

The Red Letter



I Give You My Words

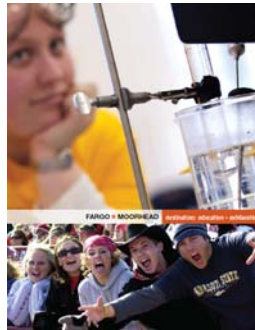
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GFMEDC Brochure Makes the News

In the words of North Dakota Senator and Tri-College University Provost Tim Flakoll, this falls in the "you just never know" category. He was referring to media coverage prompted by the publication of a Fargo- Moorhead college student recruitment brochure, an effort spear-headed and paid for by the Greater Fargo Moorhead Economic Development Corp. *destination: education*exhilaration*, a brochure created by FredComm and Brad Clemenson photography + design, was printed in December 2007.



WDAY-TV's December 28 story about collaborative student recruiting featured GFMEDC Communication Coordinator Mary Batcheller and visuals of the brochure itself. *The Forum* called it a "beautiful brochure" in awarding Prairie Roses to Tri-College in its Prairie Rose vs. Leafy Spurge editorial on Monday, January 7. Even *Agclips*, a free weekly e-mail service published by The Council of State Governments, State Agriculture and Rural Leaders, ran a story about the piece.

The GFMEDC and its partners deserve the kudos for making the brochure happen. Flakoll sent out a press release about the brochure with copies of the piece itself, so he gets most of the credit for the coverage.

It was all a little puzzling to me at the time. "Newsworthy" doesn't exactly leap to mind when I hear "brochure publication." But when presented properly, as part of a larger effort with the background, need, process and responsible organization spelled out just so, then the publication of a brochure can be news. In this case, it was a deserving story about student recruitment as an economic development issue and the cooperation making it happen.

Didn't hurt that it's a pretty darn good brochure, either.

What's Your Color?

An important consideration in logo development is what colors to use. While books have been written and college courses taught on color psychology, color perceptions are largely subjective. Even so, here are some colors, what they can represent and feelings they can evoke.

Red – energy, strength, power, passion, determination, love

White – purity, light, perfection

Black – power, elegance, formality, mystery, depth, authority, strength

Yellow – cheerfulness, intellect, energy, freshness, warmth

Green – growth, harmony, freshness, fertility, cash, stability, endurance

Blue – depth, stability, trust, loyalty, wisdom, confidence, truth, faith

Purple – royalty, nobility, luxury, extravagance, ambition

Orange – enthusiasm, encouragement, creativity, attraction, fascination

Say it like you eat it. – Elizabeth Gilbert

The Good Word

They Are Important

"One moment, please."

These are the good words that will never belittle your customers, prospects or business partners or make them feel unimportant. They are the direct opposite of "May I ask who is calling."

The latter should never be used by the people in your business who answer the telephone, even if they add "please" to the end. Consider:

"May I speak to Fred Owner?"

"May I ask who is calling, please?"

"This is Martin Fredricks."
(pause while I'm on hold)

"I'm sorry. Mr. Owner is away from his desk." That is what I am told. Here is what I hear: "You are not important enough for Mr. Owner to speak to at the moment."

Screening calls is a sure way to tell people you don't care. And that's something you only get to tell them once.