

Making an impact



Have you ever thought about the impact the direct mail your company sends out makes on others?

If your answer to the above question was “No” then please read on...

One simple and very cost effective way of ensuring your (potential) customers read your mail shot is to make it as eye-catching as possible.

This can be done merely by using a different type or color of paper, and perhaps combining the change, with more illustration and less text. The recipient may not remember the beautiful poem you wrote about why they should try your services, but any pictures, especially humorous ones, will be harder to forget.

If you feel that an artistic imagination is not one of your strengths, try and find an artwork consultancy service. Tell them your idea and they will translate it onto paper for you until you are happy with its' visual impact and the message it will convey to your customers.

On the other hand, if you feel blissfully ignorant of the varieties of paper available, speak to your printer and ask to look through sample directories to help select the most suitable one.

Think about it...the reason you throw most leaflets away is that they have failed to arrest your attention. So don't forget to create an **impact!**

About Abilitude

Abilitude Professional Solutions is an innovative business consultancy firm, based in Kigali – Rwanda, offering professional solutions for business professionals and entrepreneurs in the following two key areas:

1. Capacity building for professional growth and skills development for professionals who are employed
2. Professional solutions for entrepreneurial capacity, skills and competency development

Abilitude seeks to bring simplicity and order in the often complex world of business and work in a way that unlocks potential, value and profit. We believe that our education system may not have prepared both professionals in business, and entrepreneurs alike, with adequate skills and competencies to cope with the ambiguities and uncertainty in the current ever changing world of business.