

Profitable Printing Solutions For Your Business

Drumroll... We Have A Winner!

Asha and Baxter randomly chose the winner our "Count the Eggs" competition (apologies this got to you a touch late after Easter – darn public holidays got in the way). Any way thanks to everyone

who still entered. The winner of the Pull Up Banner is... Brendan Danes from AB Corporate Fitness. Congratulations!

Please email blair@carissprinting.com.au to claim your prize.

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- Guess who counted the eggs
- A simple recipe to change your work place
- Print Marketing Lessons From The Top Real Estate Agents.
- Happy Birthday to Us! Happy Birthday To Us!



Quotes of the Month

Go down deep enough into anything and you will find mathematics.

—Dean Schlicter

Let us grant that the pursuit of mathematics is a divine madness of the human spirit, a refuge from the goading urgency of contingent happenings.

—Alfred North Whitehead

There's lots of people in this world who spend so much time watching their health that they haven't the time to enjoy it.

—Josh Billings

If you have health, you probably will be happy, and if you have health and happiness, you have all the wealth you need, even if it is not all you want.

—Elbert Hubbard

Safety is something that happens between your ears, not something you hold in your hands.

—Jeff Cooper

Your own safety is at stake when your neighbor's wall is ablaze.

—Horace

It's fine to celebrate success, but it is more important to heed the lessons of failure.

—Bill Gates

Without hard work, nothing grows but weeds.

—Gordon B. Hinckley

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

—Adam Smith

The scientific mind does not so much provide the right answers as ask the right questions.

—Claude Lévi-Strauss

Take Charge of These Elements for Successful Change

Taking charge of change in your business means paying attention to the factors that support a new vision—or that, if ignored, can undercut and cripple it.

Here are four major areas to address:

Tasks. Focus on the specific actions you plan to take and what effect you expect them to have. They should be visible and concrete, so people know what's going on and what to plan for as the change continues.

Reasons. Explain why the change is necessary. Even if people are uncomfortable with what's going on, they'll usually accept it once they understand the reasons behind it. Enlist their help—ask for suggestions and support, so they feel a sense of ownership and have the opportunity to shape the overall result.

Emotions. Pay attention to employees' feelings, whether they talk about their emotions or not.

Listen to what they say and what they don't say, keeping in mind that nobody enjoys being pulled out of his or her comfort zone no matter how urgent the need is. Acknowledge their fears and their hopes. Don't make promises you can't keep; just be honest and open about what's happening and what's possible.

Values. Change puts stress on ethical behaviour up and down the org chart. When people are uncertain and frightened about the future, they're more likely to make poor decisions. Your job is to reemphasize the value your organization places on ethical behaviour: Discuss issues surrounding the change with honesty and trust, and act as a role model for the behaviour you want to see.

When you address these four areas, you dramatically increase your chances of succeeding in changing your business.



Print Marketing Lessons From The Top Real Estate Agents.

Here at Cariss Printing we do a lot of printing for real estate agents – they value the quality of our work – it reflects well on their brands and our ability to deliver to a deadline. We do more printing for some agencies than others. When we get a chance it's interesting to look through the print jobs we do – it allows us to see a pattern that other real estate agents AND other business owners can adopt and use in their own business.

Printing Is More Effective Than Online!

Our top real estate agents produce and print A4 flyers and a booklet for each property listing, and they are doing a weekly or monthly listing booklet for all their properties combined. Postcards for generating listings and more. It's an easy way to create marketing that exists in people's lives.

A prospective customer can take a listing book home with them. They can 'shop' through it at their leisure looking for their dream home. There are no cute dog videos, Facebook, Twitter or YouTube to distract them in that listing booklet. It's easier to do side by side comparisons with printed materials compared to online. A tablet, phone or computer in many ways is just a 'poor mans' book.

The Premium Listing Agents Print.

For better or for worse, online marketing is perceived as cheap. 'Discount real estate agents' only do online marketing. If you want to command premium fees for

your service you need to provide premium services as differentiation.

A dirty secret about online - if you were to rank your ideal buyer on a scale of one to ten (10 is PERFECT) it is hard to get people above a 6 with online advertising. For mass market appeal – absolutely, do online only. But if you want premium fees and to deal with premium quality clients then you need to make the investment and provide services that the discount agents don't provide and that positions you as a premium provider.

This difference is about the people who pay for the premium services not the product.

It Works.

I'm yet to meet a business owner who doesn't believe 'results rule.' *"If it works we do it. If it doesn't work we stop it."* You're reading this in a printed newsletter because it delivers better results than an online newsletter.

If these premium agents were not getting better results than the discount agents then nobody would pay the higher fees. In a time where print volumes are shrinking and more and more money is going online – the premium players in this market are bucking that trend and printing more of their marketing.

Brochures, Booklets, signage and more – we can help real estate agents and other business owners position themselves as premium providers in their marketplace. Call Blair on 1300 85 77 85 or email blair@carissprinting.com.au for some friendly advice.

Exercise Boosts Immunity in Older Adults

Exercise is good at any age, but scientists now think that regular exercise as you get older may help boost your immune system and prevent infections.

An article on the BBC website reports that scientists in the United Kingdom tracked 125 long-distance cyclists, some in their 80s, and discovered they had immune systems comparable to those of 20-year-olds.

The researchers examined the cyclists' blood for T-cells, which aid the immune system in fighting off infections. The long-distance riders had the same level of T-cells as adults in their 20s, but a similar group of older adults who were less active produced fewer T-cells.

The research suggests that increased physical activity can also help older people respond better to vaccines for such infections as the flu.



Welcome Aboard!

A big thank you to our new clients who all placed their first order with us last month

- Facility Services Management
- Melbourne Airport Motel
- SAP Electrical Services
- Sunfresh Victoria
- Taylors Lakes Pizza Depot
- The Graffiti Eaters Sydenham
- The Racket Club

Welcome to Cariss Printing family, thank you to all our loyal customers who ordered from us last month as well.

Print2Profit News is SIX!

Can't really believe we've been pumping out this newsletter for 6 consecutive years without missing a beat. Thanks to Zac from Newsletter Marketing Systems who helps us get it off the ground

each month. We hope you're still enjoying it. We welcome any feedback so make sure you let us know. Email simone@carissprinting.com.au if you have any ideas to share.



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