



An Introduction

Welcome to the first issue of the Embossible Times. A monthly newsletter published by Permaboss.com Inc focusing on helping our clients and customers grow their business and in turn help make the embossing and embellishment industry bigger and better for all of us. We will try to provide you with valuable marketing tips and tools that will benefit you, no matter what business you are in. The newsletter will be published on the 15th of every month. Hope you enjoy it and find it useful.

Please do not reply to this email, use the links below.

As requested, you are part of a community of more than 4,000 individuals who have expressed their interest in embossed products and ideas to market embossing.

Delivered right to your e-mail inbox, your newsletter will keep you up-to-date on all the latest developments at mboss.com. We'll tell you all about upcoming special events and contests, industry news, and share great tips and advice about marketing, tools you can really use.

Marketing Tip of the month: Change your marketing, change your results...

Most people spend their whole time in one field, and at the most they try to copy, emulate or plagiarize what their slightly more successful or aggressive competitor does. For example if you wanted to find new prospects for your product or service and you currently do that by sending out flyers to mailing lists, a better approach would be to figure out what 15 or 20 other industries are doing to 'find new prospects' instead of doing what you normally do. If you ask yourself these kinds of questions on a regular basis then try to implement them, bit by bit, always testing before going all out on a big scale, then you will become a market leader in your area sooner and faster than you think.

Look up the word "customer" and "client" in your Webster's dictionary. Customer is defined as somebody who buys a commodity or a service. Client is defined as somebody who is under care, the protection, and the well being of another. You want to move your whole relationship with all of your customers to one where they are someone you see as under your care, your protection and your well being.

Too many companies fall in love with the wrong thing. They fall in love with their product, being the best, the biggest etc The way to greatness today is to transfer your passion from your product, your service, your company and instead fall in love with your client. If they are at the top of your awareness all the time, and if all you do is focus on giving them the very best of all that you can offer, the most productive, the most profitable solution, the most enjoyable buying experience, the most beneficial, you will end up completely dominating everyone else in your business sector simply because your competitors don't look at it that way. They are still in love with having the biggest company. Just like your clients you have got to see their businesses or their personal lives thrive, and secure and their prosperity grow along with their security enhanced. Typically, every product or service can be tuned to make its impact on the client, regardless if you are a dry cleaner or a surgeon, a shipper or a widget supplier.

Finally, most people tend to grow their business incrementally in a linear fashion. They set their sights on "getting more customers" . If however you focus your growth on the size of the transaction and learn ways to increase that ethically. If you focus on growing your frequency or utility out of the relationship, meaning if you are only a one-product or service company right now, you must figure out a way to add additional related products and services so that you can acquire more residual value out of your client you will have ways to grow a business rapidly and massively.

If you were for example, to work on these three ways of the six suggested and improve on the three by only 10%% the power of compounding comes to bear. Imagine having 500 active clients and they bought something 2 times a year. If all you did was increase those sales across the board by 10%% (a relatively easy task to accomplish) it would increase your revenue by 33%%. Now if you seriously attacked your goals and tried to increase all three categories by 20 or 25%% it would almost triple your performance! If you don't focus on compounding growth then you are always going to work harder for your company than your company will work for you!

Next month we will start to talk about creating a program to implement the above-mentioned techniques. The advice we offer is tested by us for our industry and will work for at least 90 + percent of all business. We know this because as mentioned we looked at what worked for other industries and simply copied the successful ones but tweaked and tuned them for our business. We hope that our growth and know-how helps you grow so that you can use these tools to reach your goals.

***** In the news: *****

New website Embossing Showcase

Get some new ideas for your embossing project by seeing some of our best work over the last few years. With new items being added monthly <http://www.mboss.com> has become a treasure trove of ideas for our resellers and embossing partners.

New Products: Do you know someone who is getting married?

We have just developed a truly unique gift called the "wine skin". It is a top-grain leather gift bag for wine bottles. It is a fantastic way to present a gift to an important client with your company logo embossed into it or our most popular use is as a reception gift at weddings. A bottle of wine will last a few hours at best. A wine skin lasts a life time.

Here is what one of our clients had to say:

"The idea for your wineskin came out of our desire for something different. We didn't want to give as a token of appreciation something that our guests will hide away somewhere to collect dust. It had to be something that stood out, that would remind our friends and family what they shared with us years down the road. The wine sack was perfect. It allowed us to personalize it through the stamping on the leather which we felt was much more effective than little paper tags. Our union through which permanently displayed by the embossed "L"; the first letter of what was to become "our" name. The small champagne bottles stated for us that we wished for our guests to celebrate and that we were honored by their company. It was a perfect gift. Guests were so pleased to receive such a thoughtful item, most reveling in the smell and feel of the leather. They felt as though they were receiving a real, worthy gift rather than the typical cheap, impersonal tokens they quickly forget."

If you think you can use this kind of idea with a customer or for your self-promotion, or perhaps a personal event, go to http://www.mboss.com/specailty_items.htm and you can see some pictures, as well as get a free quote.

We at Permaboss.com look forward to providing you with a monthly newsletter that you won't be able to live without!

Regards,

Robert Harbauer
President

Did you enjoy this issue. If so I would really appreciate if you would pass this along to your friends and acquaintances.

You are also welcome to post this issue to your website on the condition that the

contact info and information stays in tact as it is.

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