

Profitable Printing Solutions For Your Business

Happy New Year. Let's GO!

As we welcome in 2019 I hope you've got lots of exciting things planned this year. Have a read of my marketing article in this edition to make sure you've got a plan for the year ahead that'll set you up for success. It's something that we consistently see from our most successful clients so I wanted to share it with you all.

It's becoming a bit of an annual thing but for the rest of summer we are doubling our referral bonus to \$100! So get referring, you might generate some extra cash to pay of those Christmas credit card bills. EVERY referral that turns into a job, earns the referrer \$100 cold hard cash (or a voucher or donation to charity – whatever you want really).

Let's get ready for a big year! Stay in touch and please let me know if you think there's anything that we can be doing better in 2019. Or even better if you've got a story like Paul Parker that you'd like to share.

Cheers,

Blair Cariss

Managing Director
Cariss Printing

In This Issue

- Bring on 2019!
- How to effectively coach your employees to increase productivity.
- Improve leads and sales every month this year.
- The summer of cricket redefined!



Quotes of the Month

Maybe fate's arithmetic is so diffuse that it's not arithmetic at all.

—David Levithan

Ninety percent of life is 50 percent indecisive. The rest is confusing.

—Brian Spellman

An early-morning walk is a blessing for the whole day.

—Henry David Thoreau

Cheerfulness is the best promoter of health and is as friendly to the mind as to the body.

—Joseph Addison

Our insignificance is often the cause of our safety.

—Aesop

To keep oneself safe does not mean to bury oneself.

—Seneca the Elder

Without ambition one starts nothing. Without work one finishes nothing.

—Ralph Waldo Emerson

A sign of a hard worker is one who works without complaint.

—Sarah Price

There are three stages in scientific discovery. First, people deny that it is true, then they deny that it is important; finally they credit the wrong person.

—Bill Bryson

Millions saw the apple fall, Newton was the only one who asked why.

—Bernard Baruch

Creativity is thinking up new things. Innovation is doing new things.

—Theodore Levitt

Genius means little more than the faculty of perceiving in an unhabitual way.

—William James

Target Weak Areas When You Coach Employees

Coaching workers is about strengthening their skills, but sometimes, the best way to start is focusing on employees' weaknesses because that's where opportunities to learn and grow reside. Help your employees overcome their Achilles' heels with this strategy:

Examine a recent situation in which the worker felt unsuccessful or stuck. Try to dig out specific, concrete details. Incidents that seem minor can expose gaps in knowledge, inconsistencies in thinking, or problems carrying out necessary actions.

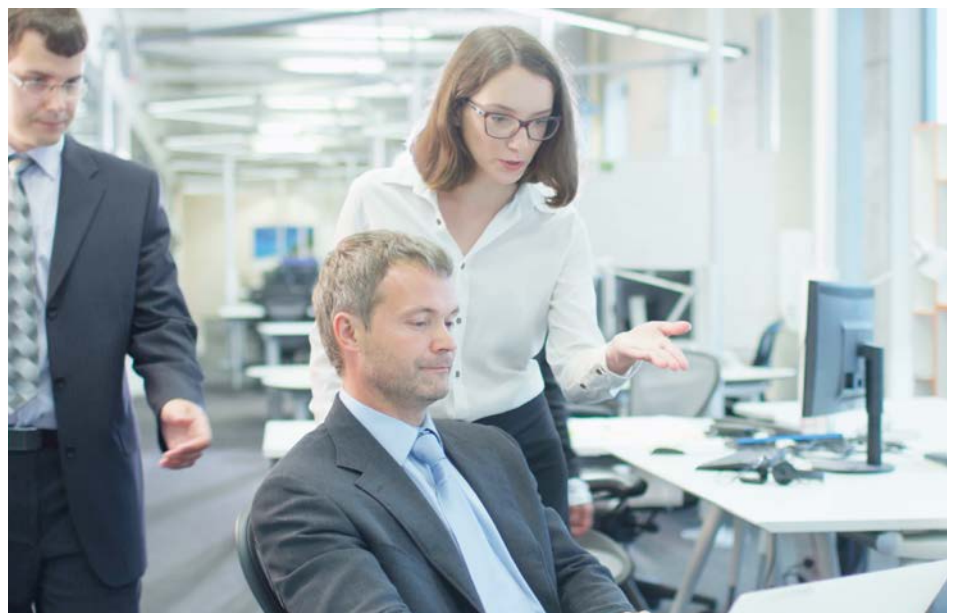
Ask workers to explain their assessment of the problem. If Paul tells you, "We made a great presentation, but the customer wouldn't listen," find out why Paul believes this. You may see where Paul jumped to the wrong conclusion or how he's defending his position instead of looking at it logically. Ask: "What makes you think that? What other explanations are possible?"

