

*"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"*

Jay Conrad Levinson  
author, *Guerrilla Marketing*

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Roger C. Parker's

# Guerrilla Marketing & Design

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## **Print on demand marketing**

***How the Web and low-cost color printers are redefining brochures and flyers.***

Until recently, one of the first major expenses businesses faced was the need to design, produce, and print a brochure.

Costs and delays were common. Printing costs could approach one and two dollars per copy, especially if you chose to print a relatively small number (one to two thousand) of copies in color.

Costs rose even more if you wanted to mail your brochure to prospects. Plus, it could take several days for your message to arrive in your prospect's mailbox.

### **A better way**

Today, you can create and distribute full-color brochures for a fraction of what it used to cost.

After creating your brochure using any one of a several popular desktop publishing programs, you can distribute it *for free* as an e-mail attachment.

You can also post your brochure on your web site where prospects can *immediately* download it at no cost to you.

The only time you need to print copies is when you need them to hand out at client meetings or networking events like Business Networking International. You can print these copies as needed on your desktop color ink-jet printer, usually for about fifteen cents each.

### **Implications**

There are many implications to this changed scenario:

#### *Always up to date*

Because you previously had to print large quantities of brochures in order to justify the costs of color printing, information often went out of date before you had used up all remaining copies. This created a lot of unnecessary waste.

With print-on-demand brochures, however, you can update prices or services in seconds and post revised files on your web site for immediate access.

#### *Faster access to information.*

When prospects want information, they don't want to wait—they want it *now!* Brochures and flyers downloaded from your web site or sent as e-mail attachments are *instantly available* for your prospects to read and, if desired, print.

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*Your ability  
to prepare  
your own  
on-demand  
marketing  
materials  
will reward  
you for  
years to  
come*

#### *Customization and personalization*

In the past, businesses had to settle for “one size fits all” brochures.

Now, you can quickly and easily create market-specific, or, even, client-specific marketing materials. You can easily modify headlines, product and service offerings, or prices to meet the needs of different market segments or clients.

#### **What do you need?**

All you need to take advantage of this revolution in marketing are:

- *Page layout software program* which might already be on your computer.
- *Color ink-jet printer* which are dropping in price every day.
- *Adobe Acrobat Distiller* to convert your brochure to a format that can be distributed as an e-mail attachment or web site download.

The cost for the above, which you can use to produce years of marketing materials, is likely to be far less than it would have previously cost to design and print *just one* brochure!

#### **What about training?**

Mere purchase of a page layout program, of course, doesn't make you a professional designer.

Yet, you're not entirely on your own. Help is available from several sources:

- *Software templates.* Most page layout programs come with templates that provide a starting point for your designs.
- *Custom templates.* You can hire a professional designer to create custom templates that will project a unique image for your firm.
- *Books.* Numerous books available to help you master the elements of design, and there are numerous “inspiration” books containing examples you can model your brochures on.

You'll be surprised how quickly your design skills grow as you create your first marketing projects and are inspired by the work of others.

#### **Building equity in yourself**

Your ability to design and produce quality marketing materials will pay major rewards in the years to come.

Instead of being “hostage” to designers and commercial printers, you'll be able to save tens of thousands of dollars a year doing it yourself. You'll also be able to always send the *latest version* of your message and *customize it* when desired.

#### **For more information**

Since 1985, Roger C. Parker has been helping businesses harness the power of desktop publishing and the Internet. You can download several free resources from [www.GMarketingDesign.com](http://www.GMarketingDesign.com).



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