

Here's To a Bunch of Red letter Days!

by Martin "Red" Fredricks

The *Red letter* Blog is an extension of the monthly newsletter of my company, Fredricks Communications. The name for *The Red letter* evolved from a number of brand-related and personal-identity ideas.

Red Hair, Red Ink

My grandfather, the late Martin C. Fredricks Jr., was a district court judge in Jamestown. He also was a redhead, and for as far back as I could remember, everyone called him "Red" instead of Martin. As his namesake and a fellow redhead, it was an honor to also take on his nickname and put it to good use in terms of marketing my little company.

When I started my company, Fredricks Communications, I knew I would offer several interrelated communication services, but that my primary offerings would match my strengths: writing and editing. I believe the colors of writing and editing are white (paper), black (ink) and red (editor's ink), so I selected those as my brand colors.

My logo contains those three colors, and in my logo design they are complemented with the three lines of the editors' mark under the "fc" for changing lowercase to uppercase.



Staying in Front of People

Before I left my day job for the freelance world, I noted what some established freelancers were doing. One, in particular, caught my eye. She published a simple, one-page newsletter that reported news about her business when there was any. Mostly, though, she filled it with simple communication tips and ideas. I also noticed that, without fail, one of the account managers in our office copied and distributed that little one-page tome to everyone in the office every time it arrived on the fax machine. I thought it was a great way to stay in touch with clients, prospects and others, especially if you could make the newsletter funny, informative, a little quirky... basically quick and fun to read. So, I launched my own newsletter within a month of becoming a freelancer.

The Red letter

You might be familiar with the term "red-letter day." Historically, calendars denoted holidays or special days with red ink while regular days were in black. Those days came to be known as "red-letter" days. Over the years, the definition evolved into regular use to describe a really good or great day in a person's or organization's life, a day in which something happened that was a cause for celebration. Today, any day in which something really positive happens can be a "red-letter day."

I have tried to extend that literally and metaphorically; any day someone receives *The Red letter* in his or her in-box is a red-letter day.

And, stretching it a little further, my hope was to establish and convey a deeper subliminal message: any day working with Fredricks Communications is a good day, a red-letter day. In addition, due to the nickname of its author, my company's newsletter was, quite literally, a letter from "Red." I also hoped – and this would just be icing on the cake – that the literal reference to my red hair might help people identify with and remember me on sight.

And that is more than anyone would ever want to know about how *The Red letter* and *The Red letter Blog* came to be. So, here's wishing you have lots of red-letter, and *Red letter*, days.