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Impair Healthy Healing In People Over The Age Of 30!

Making a Great Impression

By Josh Barinstein

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Making a great first impression is undoubtedly a good thing. But did you know that it can take many impressions—seven is a favorite number—before our brains actually respond favorably to an attractive deal? This makes sense, given the need for human beings to feel comfortable and at ease with anything new, but it is often overlooked in marketing efforts! Too many times, marketing campaigns will fail to give the target audience enough time to adjust, enough time for the individual to put aside her fears and finally say: "I'm going for it."

So what constitutes a great impression? Impressions come in many shapes and forms, such as materials on your company, a "we're moving" card, a hello email, a FAXed testimonial, a special yearly gift, a holiday card, and so much more. Choose these wisely and mix them up, to keep prospectives and existing clients interested (yes, existing clients need reminders too that you're out there ready when they need you).

A very effective impression is a mailer. Not just any mailer, but one that sends out a powerful message, one that elicits a response from the reader. Keep these key things in mind when you work on your next Print piece:

* Your mailer needs both to inform and to prompt the audience to take action. For example, sending out a "we've moved" card and including a coupon for 10% off the next purchase or project. Or, sending a holiday card for Thanksgiving and providing space for listing people to whom to give thanks. In both cases, you get your audience to participate and, in

doing so, make a contribution to them.

* You need a headline that grabs and copy that flows. To come up with a strong headline, focus on the purpose of the mailer, on the main message you are trying to convey. Is it to thank the receiver? Is it to announce a change at your company? Is it to invite them to participate in some event?

Develop copy that stems from the headline and stays on course. Be concise and to the point—readers don't have much time.

* Design needs to appeal. Be sure to keep taste in mind! Spend time on font, color, and the few, but well-selected elements (for example, taking the time to have a good photograph taken, which makes a huge difference). Don't overdo it, though, as with the text. Visuals should never overpower the copy, and vice-versa.

* Beware the clutter. Again, here comes the good old brain. Too many messages, too much text, too many graphics and that card will be tossed. Keep it simple and don't forget that you're competing against many other mail pieces.

A good example card might be one in which a company creates excitement by offering something for free to a lucky winner. The headline's job is to draw the reader in to find out what she might win and how to go about participating. Next to the main copy might be an image of key company staff proudly holding an award recently won (with caption below, which people will almost always read). Not only would email address and phone number be provided, but also a pre-stamped and addressed card for them to send in, if so desired.

The above example works well on many levels:

1. It makes a powerful impression.
2. It subtly shares information about the company (the award).
3. It gets the audience involved in an event where someone will win something at absolutely no cost.
4. It makes it extremely easy to participate.

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So remember, don't stop at the first or second impression. Keep going with seven impacts in mind—always trying new things to see what works best for you—and you will see how your audience comes around to the value in what your company has to offer. Be ready for a lot more new and repeat business too...!

Make a Superb First Impression

By Arlen Busenitz

It is extremely important that people have a good first impression of you. Either you make a good impression or you will suffer for it! It is going to affect how your contact views you for the rest of that conversation. It can affect how fast a friendship starts, or how fast business relationships get going. You have got to make a good first impression!

What is a "first impression"? Simply it is the first thoughts a person has toward you after seeing you or listening to what you have to say. These are made during the first five seconds and then the first few minutes of a conversation. It has been said that a speaker has 5 minutes to convince the audience that he/she has something good to say. How you act, dress, and talk are all going to affect "the first impression". A customer's first impression of a salesman will have an impact on whether the customer buys. The first impression a manager has of you will affect whether you are hired. How you act in the first moments of meeting your new neighbor will sharply affect his/her view of you. Yes, you need to make a good first impression! It can stop a sale, or it can help you make an instant friend!

How do you make a good impression? Here is one way which is guaranteed to work. Do this and people will have excellent first thoughts about you! This is the key:

When you meet someone (friend or new contact), greet them on the phone, or pass them on the street, act ENTHUSED to meet them!

- Give them a "winning" smile.
- Cheerfully greet them with "hello (name)". Let your voice show that you are glad to see them!
- Act like you are greeting a best friend who has been gone for awhile.
- If you walk into a group, greet or acknowledge every person. Look them in the eye. Either verbally greet them or at least make eye contact and acknowledge every single person.
- Greet your friends, contacts, and family the same way.
- When someone calls, say a professional "hello". When you find out who is calling, act glad to hear their voice.

What if you DO NOT feel like it? Who cares! ACT enthusiastic to meet them and you will BE

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enthusiastic to meet them. They will feel important and will be glad to see YOU. You will make an excellent first impression. This technique alone will work wonders for you! You will stand out from the crowd. Customers will want to come back. When a customer sees that you are glad to have them buy from you, they will want to come back and buy MORE from YOU.

You have probably realized that puppies make friends very easily. When they greet a person they

smile, wag their tail and are absolutely happy to see you. They want to be your friend. The result is that you in turn want to pet the puppy, and be the puppies friend. This same principal works with you social contacts. Be glad to see them and they will usually be glad to see you. You will make a good impression and they will like you. This is just one technique for making a good first impression. Apply it and it will work! Find more articles at

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