



*Profitable Printing Solutions For Your Business*

# Footy Tipping Winner 2018

**DRUMROLL....** we have a winner in the 2018 Cariss Printing Footy Tipping competition!

In previous years we have had some tight finishes. Not this year though. Ben Wilson of Webforce 5 pretty well had the win locked away by half way through the season! In the end he won by 5 tips.

Ben has won the competition previously in 2015 where he took home the Samsung tablet. So we decided to give Ben the choice of an alternative prize to the same value. So he was the happy recipient of a Jetstar voucher to contribute to flights for the family holiday. Well done Ben!

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### FINAL RESULTS!!!



Webforce 5



Certs  
(\$150 Coles Myer Voucher)



BT25  
(Double Pass Gold Class Movie Tickets)



Thank-you to everyone who has been involved in 2018 and I look forward to a bigger and better comp next year! Make sure you join in, it's **FREE**.

## Quotes of the Month

*All that passes for knowledge can be arranged in a hierarchy of degrees of certainty, with arithmetic and the facts of perception at the top.*

—Bertrand Russell

*Anyone who considers arithmetical methods of producing random digits is, of course, in the state of sin. For, as has been pointed out several times, there is no such thing as a random number—there are only methods to produce random numbers, and a strict arithmetic procedure of course is not such a method.*

—John von Neumann

*Calm mind brings inner strength and self-confidence, so that's very important for good health.*

—Dalai Lama

*To enjoy the glow of good health, you must exercise.*

—Gene Tunney

*You can play it safe, and I wouldn't blame you for it. You can continue as you've been doing, and you'll survive, but is that what you want? Is that enough?*

—J.M. Darhower

*You're never perfectly safe. No human being on Earth ever is or ever was. To live is to risk your life, your heart, everything.*

—Rick Yancey

*If you don't feel it, flee from it. Go where you are celebrated, not merely tolerated.*

—Paul F. Davis

*Find out what you like doing best, and get someone to pay you for doing it.*

—Katharine Whitehorn

*Science is about knowing; engineering is about doing.*

—Henry Petroski

# Build a Case for Shaking Up Your Organization

Some changes are small and incremental. Others are bold and unsettling—a shift in strategy, a major acquisition, or an organization-wide restructuring, to name a few. Leaders must know how to sell these game changers to their employees or risk getting bogged down by uncertainty and active resistance. Here's what to do:

### Analyse the need for change.

Don't just regurgitate superficial explanations about strategy and the economy. Dig deep into what's driving the change, so you can argue convincingly that it's necessary. A sudden drop in revenue can seem like a temporary blip to your workforce, but the loss of a significant portion of your market due to new technologies may require dramatic action. Employees will respond when they see you honestly laying out what's at stake.

### Evaluate your current culture.

Workplace culture is a product of history, evolution, and the individual personalities of the people who work there. You can't assume that what worked in one organization will take root in your own. Spend some time

thinking through where your people have come from and what they've gone through. You'll do a better job of positioning your brand new strategy in terms they'll accept.

**Personalize the stakes.** Change means different things to different groups and individuals. Some worry about job security, others bemoan the amount of work involved, and still others are genuinely concerned about the future of your company. Find out what employees are focused on and tailor your approach to fit their positions. A generic, one-size-fits-all argument won't be as effective as a series of targeted, meaningful reasons why change is imperative to everyone's future.

**Tell stories.** Facts and figures go only so far. You and your fellow managers up and down the org chart should engage employees with human-size stories of what change means. Talk about how your organization has grown and shifted since its beginnings and what might happen if change fails—and what will happen once you've succeeded. Stories can bring the issues to life in ways that a pie chart cannot.



# How To End Feast And Famine Selling.

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.

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.

## Eat Better, Together and Always

October is Eat Better, Eat Together Month. Here are five quick tips even the busiest and most time-challenged families can use to gather everyone around the table for a nutritious meal:

1. Designate one meal of each day as family time.
2. Turn off the TV and ban other electronic devices such as cell phones and tablets from the kitchen or dining room.
3. Try recipes that require a few simple ingredients that you always keep stocked in your pantry or refrigerator. Some good stand-by ingredients pasta, tinned pulses and fresh or frozen vegetables.
4. Include your children in the meal preparation to make mealtime a family time.
5. Avoid fast food. When you know you won't have time to prepare an evening meal from scratch, pull out the slow cooker and put on a soup or stew in the morning – so it's ready when you get home.



## Welcome Aboard!

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

- Hodges Yarraville
- Auscoastal Logistics

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

# Bookweek Book

It isn't often that the kids come to me for help with their school costumes. But this year I got in there to help. Well Mike stepped in anyway. We... ahem Mike, scanned one of Asha's favourite books, designed the layout, printed it and mounted on coreflute. Add in some rigid tape and some Velcro strips to hold it all together and we have a costume! Came up a treat and Asha loved it, even if she couldn't walk properly 😊

Big thanks to Mike in prepress who brought this project to life. Mike is pretty creative so chat to him about your next print or design project – though we don't want an influx of book week costumes!!



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