



Looking for... a brightstar idea?

▶ Newsletter 6
February 07

Welcome to 6 enjoy

Here it is... our 6th Fantastic Newsletter, we hope you find something that tickles your fancy!



are you legal?

Did you know as from the 1st of January you risk a fine if your order forms and electronic documents, including emails and websites, do not include your vat number, company registration number, place of registration and registered office!

If you do need this information updating on your website we can do this for you for only £20.00

tips 6 ...how to get noticed, cheaply!

1. Advertising can be expensive, so know why you are advertising and what you want to accomplish. Evaluate your advertising carefully and measure its effectiveness.
2. Develop appropriate sales promotion tools such as flyers, brochures and signs. Carefully review each item for its effectiveness and evaluate what these tools say about your business.
3. Signage should be a major part of your marketing strategy. Signs can be a vital part of businesses and will help reflect your company in it's best light.
4. Every small business should be listed under the appropriate heading in the Yellow Pages, BT Phone Book and Thompsons.
5. Join the chamber of commerce, business organisations, and charities. Network yourself and keep your antennae up.

www.brightstar-creative.com

we also create... happy customers :-)



have an advert your happy with...

It's that time of year for you to be contacted by the much improved **BT PHONE BOOK**.



Why pay all that money to advertise your company in the BT Phone Book (or Yellow Pages or Thompson's) just to shove in a poorly designed advert?

We have the solution!

We charge only £65 up to 1/4 page £120 for 1/2 page or £195 for a full page advert that will reflect your company in the right way and get your potential customers to pick up the phone! One extra sale should pay for your new advert and with a superbly designed new advert... you could get a lot more than that!

an exclusive way ...to advertise!

At last an attractive, exclusive and cheap way of advertisement which really works! It's a different way of drawing peoples attention to you company name, website, e-mail address or phone number.

The plates are made from the same high-quality material as the brand designation of most car manufacturers.

The maximum number of characters is 20. Should your order contain more than 20 characters, please divide it onto two plates. A plate with 20 symbols has a length of approx. 40cm.

All Inclusive Cost:- £59 per set + vat



THING OF THE MONTH

NEVER MIND THE BUZZCOCKS: Simon Amstell's wit is pure comedy gold! Especially his demolition of "that idiot" Donny Tourette on the 7th of Feb :-)

watch here

www.bbc.co.uk/bbctwo/programmes/?id=buzzcocks

