

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

Ken Kobrick & Angela Geene,
www.Passchal.com,
featured on the Today Show

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Designing promotional material is more an attitude than a system of do's and don'ts. It's an attitude that emphasizes the efficient and memorable delivery of information.

Craft Marketer

NEWSLETTER

The 10 Commandments of Design

by Roger C. Parker

1st Commandment: Purposeful
Craft marketers view design not as a matter of subjective likes and dislikes but as a strategic tool intended to achieve specific goals.

Every mark on the page must serve a purpose. Make design decisions based on how efficiently your designs communicate a desired message to a specific audience. Begin with a plan, based on a careful analysis of message, audience and competition.

2nd Commandment: Recognition
Refuse to get lost in a crowd of other craft artists. It is better to stand out and be recognized rather than confused with your competition.

Recognize that your customers and prospects will see competing messages. Accordingly, choose colors, typefaces, and layouts that project a distinct, easily recognized image that sets your story apart and accurately reflects your craft.

Project a consistent image throughout all of your marketing materials. Con-

sistency is achieved by using a unique combination of colors, type, and layout throughout print and online communications.

3rd Commandment: Readable
Create reader-friendly design. Recognize that readers are in a hurry and anything that interferes with easy reading sabotages delivery of the message.

Make reading easy by paying close attention to typeface, type size, and line spacing choices. Take painstaking care with spacing, hyphenation, and punctuation. Carefully avoid design traps like setting entire words in upper case type or overusing white text placed against black back-grounds. Color is never allowed to interfere with easy reading.

4th Commandment: Emphasis
Know when to whisper, when to shout. Use design to help readers separate the important ideas from the supportive facts.

Use the tools of emphasis to make your message's information hierarchy instantly recognizable.

Fifth Commandment: Simplicity
Design to simplify. Readers can lose interest when reading extended text, like articles, memos newsletters, or proposals. Accordingly, maintain reader interest by breaking information into manageable, bite-sized

Words alone are not enough to ensure marketing success. The presentation of the words has to be as finely-executed as the words themselves.

Roger C. Parker



James Dillehay

Helping You Profit from Your Creativity

James' craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.

chunks using techniques like segues, subheads, lists, and side-bars.

Simplicity also involves restraint. "Less is more" when it comes to emphasis. Exercise extreme discretion before making typeface, type size, type style, or color, choices. One outstanding photograph communicates more than three average photographs.

6th Commandment: Instant Communication

Strive to replace words and sentences with story-telling visuals. These include images of your work, yourself, graphics, lists, and timelines that communicate at a glance.

7th Commandment: Efficient

Be a penny-pincher. Choose formats and designs easy to produce, print and distribute. Master your software and take advantage of features like text styles and keyboard shortcuts.

Two well-used colors communicate better than four poorly used colors, greatly reducing printing costs.

Use technology, such as autoresponders, e-mail, web sites, Acrobat PDF files, and print-on-demand, to leverage your marketing dollars.

8th Commandment: Limitations

Understand that design has limitations. Design is not a cure-all. Recognize that design cannot compensate

for a lack of planning or a lack of meaningful content. Fancy typefaces, bright colors, and attractive layouts, are worthless in the absence of meaningful messages delivered to the right audience, at the right time, at the lowest possible cost.

9th Commandment: Delegation

Hire professional designers and photographers to create design elements with long shelf lives—logos, templates, and photographs—but do much of the day-to-day production yourself.

10th Commandment: Craftsmanship

Be proud of your designs and work hard at it.

Feel passionate about the integrity of your designs. Recognize that tiny details can undermine the effectiveness of your message. Invest in upgrading your skills and chose the best tools. When you run out of space, edit to the bone--ruthlessly eliminating unnecessary ideas, sentences and words--rather than reducing type size or line spacing in order to "fit everything in."

Author, Roger C. Parker has written 35 books with worldwide sales exceeding 1.6 million copies. These include Looking Good in Print: A Guide to Basic Design for Desktop Publishing and The Streetwise Guide to Relationship Marketing on the Internet.

Although priced at \$29.95, if you order now, you can buy **Design to Sell** by Roger C. Parker from Amazon.com for just \$19.79 and—if you order two copies (one for a co-worker or friend)—you qualify for free shipping! Get Over \$697 in Audio and E-book Bonuses: After you order, e-mail RogerCParker@aol.com your Amazon.com order confirmation and Annie Jennings, PR Guru (Click here for full info) will send you \$697 worth of bonus materials and CD.