



“Everything Old Is New Again”

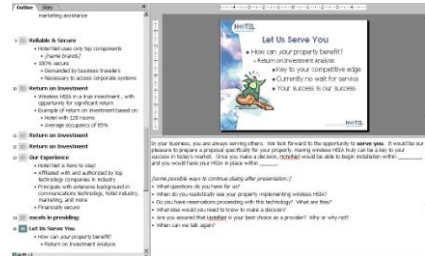
Everyone gets tired of saying the same thing in the same way. However, your business depends on you saying what you do and why people should hire you to do it—and saying it over and over again. With a little creativity, you can make it more exciting for yourself and draw more attention at the same time!

Inspire yourself along with others when you **spice up your message and the way it is presented.**

It’s the most natural thing in the world to share something new and improved with others. We see it in retail: “Visit our newly remodeled showroom!” We see it in technology: “We see it with friends and neighbors: “The Jones’s are having a barbecue to show off their new landscaping.”

Case study: A technology firm had sales people making similar long and complex pitches to businesses over and over. Not only was it difficult to keep the pitches appropriately consistent, but it was difficult for the sales force to make sure every point was covered without relying on something awkward like note cards.

Creative solution: Based on the key objectives of the sales pitch, Z-ink created a compelling PowerPoint presentation (complete with talking points for sales reps) that served as a visual scaffolding during a meeting; in addition, thanks to built-in animation and explanations, it could also be burned to CD-ROM and sent as part of the company’s collateral to clients who requested further information.



Case study: A specialty consumer consultant was using the same important but generic message for informational ads in a variety of publications.

Creative solution: Using the audience and publication, Z-ink crafted opening approaches that really spoke to each occasion. The example shown is from an opera program and plays on that the theme of being on stage.

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