



# Buzzwords

January/February 2002

**W**e've moved! We're now in Tujunga, a Los Angeles neighborhood next door to Glendale, not far from our former location. With 2,500-square feet, our new space lets us stretch out and work more efficiently, add new equipment and expand our capacity to better serve you. Plus, we've got a new, front counter for drop-in business cards, color copies and rubber stamps.

## Meet "Buzzy"

We've also revamped our company printed materials, giving "Buzzy," our business mascot, a new look. The little striped busy bee has a bigger

schnoze and antennas to stick them here, there and everywhere and make sure your job is coming along as promised.

He's got a bigger smile because he's happiest when he's busy.

And he's got bigger eyes to focus on you and see that you get a honey of a printing, mailing or copying job.

And, Buzz knows how to mind your budget, with a solution to



offer on just about any printing, copying or mailing project that really needs to get done.

## Put your Business in Clover

Buzzy's friendly, helpful spirit fills *Buzzwords*, our redesigned C&M newsletter. It's full of practical business tips from Buzzy and from C&M owner Cindy Cleghorn, with nearly 20 years in printing, copying and mailing.

So, browse like Buzzy through our newsletter and pick up a tip or two to help put your business in clover. ■



*C & M completed the move in November to our new facility in Tujunga, where we can now offer expanded printing, copying and mailing services!*



## Buzzy's Corner

**Don't let anthrax** fears scare you away from sending out your 2002 marketing mailings.

Getting the word out about your bizzness is essential for success. Yet, many bizzness owners worry their marketing dollars will be wasted as unopened envelopes sit in a pile. New security measures for opening mail or fears about unfamiliar postmarks can mean costly delays lasting weeks.

I suggest a simple answer – **postcards!**

Here at C&M, we specialize in smaller mailings and can oversee your project from start to finish.

Bring in your disc with your in-house designed materials. We accept Microsoft Publisher, many PC programs and, of course, Mac files. Don't have a designer? I'll find one for you!

And our mailing prices won't leave you gasping in "sticker shock."

If you've gone to a large mail house, you've no doubt left reeling. Many charge a minimum fee that can ramp up the per-item expenses for smaller mailings. At C&M, we don't discourage smaller jobs, because we know your business will grow and you'll be back once you've tried our services.

So, take advantage of lower postage rates for postcards and enjoy the freedom from addressing and stuffing cumbersome mailers.

Gain an advantage with speedy, efficient, attention-getting postcards. ■

Buzzy

## Here's How to Get .

**B**eing computer-savvy, you've probably exchanged electronic files only to open a document and find, to your annoyance, that the font differs completely from the original.

The reason is differences in digital type. Knowing a bit about type prevents problems and speeds printing when you provide your own electronic drafts, as suggested in *Buzzy's Corner*.

So, the basics:

Two broad categories of digital type exist – bitmap fonts and outline fonts.

Bitmap fonts put together pixels, basic electronic units of programmable color on a computer display. Increasing bitmap font size results in jagged edges. So, they aren't widely used in publishing.

**Outline fonts** are built mathematically, defined by angles, and keep crisp despite enlargements. Two types exist – PostScript Type 1, typically used by Mac computers, and TrueType, typically found on PCs.

At C&M Printing, we use PostScript printers. So, in switching from PC to Mac fonts, minor glitches like the following can occur:

**Conversion** – Converting a TrueType PC file for a PostScript printer can cause some loss of typographical features and slow, or even, stop printing.

**Mixed systems** – Combining PostScript and TrueType fonts in one document confuses the printer and may cause image glitches or even stop printing.

**Italics/bold** – Take care in specifying italic or bold fonts. Use fonts that are named as bold or italic, for

# the Font you Want

example, Times Bold. Don't push buttons in your word processor that add "italics" or "bold" to a regular font. That can cause the formatting to disappear on printout. Choose instead a font designed to be a bold or italics font to begin with.

