



Looking for... a brightstar idea?

► Newsletter 7
March 07

Welcome to 7 it's SPRING

Welcome to Spring and our 7th wonderful (yes it is) Newsletter - Enjoy!

what... a holiday!



I (Darren) would like to warn all our wonderful customers that, against my better judgment, I will be taking a 2 weeks holiday starting the 2nd of April - I know it may be seen as a sign of weakness agreeing to my second 2 week holiday in 10 years but I am confident Jason and Kirstie will be able to cater for your every

need (just don't put them under too much pressure) - I want a business to come back to.

Any unused bottles of sun lotion will be gratefully received.

tips 7 ...getting your copy right.

When it comes to expressing your selling points, spend time over the actual wording you use.

Snappy, exciting (but not cliché) phrases can really sell an product or service.

A little imagination can turn all aspects of your production into big selling points, even negative ones!

Remember 'less is more' in advertising. Be very strict on word count. Get all the important information in, but in as few words as possible. People have very short attention spans and often won't read past the first few lines.

Potential customers like to have assurance that a product or service will be good before they spend their time or money on it. Including quotes from existing customers can really help with this.

www.brightstar-creative.com

we also create... happy customers :-)



just in case you didn't see these



1. We were recently featured in The Sheffield Star Business Section which contained a double page spread on the local Creative Industry.

(about time too).

2. A pop up exhibition stand we designed for IC Innovations recently appeared on BBC2 Working Lunch.



smile its springtime

THING OF THE MONTH ►

Christine Brown...
The face of Brightstar Creative?

SEE NEXT MONTHS NEWSLETTER !!!

