

Profitable Printing Solutions For Your Business

Summer of Fun, Sun & Sport

Bye, bye Summer. You were awesome.

From beaches, swimming, big bash cricket, backyard cricket, AFLW, Australian Open Tennis, bike riding and horse racing... we packed a punch these last couple of months.

Asha is enjoying her first season of cricket. Which has led to Simone getting schooled in cricket by an 8 year old in the backyard. Ice packs and all, required for a plum LBW. Baxter is riding up a storm on his new bike from Santa. There's been some beach and boogie boarding fun with

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In This Issue

- A big busy Summer of fun!
- The REAL secret behind Cariss Printing's long term success (and it isn't what you think it is)
- Footy season is almost here and there is something you might have forgotten



Quotes of the Month

Life it is not just a series of calculations and a sum total of statistics, it's about experience, it's about participation, it is something more complex and more interesting than what is obvious.

—Daniel Libeskind

Facts are stubborn, but statistics are more pliable. —Mark Twain He who cures a disease may be the skillfullest, but he that prevents it is the safest physician.

—Thomas Fuller

A man's health can be judged by which he takes two at a time—pills or stairs.

—Joan Welsh

What you have to do and the way you have to do it is incredibly simple. Whether you are willing to do it is another matter.

—Peter Drucker

Take calculated risks. That is quite different from being rash.

—George Patton

A dream doesn't become reality through magic; it takes sweat, determination, and hard work.

—Colin Powell

Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.

—Stephen King

Science is the great antidote to the poison of enthusiasm and superstition.

—Adam Smith

The important thing in science is not so much to obtain new facts as to discover new ways of thinking about them.

—William Lawrence Bragg

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Nanna and Grandpa (well grandpa just got in the photo). And I'm loving being back in the winner's (and 2nd place) circle with our horse Prince Alby.

Prince Alby is trained by our close friends Jules and Charlotte at Hayfields racing – they are building their business and it is awesome watching them grow. Glad we came along for the ride with Prince Alby, hopefully the best is yet to come.

Cheers,

Blair Cariss

PS: Don't tell anyone at Essendon but we've adopted the Bulldogs as our AFLW team until the Bombers girls get out there.



How To Make Your Business Much More Profitable.

By *Blair Cariss*

I'm going to share with you one of the most overlooked aspects of business and marketing. If you can't put together a large enough group of loyal customers, your business is going to be a long and painful grind.

Imagine having a large enough group of customers that you get the income you want each month, predictably and reliably. Providing you with a steady stream of new customers from referrals.

I'm not going to lie and tell you it is easy. It is a lot of hard work to get there. But you will be rewarded when you do.

The key in getting this group together is an ongoing relationship between them and you. Not your business but YOU. This is why we have been doing our monthly newsletter for over 6 years now and why you see me, my family and things that I enjoy doing (I don't ONLY talk about print). We will continue to do it until we close up Cariss Printing many, many years from now. It is about building a sustainable ongoing relationship between us and our clients.

Importantly the newsletter needs to stand out from the clutter – that is why we **PRINT** it.

That relationship between you and me is the glue that creates successful businesses. And it is the same for you and your customers. If you don't have a meaningful relationship with your customers and you're not investing in them all the time then you aren't going to build a sustainable business.

The reason we do a printed newsletter is that we have a chance to invest in our customer relationship each and every month.

Every month we have a chance to say "Hi" and build the bond between us. Email newsletters might work for some but I know myself, that every couple of months I simply unsubscribe in bulk because there are just too many emails hitting my inbox. I don't read them or open them. It's harder to ignore the printed version, even you if you don't read it cover to cover.

Strategically, newsletters offer so many marketing advantages:

1. Induce Customers to repeat purchase of products/services previously purchased
2. Cross Selling of other products and services to the same customers
3. Joint Ventures of related products from other suppliers to your existing customers
4. Your existing customers referring friends colleagues and family to you
5. Part of an Improved Exit Strategy – getting a higher sale price for your business

I know the big problem that everyone has with a newsletter is the timing of it. Getting a newsletter out the door the same time of the month, every month is a hard task. That is why we use a system that takes care of every aspect of newsletter production. Writing, design, printing and fulfilment so your newsletter is done for you.

If you would like to find out more then we can arrange a newsletter suitability audit for you. Simply call 1300 85 77 85 or email info@carissprinting.com.au and we can arrange a no cost, no obligation service where we can look at if a newsletter will work for you and your business.

Keep Your Muscles Strong at Any Age

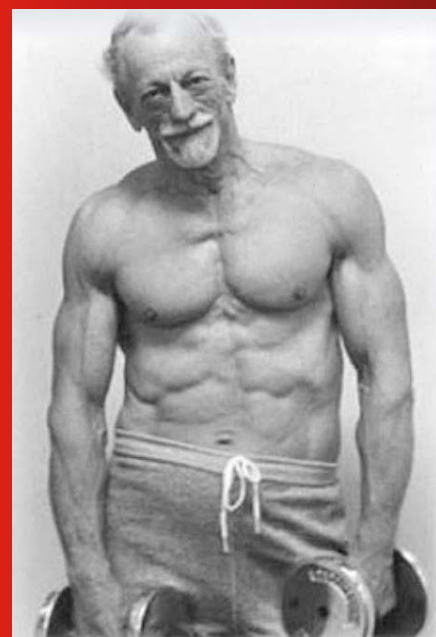
As we grow older, we often lose muscle mass. Muscle mass decline typically starts in the 40s but increases after age 50. One study of about 200 men and women ages 64 to 93 found that it affected 22.6 percent of the women and 26.8 percent of the men.

Take these steps to keep your muscles intact:

Strength training. Lifting weights has been shown to increase muscle mass and may even reverse the most debilitating effects of muscle loss.

Aerobic exercise. Healthy muscle tissue needs capillaries to infuse it with blood. Regular exercise, like a brisk half-hour walk every day, can provide this.

Protein. Inadequate protein in the diet or difficulties digesting and absorbing protein may be a factor in susceptibility to lost muscle mass. Older adults may need to increase their consumption of protein to maintain their lean body mass.



Welcome Aboard

Thank you to following clients who placed their first order with us in the last month:

- Essendon Kids
- Slater Cabinets

Welcome to the Cariss Printing Family!

It's FREE – Don't Miss Out!

Round 1 kicks off on Thursday 22nd March so don't miss out! Please join, it's loads of fun with running commentary each week and best of all it's FREE! And 1st place is a new tablet!

You could be like Dean McInnes who won last year pictured below with his new TV. We've had a few happy winners along the way.

Register a user account at: www.itipfooty.com.au

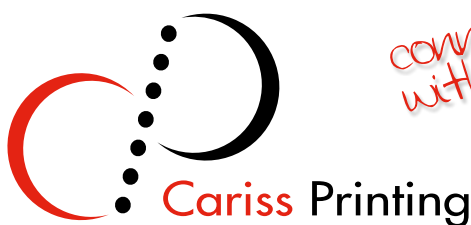
Join the Cariss Printing comp page using comp # 102105 & password "print2profit".

Click join comp... DONE!



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