*Fonts in graphics* – Combining a graphic image with words inside it may cause the PostScript printer to substitute the wrong font.

*Missing fonts* – Fonts that don't exist in our system or that can't be identified, can result in words in the wrong font.

Although we at C&M will do our best to convert your files, for best results, we suggest you provide us with documents in Type 1 fonts (Mac) or provide all fonts used in your documents and graphics.

We can also provide you with a list of fonts that we are licensed to use and whether they are Type 1 or TrueType. ■



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

(818) 353-7135

TOLL FREE (866) 500-7009

FAX (818) 353-8135 TOLL FREE FAX (866) 500-7846

10034 Commerce Avenue • Tujunga, CA 91042

## Adding Emphasis

### Here at C&M,

we've found that big attention to little things makes quite a difference when preparing your documents for print. For example, the difference between an amateur-looking document and a professional one is in details such as font selection. To achieve a professional look and create emphasis, consider the following:



Cindy Cleghorn,  
President  
C&M Printing

*Italics* – Use italics for emphasis or for the titles of books, magazines and plays. Do not underline. Underlining is left over from the days of typewriters, which lacked italics.

**Bold face** – Use sparingly. The dramatic contrast between bold and medium weight type attracts attention. If you bold everything nothing will stand out. Well-designed pages make it clear what is most important by a hierarchy of attention-getting devices.

**ALL CAPITALS** – Avoid using all uppercase letters to emphasize large sections of text. Capitals are harder to read than lower case letters and may interrupt the flow of text for your reader. When you want to use capitals, reduce the point size to create small capitals. For example, some readers find it disruptive to encounter ALL CAPITALS in the midst of text when reducing the point size of ALL CAPITALS creates the desired emphasis without the distraction.

These stylistic elements can be used singly or in combination to achieve the specific degree of emphasis you wish to make. ■





*Ben Franklin brought homespun humor and wisdom to colonial homes with his "Poor Richard's Almanack."*

## Ben's Basics

*"He that can travel well afoot, will keep a good horse."*

Benjamin Franklin was born in Boston, Massachusetts on January 17, 1706.

At the age of 12 he began an apprenticeship in his brother's printing shop, leaving at age 17 for Philadelphia, and a year later

for London, where he continued his training as a printer.

He went on to fame as a scientist, inventor, statesman, printer, musician, philosopher, and economist, as well as one of our nation's Founding Fathers.

His quotations come from his many published works. This one emphasizes that those who are prepared and of sound character in one aspect of their life carry that over into other areas. Hence, the person who is fit and packs well to hike on foot, also is likely to have a well-groomed, fit horse, able to carry a good load.

At C&M, we like to think we embody those principles in all of the services we offer. ■



## Time Out! For Business

With the new business year 2002 looming, it's tempting for most to plunge in, vowing to do better, particularly after the economic downturn of 2001.

But before you do, take a moment to review, reflect and rethink.

For years, Microsoft chairman Bill Gates set aside a month out of his busy yearly schedule to simply read – reports, magazines, newspapers, anything he didn't have a chance to look at earlier in the year.

So, before the tasks of the New Year overtake you, spend some quiet, business time alone.

Read those things you promised yourself you'd get to. Ask, what did I learn this past year? And what do I want to accomplish in the New Year?



# Closing

## The Art of Mastering Sales

*It's a compliment to a sales person to be called a "closer" and it is a warning to sales personnel everywhere to "always be closing."*

*But exactly how do you go about it?*

*One way is with the trial close.*



Every potential sales meeting with a new client and the end of every presentation should include a trial close that goes something like this, "If I provide such-and-such for such-and-such a price, would you consider using me/our firm?"

The trial close enables you to sound out your customers and get a feel for what they need without entering the danger zone of a blunt flat-out, turn down. After all, you're using the magic word, *if*. It enables you to adjust services, product and costs until you and your client reach agreement.