

Profitable Printing Solutions For Your Business

# The Cariss Printing Footy Tipping Competition is Back Again In 2019!



**Sonos One Smart Speaker** (or other gadget of similar value)

Join Today. It's really simple.



**\$150 Coles Myer Voucher**

Register a user account at [www.itipfooty.com.au](http://www.itipfooty.com.au)



**Double Pass Gold Class Movie Tickets**

Join the Cariss Printing comp page using comp #: 102105 & password "print2profit"

Click join comp... DONE!

Weekly prize up for grabs for anyone who can tip all the winners on their own.

When round 1 is here – start tipping!

Cheers,

*Blair Cariss*

### In This Issue

- Footy tipping is back. Can you beat a 5 year old or a 9 year old?
- Sir Richard Branson On Success
- Finally: Getting your signage right!
- The difference between amateur and professional quality images



Little Bomber is back and MrB joins us for the first time – let's see who can beat the 5 and 9 year olds!

## Quotes of the Month

*Anyone who cannot cope with mathematics is not fully human. At best he is a tolerable subhuman who has learned to wear shoes, bathe, and not make messes in the house.*

—Robert Heinlein

*Mathematics is the supreme judge; from its decisions there is no appeal.*

—Tobias Dantzig

*Treasure the love you receive above all. It will survive long after your good health has vanished.*

—Og Mandino

*The foundation of success in life is good health. That is the substratum fortune; it is also the basis of happiness. A person cannot accumulate a fortune very well when he is sick.*

—P. T. Barnum

*The one permanent emotion of the inferior man is fear—fear of the unknown, the complex, the inexplicable. What he wants above everything else is safety.*

—H. L. Mencken

*To keep oneself safe does not mean to bury oneself.*

—Seneca

*All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work.*

—Calvin Coolidge

*Developing a good work ethic is key. Apply yourself at whatever you do, whether you're a janitor or taking your first summer job, because that work ethic will be reflected in everything you do in life.*

—Tyler Perry

*Every great advance in science has issued from a new audacity of imagination.*

—John Dewey

# Branson's Rules for Success

Billionaire entrepreneur Sir Richard Branson is undeniably successful. He's built eight billion-dollar companies, established a non-profit foundation, and written six books. He also plays a lot of tennis. What's his secret? He's got several, and here are some of them that we've found:

**Follow your dreams.** "Those people who spend their time working on things they love are usually the ones enjoying life the most," Branson says.

**Do some good.** "If you aren't making a positive difference to other people's lives, then you shouldn't be in business."

**Believe in your ideas.** "If you aren't proud of your idea and believe in your plans, why should anybody else?"

**Have fun.** "If you're not having fun, then it's probably time to try something else."

**Don't give up.** "On every adventure I have been on—whether setting up a business, flying around the world in a balloon, or racing across the ocean in a boat—there have been

moments when the easy thing to do would be to give up," Branson has written. However, he never gives in.

**Keep setting challenges.** "Write down every single idea you have, no matter how big or small," he once blogged. Then challenge yourself to follow through.

**Delegate.** "If you find people who can take on tasks you aren't good at, it frees you up to plan for the future."

**Take care of your team.** "If your staff is having fun and genuinely care about other people, they will enjoy their work more and do a better job."

**Get away from your office.** "Rather than sitting in front of a screen all your life, switch off the TV or the computer and go out into the world," he says.

**Prove critics wrong.** "Some people will react to success by trying to hang onto your coattails," Branson warns. "The best thing you can do is to not only ignore them, but to prove them wrong in every single way."



# What To Do About Signage.

We do a lot of signage work for some of our clients. Others have an obvious need to improve their signage. More than once I've been trying to find a client's place of business and I've walked right by it and had to call for directions. Unfortunately customers are not always as motivated as I am.

If your store/shop front is in a location where there are good quality prospects walking past you then you need to draw them into your store so you can sell to them.

However, not all signage is created equally. Here are some quick tips to getting maximum impact from your signage.

## Know The Message You Want To Convey.

We've also seen signs that force readers to do a double take. The internet is awash with images of 'stupid signs' where the writer tried to use too few words to get their message across. Or on the flip side, trying to get too many messages across.

When planning any signage keep focused, know that it can only entice the reader to take a small step towards the sale.

## Print Big And Clearly.

Good signs can be understood at a glance. Which boils down to printing

with high contrast between the text colour and the background colour. We've all seen signs that are hard to read or had too many words on them to make sense quickly.

Anything that is difficult to read will get filtered out as background noise by people passing by.

## Signage Is Not Just For Outside.

There are plenty of uses for signs outside your business. They can be used inside as ways to convey benefits of working with your company to people inside your offices. Smart people will have signs in meeting rooms that explain their business process – so that customers can discover more information for themselves and be better prepared for the meeting.

Signage can be used to convey core values to staff members as well as customers.

If you have any signage needs, we've got you covered. We can help you with pull up banners, outdoor and indoor signage, coreflute banners and more. If you need a quote or know you need to improve your signage but don't know where to start give me a call on **1300 85 77 85** or email me on [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) and I can give you some guidance.

## Stay Focused with the "24-Hour Rule"

A key to successful business or sports team is based, in part, on a policy of looking forward to the next challenge instead of dwelling on his previous victories or failures. Many AFL teams operate with a "24-hour rule." The team and the wider organisation give themselves 24 hours at the maximum to celebrate a victory—or agonize over a defeat, before refocusing and moving on the next game.

It appears the first person to have publically codified this rule was NFL coach Don Shula. He encouraged his players and coaches to feel the emotions of success or failure as deeply as they could. After 24 hours, though, the team was expected to stop talking and thinking about the experience and focus their concentration and creativity on preparing for the next game.

The lesson? Keep your failures and victories in perspective, and you'll do better over the long run.



Some signage we installed for Visy last year



## When Magic Happens

Hi Mike and Blair,

Happy New Year!

It's wonderful working with you both and I really appreciate your support, guidance and of course how you make that wonderful magic happen that you do over and over again.

Thank you again, let's hope 2019 is an awesome one for us all and our families

Cheers

**Kristine Barker**

Customer Care

Norbrook Laboratories



# It's all about the Quality

Here's my top tip to get the most out of your printed materials this year - use high quality and high resolution images. The end print product is only as good as the imagery supplied. Check out these two photos from our recent family holiday to Bali.

One is taken on a phone camera - usually ok but generally not great in low light, even with the flash on. The other is taken with Simone's new gadget - an upgrade to her 10 year old SLR Canon camera.

Same location, same conditions, same natural lighting. Big difference in the outcome.

You get the gist? Make sure you give us the best quality images you can afford. Your next print job will thank you for it. We will do our bit and make sure it comes up a treat.

You're welcome.

**Blair**



*Photo taken with a Canon SLR Camera*



*The same photo taken with a camera phone*

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