white, and the other side bleeds rich colour to the trim edge. This will cause slight powdering of the rich ink over, on to the white side. In this circumstance we recommend the use of borders.

Borders on the edge of a flyer, can sometimes give the flyer a classic look. But make sure the borders are a good few mm in from the trim edge, because of the way we print flyers (up to 32 at a time) and the speed at which we turn them round (from payment, to your door) these borders may not be an accurate trim to the exact 10th of a mm. This is why we ask for a 2mm bleed. The cutting blade could

Don't let your business bleed to death

go either way. We cannot be held responsible for imperfect results if these borders are slightly uneven.

Article by Business Cards, Leaflets And Flyers specialist Face Media Group



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