

JUST Thinkin'

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Have Things Changed for the Better?

It all started with Gutenberg.

Do you know who that is? He is the character that invented the printing press. And a character he was. He was actually a bit of a rogue. In fact, when the first bible came off the press he was not even allowed in the print shop because he owed money to his benefactor. But that was then.



Now we have all these incredible digital machines that create full color in small quantities and make them affordable to small

business and organizations. But a word of warning. Digital output does not always translate as quality. If you don't care all that much about quality or if you need a few pieces quickly, there is no need to be overly concerned about quality.

But if you need to show your prospective clients or contributors that what you do is quality work, you need to show them quality printed pieces. There is a certain unease that one feels when they see a piece of communication with uneven borders (because the printer needed gripper space); or when the stock it is printed on is so lightweight that you can see through it to the other side.

Also, keep in mind that if you have a particular color that has been used for your company in spot color, that CANNOT be done on a digital machine. Only a press has that capability.

There are digital outputs and then there are digital presses. Ask for a test sheet before you make a commitment to a complete run. Once you are satisfied with the quality of, not only the printing but the stock as well, then give approval for a complete run.*

You are the client. You should expect good quality for your money no matter how big or small a job.

*This option is not possible if you are going with an online digital printer.

Trusted Colleagues

Bernhard Heine is a business coach and founder of Professional Business Coaches, Inc., (PBC, Inc.) a company focused on helping business owners and leaders achieve their vision. Bernie has more than



25 years of experience working collaboratively with business partners in all phases of business management, restructuring and transformation, particularly in: strategic planning, marketing and sales, organizational design, engineering consulting, project management, coaching and facilitation.

If you are working too many hours in your business and need to find some answers as to how you can grow that business, give Bernie a call at 781.319.9820 or write to Heine@ProfessionalBizCoach.com

This will be an ongoing column. Look forward to who will be highlighted in our next issue.

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**"Charge less . . .
but charge.
Otherwise, you
will not be taken
seriously, and you do
your fellow artists
no favours if you
undercut the market."**

*Elizabeth Aston
The True Darcy Spirit, 2006*



Do your marketing materials seem dated and tired? So how do you update them without breaking the bank?

Think about hiring a professional graphic designer. The key word here is "professional". A pro can do things quicker than a novice (which translates as far more affordable), with more accuracy and they understand what is fresh and correct for your industry. It is an investment that will pay off in direct and indirect ways. Technology keeps changing. Your marketing materials should too.

Welcome to the first issue of Just Thinkin'.

I hope you find some of this information interesting and helpful. We would love your feedback and comments. Contact us at

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