Determine the specific point at which the worker's actions seemed to break down. You may

be able to identify a particular behaviour that gets in the way of achieving your objective. Then you can focus on changing that behaviour.

Identify the real strategy behind actions. Encourage your workers to analyse their thinking patterns and understand why they take certain actions. Help them focus on personal preferences, their reasoning process, and the role of emotions in making decisions. Ask: "What facts and emotions influenced you? What could you have done differently in this kind of situation? What conclusions can you draw from what happened?"

Help locate errors in their behaviour. Ask questions that reveal mistakes, such as, "Did this action really produce that result or could other factors be involved?" Offer suggestions, but remember that knowing what has to be done is not the same as understanding how to accomplish that goal. Keep asking questions, listen with an open mind, and look for the solution that best fits the worker you're trying to coach.



How Smarter Marketing Can Create Profit All Year Round

A lot of companies jump from marketing crisis to marketing crisis. "We need to get some money in the door because we don't have enough money for payroll..." "The sales team isn't doing anything, we need to get them some leads..."

Then things get turned around and they take their foot off the accelerator and coast for a little while. Then there is another crisis and the problems start over again.

Good Marketing Happens On A Schedule.

If you want to get control of your marketing then everything needs to happen to a plan AND on schedule. This means making time to plan out the coming year's worth of marketing campaigns. This should include both 'customer acquisition' and 'existing customer' marketing.

All Right Genius That's A Lot Of Campaigns we might need. We need ideas?

Broadly you need two categories of campaigns. Evergreen and Seasonal. Evergreen campaigns can be run 24/7/365 unchanged with minimal updating. And then you have seasonal campaigns which are tied into something that is happening in your customers' lives.

Some examples of evergreen campaigns might be a postcard that you can drop in 5,000 letterboxes and get 50 leads every month or two months without 'marketing fatigue' setting in. Or doing a monthly newsletter to your existing clients.

Seasonal campaigns could include a Christmas promotion, Easter campaign, Mother's day campaign, etc. It isn't too hard to come up for a

seasonal campaign for each month of the year. For example

- Australia Day in January,
- Valentine's Day in February,
- Labour Day and St Patrick's Day in March,
- Anzac Day in April,
- Mother's Day in May,
- June is the queen's birthday (Foundation day in WA),
- Christmas in July
- August has Bank Holiday in NSW, National Science Week and Picnic Day in the Northern Territory
- Father's day in September
- Halloween in October
- November has Remembrance Day and Melbourne Cup Day
- Christmas and Boxing Day for December

Don't forget change of season, birthdays, the company's birthday, and anniversaries. Check out other calendar's for other ideas.

Welcome Aboard!

We'd like to welcome the following business to the Cariss Printing family

- Mail Boxed ETC
- New View Psychology
- Urban Dough

Thanks everyone for their on-going support. We love you all.

Any time you need a campaign but don't have an event you like use a charity tie in. For every sale you'll make a contribution to a charity...

Once you've planned out the year then you work backwards so that you know when the campaigns need to be finished and ready to implement. No point getting your Mother's promotion out the door a week after Easter because you didn't get the flyers and post cards written and designed until the Tuesday before Easter... We'll be here to help you with your printing of course.



It's All about the Journey

Inspirational author and minister, Steve Goodier often shares a version of this story to remind us to enjoy the journey as we set out to explore our horizons.

Armed with shovels, two young boys were hard at work, digging a hole in the corner of their backyard. Their older siblings came over to find out what they were doing.

"We're explorers!" one of the youngsters shouted. "We're digging a hole to the centre of the earth."

Their older siblings began to laugh. One said, "I hate to tell you this, kiddo, but you won't make it."

"You'd need a lot more than those shovels if you really wanted to go deep into the earth," the other sibling added.

"It doesn't matter," one of the younger boys replied. "We may not get far, but we sure did find some treasures."

In his outstretched palms were a live worm, a shiny rock, an old skeleton key, and an old penny.

Summer of Cricket

Our summer of cricket has changed a little over the past couple of years. There's a little bit of sitting on the couch watching test cricket and the Big Bash like the good old days. But more commonly we are at the ground watching our two little cricketers strut their stuff. Asha is playing in an all-girls league and loving it. A fine little bowler she is turning out to be. Baxter is doing cricket blasters which is all about teaching kids some basics and having some fun. All in all, they are having a ball.



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