



# Flash! Newsletter

JANUARY 13, 2010

VOLUME 2, NUMBER 6

**aci** Photographic & press printed  
american color imaging

## Marketing Tip of the Month

Marketing News

### Do you Close the Sale or Close the Door?

How do we improve our sales? Do your clients leave without getting what they actually wanted? Closing your sale in a way that satisfies both your clients wants and your pocketbook takes practice. Here is a tip on closing your sales.

#### TECHNIQUE

The alternative close works by offering more than one clearly defined alternative to the customer.

Two or three alternatives should be sufficient. If you offer too many it makes the customer's decision too complex.

Effective tip: Add a slight nod when offering the preferred choice or a sublet verbal emphasis on the words.

#### EXAMPLES

*Do you prefer her smiling or the slightly more serious look?*

*Would you like one wallet collection or two?*

*Which of these three finishes seems best for you?*

*Shall we meet next week or the week after? (Hint: Be sure to ask this before they leave with their previews)*

#### HOW IT WORKS

By using the assumption principle, you act as if the customer has already decided to buy, and the only question left is which of a limited number of options they should choose.

Until next time... Bundle up kids it's colder than ice cubes out there!



## Shannon Holmberg

Emagination Gallery

524 Lake Avenue

Storm Lake IA 50588

712.732.4769 [www.emaginationgallery.com](http://www.emaginationgallery.com)

### Fitzy's Tools & Tips:



### Portrait popper

You can make Photoshop add a soft, darkened edge around any photo in mere seconds that is, if you know which filter to reach for. Choose Filter > Distort > Lens Correction, then grab the Vignette slider and drag it all the way to the left. To darken the edge color even more, grab the Midpoint slider and drag it slightly to the left. Click OK and you're finished! Who knew such a little adjustment would make such a big difference!

Tips provided by NAPP.

Greg & Christi Fitzloff

Fitzloff Photography

218 Main St. P.O. Box 126

Lakefield, Mn. 56150

507-662-6202

[www.fitzloffphotography.com](http://www.fitzloffphotography.com)

whcc [www.whcc.com](http://www.whcc.com)



**Accordion Mini Books**

Perfect as a gift item for your clients to use as mini folios and brag books.

## Personal News

Hope this finds everyone gearing up for a busy new year. I hope 2010 brings you good health and much happiness. Cherish each day!

Remember to send me birthday, anniversary (spouse or business), new births, deaths or even information on an open house. So long 2009 and God bless all in 2010!

Cristy Meyer  
Meyer Photography  
601-2nd Ave. North  
Dakota City, IA 50529  
515-890-2505 - [www.meyerphotography.net](http://www.meyerphotography.net)

## Chris's Corner



The countdown begins. I will be heading to Des Moines in 24 days from today. That works out to be approximately 553.5 hours from the time I am writing my column to the driving out of my driveway. This is going to be a great convention!!! President Fraise has a fabulous line up. There really is something for everyone. Today is the final day to register at the advance price of \$155. I hope to hear from you today. I will be glad to fill out the registration form for you and can then take your MasterCard or Visa. Call me at 563-578-1126.

The economy is tough out there. But what a great way to get revitalized; get new ideas; jumpstart 2010. The old saying you need to spend money to make money, may really apply to this new year. Education is what the PPI is all about. We work hard to bring you the best speakers, tradeshow, hospitality, and all around good time to help you, help your business. Find all of the information on the website at [www.ppiowa.com](http://www.ppiowa.com). Go check it out if you have not done so already.

All the forms you need for this event are on the website: print competition forms and rules, 2010 membership application, a registration form for the convention as well as the speaker's pics, bios, program descriptions and images. There is also the schedule for all 5 days up on the website as well. I hope to have the vendors who have paid for their booth space thus far, on the web later this week. Click

on the box in left lower corner – “Winter Convention 2010” and they you are.

**The Talent for Winter Convention 2010**

Scott & Adina Hayne – Add-on Day speakers

Shawn Wright

Jen Hillenga

Lori Nordstrom

Julia Woods

Becka Knight & Nate Robinson

Pete Wright

Jeff Bowen Bob Clements

Toni Harryman

Pam & Gary Box

Stephen Abbott

Michael & Tina Timmons

Gregory Heisler

Along with Don Lohnes Class

Round Table Discussions

Marketing Critique

And More!

You need to get those prints and albums ready for the print competitions. And what a better way than to attend **Competition College**, this Friday, January 15. The college will be held at the studio of Past President Toni Harryman. Bob Hawkins will be your guide, along with Bruce Belling, Jean Poland, and our hostess Toni. The cost is \$15, which you take with you. That cost includes your lunch. The day begins at 10 a.m. and goes until 3 p.m. Call me at 563-578-1126 to register.

We will again be offering the main Print Competition, Digital Competition, Mr. & Ms., Lil Mr. & Ms., Finished Product, and the IA Marketing Award. Now is the time to start thinking about how many competitions you are going to enter and what you are going to enter. We have a new DEADLINE for the print competition this year. The deadline is now **1 p.m. on Saturday, February 6.** You need to have your prints turned into the table by the Ambassador Room (new location) or mailed to the Airport Holiday Inn and received no later than 2/6/10 at 1 p.m. Judging will begin at 5 p.m. on Saturday afternoon, February 6.

**Male Roommate wanted:** I have a new, male member who is looking to save some money and would like to room with someone at the winter convention. And who does not like to save some cash!!! Give Chris a call at 563-578-1126 if you are wanting to share the cost of a room during the convention. Dan is also from Cedar Falls, maybe someone could also carpool to Des Moines with Dan.

If there is anyone interested in sharing expenses of the hotel cost, please let me know and I will start a list and try to get you hooked up. We want this event to be a great experience for you. It is a great deal at \$155 (early registration price if paid by 1/13/10). You just can't beat it. Especially since that price includes Sunday noon lunch, Monday night banquet and Tuesday morning breakfast.

On another note, I wanted to update you on Wendy Irvine, a PPI member from Oelwein. I received the following on her CaringBridge blog the other day. Way to go Wendy! Thank you all for the prayers and special thoughts for Wendy. The following was posted on January 11, 2010:

Wendy had a check-up with Dr. Wilbur today and her blood counts and platelets were all normal. She'll have scans done after Valentine's Day and then meet with Dr. Wilbur a week later to review the results.

Til next month, OR when I see you in Des Moines,  
Chris B.

