

Graphics Image Builder

Great advice on how to improve your corporate identity, marketing materials, and product design.

This Month's Topic:

10 Questions to Answer Before Designing Your Flyer

Before designing a flyer for an upcoming event, product announcement, or new service, answer the following questions:

1. What is your objective for this flyer?
2. To whom will it be going?
3. How will it be distributed?
4. Once your prospects have this flyer in hand, what action do you want them to take?
5. What benefits and key persuasive words will you use to get that result?
6. How will you create a sense of urgency in your wording?
7. Will you include photos? If so, color or black and white?
8. How will you design this flyer to have an image consistent with your other marketing pieces (same font, logo, tag line, etc.)?
9. What color and weight of paper will you use?
10. What size, shape, and fold will you use? Does the flyer need to be designed to fit in an envelope for mailing?

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Next month I will show you some tips and techniques for effective flyer design.

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Brought to you monthly
by Karen Saunders
of MacGraphics Services

Karen Saunders specializes in designing ads, logos, one-sheets, book covers, and marketing materials that win awards. A professional graphic artist for two decades, Karen answers your artistic and technical questions through this monthly ezine. Visit www.macgraphics.net to see samples of her work, or call Karen directly at 303-680-2330 to discuss your project.

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materials with my new ebook:
*Turn Eye Appeal
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How well are you managing the generational transition in YOUR organization?

Generations

Understanding Age Diversity in Today's Workplace

Supervising people of different ages is not just about miscommunication and tension. It costs money, impacts productivity and damages the bottom line.

As Baby Boomers edge ever closer to retirement, new generations of leaders and workers are changing the way you do business forever. Your decision is simple:

- Anticipate and embrace these changes or
- Maintain the status quo and watch these new generations wash over you and your organization.

The choice is clear and urgent. Attitudes and expectations are morphing before your very eyes.

This groundbreaking seminar will provide you and your team with the solutions they need to overcome the challenges of managing a multi-generational workforce. Discover why veteran employees and young staffers don't connect. Learn what you can do to successfully foster the work relationships between the four age groups within your place of business.

Boost the productivity of your team by bringing this program to your organization today!

The Center for Generational Studies

Generations: Understanding Age Diversity in Today's Workplace has been designed by The Center for Generational Studies. www.gentrends.com. © 2006, The Center for Generational Studies

Would you like to learn?

Check all that apply:

- Get your young people to show up on time and fully engage.
- Keeping young professionals from bolting to a competitor.
- Learn why "I remember" harms your ability to manage your team.
- Boost productivity by delegating by outcome instead of task.
- Get your veteran employees to embrace the ideas of younger workers.
- Turn the kid with body piercings into the most productive person on your staff.

Do You Have These Problems?

Check the behaviors you observe in your organization:

- Uneasiness among veteran employees about reporting to young supervisors.
- Teenage associates who display a sense of entitlement.
- Your young workers lack a sense of urgency about getting the job done.
- Your Baby Boomers and Generation Xers argue over—everything!
- Young associates who want to manage their jobs around the rest of their lives.
- Employees who seem glued to their cell phones while on the job.
- Young workers who struggle with decision making when using the computer is not an option.

Learn to manage the generations in just a few hours!

Generations: Understanding Age Diversity in Today's Workplace

- Shows your people why generational differences have such a critical impact on workplace productivity.
- Provides your people with a chance to work together in overcoming age-related differences.
- Helps your people identify specific strategies for boosting the quality of supervision between the ages.

Suggested Full-Day Agenda

Morning 3:00 - 3:30 hours

- Introduction
- Demographics and Terms
- The Influence of Influences
- Generational Profiles (Matures, Boomers, Generation X, Millennials)
- Pervading Work Beliefs of the Generations

Afternoon 3:00 - 3:30 hours

- The New Rules for Recruiting
- The New Rules for Retention
- Situational Studies
- Building an Action Plan
- Conclusion/Evaluation

This program can be delivered in sessions ranging from two to six hours

You'll learn . . .

- How to effectively manage the young worker who questions everything.
- Why young people are so insistent on separating work and personal time—and how to use this to your advantage.
- How to instill a sense of ownership and loyalty in your younger workers.

You'll also learn . . .

- How to maintain the engagement of young professionals during meetings.
- How to harness the technology-savvy younger generations for the benefit of the entire organization.
- How to improve the understanding between co-workers, increase productivity and reduce employee conflict.
- How to heal the disconnect between young and old over balance-of-life, vacations, and work ethic and loyalty.
- How to effectively foster the transfer of critical knowledge from veteran employees to their younger counterparts.
- How to improve communication between veterans who prefer telephones and paper versus young employees who prefer e-mail and working right off the screen.
- And much, much more!

Amarillo College
Workforce Development

For more information please contact LuLu Cowan at (806) 371-2903 or cowan-lh@actx.edu

This 2-sided, full-color flyer was designed by MacGraphics Services for The Center for Generational Studies, www.gentrends.com

If you enjoyed this FREE e-zine, please forward it to your friends.

Have a question to be answered in a future issue? Send it via email to Karen@macgraphics.net.

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