

DESIGNINGJOE the **MARKETING** ISSUE

Hello, this is Joe Pallister, and welcome to the July (actually, July is over and that hurts a little...) 2008 issue of the DESIGNINGJOE monthly newsletter! (click here for archives) My skills are web design, graphic design and branding. Please call me to see how my services can help your business - 347.249.1690 and visit DESIGNINGJOE for some examples!

This edition highlights a graphic design sample, and provides a helpful design tip, or, should I say, an observation, or an assessment, or maybe an utterance...? Once again, comments, ideas and suggestions are more than welcome! (please submit here please submit here)

How do you want to be seen?

That's the challenge that drives good design. The right presentation of the details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

Good Design = Good Business.

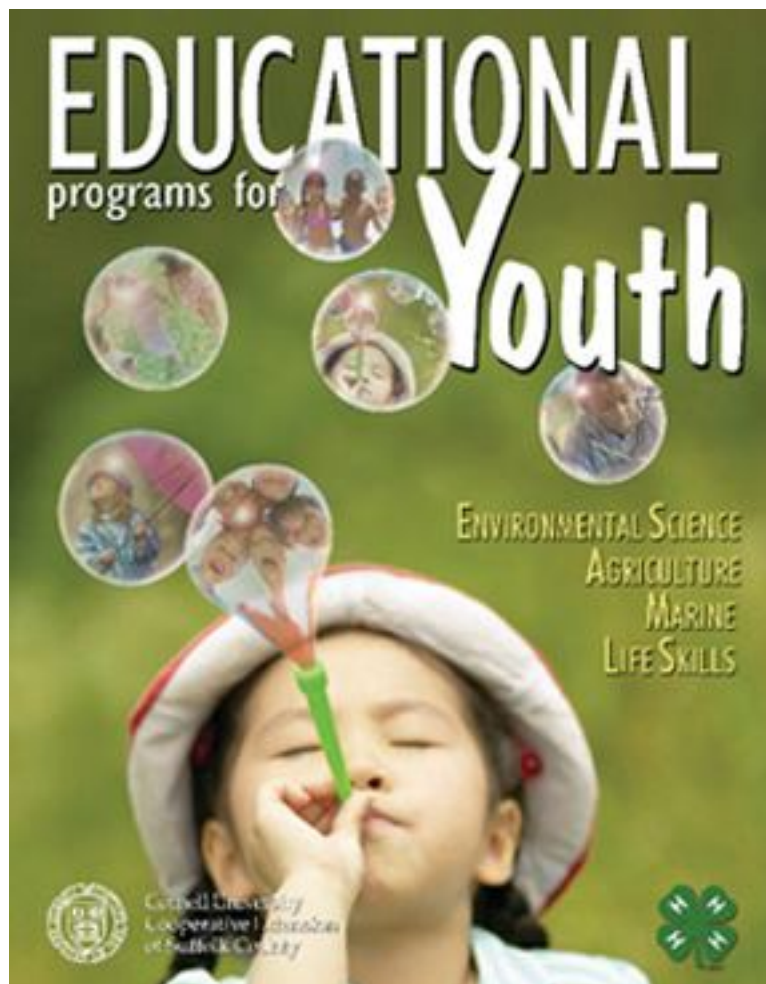
So ask yourself: How do you want to be seen? DESIGNINGJOE can create your answer. phone: 347.249.1690 or email joeemail joe

DESIGN TIP

This month's design tip is not really a tip at all. An observation, perhaps? An assessment? An utterance? What would you call it? Suggestions are welcome! (click) What would you call it? Suggestions are welcome! (click)

Marketing is everywhere. We see it in magazines, on TV (now uncomfortably large, and dancing at the bottom of the screen during your favorite shows!), in newspapers, online, on billboards, and the list goes on. And on...

It appears that the thrust of it all is to let the public know that a particular product or service is out there. But is that really it? On some level, yes, but there is something more to it. Now, it's no big secret that Coke and Nike are out there, right? So why do they continue to spend millions and millions and millions on marketing? **Memories**. They are creating fresh memories. Memories that are better than those associated with Pepsi and Adidas. Memories that you carry into a store, where you will be face to face with your old friends, Coke and Nike. Friends you have shared fun time at



MONTHLY SAMPLE

I designed the above program for Cornell Cooperative Extension of Suffolk County, using Photoshop and InDesign. The layout reflects the variety and fluidity of the children's programs offered by Cornell Cooperative Extension.

the beach with, and who you ran the fastest race with. It's not just about being remembered, it's about memories. **Does your product or service generate the kind of memories people carry with them?** Something to think about. Or should I say, something to remember...

Let me help you become a memory. Wait...that really doesn't sound right, but you know what I mean!

Joe Pallister: 347.249.1690 • please email joe with any questions or comments please email joe with any questions or comments

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