



Profitable Printing Solutions For Your Business

The Olden Days

Check out some of the olden days pics from our recent trip to Sovereign Hill. We loved seeing the old printing posters and the 'Ballarat Times' building. Technology has changed a lot since the Gold rush days. But thankfully the 'good old printer' is still around.



In This Issue

- Taking the family time travelling
- Key traits to look for in your team leaders
- Amazon admits failure
- Beautiful banners everywhere



Quotes of the Month

Facts are stubborn things, but statistics are pliable.

—Mark Twain

All the statistics in the world can't measure the warmth of a smile.

—Chris Hart

I believe that the greatest gift you can give your family and the world is a healthy you.

—Joyce Meyer

A healthy attitude is contagious, but don't wait to catch it from others. Be a carrier.

—Tom Stoppard

Accidents, and particularly street and highway accidents, do not happen—they are caused.

—Ernest Greenwood

The door to safety swings on the hinges of common sense.

—Unknown

We're all working together; that's the secret.

—Sam Walton

I learned the value of hard work by working hard.

—Margaret Mead

Science is a way of thinking much more than it is a body of knowledge.

—Carl Sagan

Science is not only a discipline of reason but, also, one of romance and passion.

—Stephen Hawking

Imagination is everything. It is the preview of life's coming attractions.

—Albert Einstein

Creativity takes courage.

—Henri Matisse

Are your leaders up to the job? Examine these factors

Leaders frequently have to depend on other managers to guide employees and get work done, but bottom-line results alone don't make a manager successful at leading teams and workers. Identify your best managers, and distinguish them from those who need more coaching, by looking at these signs:

Praise. How does a manager react when you praise his or her work? The best will give credit to their people: "Jim and Jill did a great job, and Miles pitched in at the last minute when we really needed some extra help." Be wary of managers who talk only about their own efforts: "Yeah, I had to work extra hard to keep things going and get everything done on time."

Turnover. Are employees eager to join the manager's team, or are they heading for the exit? Keep tabs on retention. A manager who has to constantly recruit replacements is probably doing something—or many things—to chase good people away.

Conflict. When disagreements arise, effective managers know how to sort through the issues without alienating co-workers or pushing legitimate concerns aside. Other managers ignore conflict until it erupts, or make snap decisions about who's "right" without listening to all sides. In the end, disagreements that aren't resolved constructively can simmer and then boil over, creating even larger problems for everyone.

Decisions. Look at how decisions are made and carried out on every manager's team. Do employees have a say in the outcome? Or do they wait for the manager to act because they're afraid of being punished for saying the wrong thing or making a mistake? A strong manager seeks to include employees in what happens at work, giving them information and listening to questions; a weak leader tends to delay decisions or rely on "gut instinct" instead of trusting employees with the big picture.



Before You Tell Me That Print Is Dead - Remember: Amazon Launches Bookstores.

Remember when Jeff Bezos launched Amazon and planned on it being the death of retail and of books? Well, he can't kill the book and he can't kill the book store nor any other store for that matter. He is/was/is again the richest man on the planet. The first person to be worth \$100,000,000,000 and he's admitting his founding vision for Amazon is flat out wrong.

As well as launching Amazon bookstores, Amazon's purchase of Whole Foods was about having a physical shop spaces for retail across the entirety of America in one fell swoop.

There is a lesson in this about being pragmatic and adapting to reality if you want to run a successful business, but to me there is a more interesting story about the renaissance of paper and ink and all things real.

Businesses Are Returning To Reality.

Many business owners are realising that online advertising is cheap for a reason. It doesn't work as well as offline advertising. The most valuable customers are the ones who have read your book. The next most valuable tend to come from printed materials such as direct mail, magazines and newspapers. These people are taking physical things and reading them – something rarer than ever before – but the people who do it are valuable customers. Then comes customers from television and radio.

There are now more magazines in existence than in ever before. Everyone lost their minds when the internet came in and went online. Then they discovered two eternal truths.

1. If you don't have a business model, you can't stay in business. 99% of digital publishers are burning venture capital or have a wealthy patron subsidising their operating costs to stay afloat
2. Advertising is not as lucrative online for publishers – advertisers are only willing to pay about 20% of what they would spend for an offline ad online because the return on investment online is about 1/5 of the return offline.

Large Corporations spend a lot on advertising. They also do sophisticated analysis on their advertising returns.

They've learned that you can't build a relationship with someone who clicks on your ad and then clicks off somewhere else. They've noticed that the brand equity of the publication rubs off on their advertising. If they are advertising in a quality publication – they must be a quality product. It's a good reason we should all be in good publications.

The next reason this helps is context. You can control more of the context that your ad is seen in. Right now YouTube is in all sorts of trouble because major brands such as Adidas and Netflix have had their ads showing in front of Neo-Nazi groups' (and worse) YouTube videos. Then you get the reverse of this where ads for Kate Middleton's Sex Tape were displayed on the New York Times' website.

You never get this when a human has final editorial say.

If larger brands are going back to their analogue advertising roots, why are you trying to defy gravity by trying to advertise online? This is why we are here in printed pages every month. You may not tell us you want our newsletter printed but your response and behaviour says you do.

Pay attention to what the most successful are doing and model what they are doing in order to achieve success.



Welcome Aboard!

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

- Moonee Valley Specialist Centre
- MRD Homes
- Myndful Yoga

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

Here's How Your Employees Can Be Damaging Your Company's Reputation On Social Media.

A survey of organizations with 1,000+ employees found that 8 percent have fired an employee for misbehaviour related to social networks like Facebook or LinkedIn. Here are some of the things they got fired for:

- Complaining about their boss or organisation
- Posting that they are looking for a new job
- Sharing confidential information about the company
- Criticising co-worker
- Posting inappropriate photos
- Sharing workplace rumours online
- Spending too much time on social media during office hours

“Banners are the Best”

The other day I popped open my email and I got a really nice note from a satisfied client and I thought I'd share it with you.

“Hi Blair and Mike

I finally got to open the banners, they look great, so good that I sent a photo off to the other branches.

I will have a couple more to order early next week.”

Best regards,

Kerrie Morrison

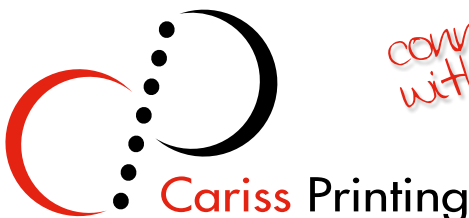
PA to Director

Hellmann Worldwide Logistics



Paper supplied and donated by **K.W.DOGGETT** Fine Paper. Printed on 128gsm Sovereign Silk

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