



EXPONENTIAL  
GROWTH STRATEGIST

ENTREPRENEUR

AUTHOR

# You never get a second chance to make a first impression



## About the Author

**Dr Marc R Dussault** is an award-winning author, recipient of several marketing awards as well as a finalist for an Entrepreneur of the Year Award, a serial entrepreneur and accomplished business executive. Founder of numerous successful businesses, Dr Dussault has experience in a wide variety of industries and geographic regions including North America, Europe, Australia and Asia pacific. Dr Dussault has been a public company CEO and director, as well as business development manager of a global IT software company.

A Fellow of the Australian Institute of Management, Dr Dussault is also the recipient of the highly acclaimed Company Directors Course Diploma 2005 bestowed upon him by the highly respected Australian Institute of Company Directors.

Combining a unique blend of academic excellence in engineering, business and law with an entrepreneurial flair and breadth of experience acquired over the past 25 years, Dr Dussault has consulted to hundreds of entrepreneurial companies as an exponential growth strategist to assist business owners to unshackle themselves from the day-to-day operations of their companies, catapult their success and achieve personal and financial freedom.

## Use colour printing to make a memorable statement people will want to listen to.

You'll easily spend \$1,000 (or more) on a nice suit or dress to look your very best for your most important business meetings and presentations... Why not spend a few extra cents to make the best impression EVERY time you communicate with those same people?!?

We've all heard the expression you never get a second chance to make a first impression, but do we really know what it means to our bank account?

We might not be able to calculate the impact to the nearest dollar, but if you read on, I'm sure you'll agree that printing in black and white is not something you'll take lightly from now on.

What are your clients seeing when they look at your printed documents?

Are they seeing tired, dull letters moaning blandness, or vital vivid, breath taking colour-filled documents pulling them into the heart of your message?

What do your documents say about you?

The difference between black and white and colour is like the sun moving out from behind a shadow of clouds and the sunlight bursting across your page to highlight your message.

## Colour doesn't just look pretty

- Using colour in your printing engages your reader and increases **willingness to read** by as much as 80 percent!
- Colour creates the **"gotta have it"** feeling in consumers.
- Colour helps to **melt away** sales resistance.
- The right colour instantly **establish rapport**.
- Colour influences **"sex appeal"** to generate buying frenzies.
- Colour can arouse your prospects **inner buying drives**.
- Colour influences your prospect's mind to **trust you** and **believe your information**.
- Colour bypasses your prospects' conscious and **"hypnotise" their subconscious**.
- Your colour image helps to **create your corporate personality** and "persona".
- Colour enhances motivation and **participation** by up to 80 percent.
- Colour **enhances learning** and improves retention by more than 75 percent.
- Colour accounts to **60 percent of the acceptance or rejection of an object** and is a critical factor in the success of any visual experience.





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“You know that “when it’s worth it”... you pull out all the stops... the FIRST thing you do is use colour to enhance whatever message you are trying to communicate.”

## So you need a little more convincing?

Colour in external communication plays a significant reason for people buying, according to research conducted at the Seoul International Colour Expo 2004. They found an intertwined relationship between colour and marketing and our senses.

92.6 percent of respondents believed visual images had the greatest influence on purchasing products.

Only 9.5 percent felt that touching and feeling a product was an overriding factor on buying.

Hearing and smell each drew only 0.9 percent.

73 percent of in-store purchasing decisions happen by catching the shopper’s eye and passing on information effectively at that moment to make more sales.

When asked the importance of colour while buying products, 84.7 percent think colour accounts for more than half the decision in choosing a product. (This is because people make a subconscious judgment about a product within 90 seconds of initially viewing it and between 62 and 90 percent is based on whether they like a particular colour or not!)

There’s no point using colour if no one reads your document. I’m not advocating that smoke and mirrors is going to make up for bad content. You have to deliver value otherwise the reader will tune out.

You’re reading this because it’s of interest to you AND I used colour effectively to draw your attention to my message – they work hand-in-hand.

Professional researchers, however, are not the only ones who are interested in colour. A recent customer survey asked overhead transparency users to share their perceptions. This is what they had to say:

- 50 percent felt that using colour made the **presenter appear more professional**.
- 77 percent agreed that presentations that use colour are able to **communicate better** than those that merely use black.
- 72 percent agreed that presentations that use colour are **remembered longer**.

“Colour laser printers focus and highlight critical message elements and allow you to present graphical information in a visually appealing manner with unmatched quality as compared to ordinary monochrome laser printers,” says Suresh Iyer, Vice President Marketing, Microland.

Owning a colour printer is no longer an expensive toy for over-indulgent trend-setters. If you’re still sending all your documents to the black and white laser, you’re missing out on the chance to create dynamic marketing pieces that make a statement.

Exponential marketing savvy entrepreneurs realize they can now design small runs of:

- **Product brochures that sizzle** and grab the prospect’s attention.
- **Mouth-watering marketing proposals** that leave the recipient wanting more of what you have to sell.
- **Stunning pamphlets** that jolt tire-kicking prospects into action.
- **Advertisements that grab the readers by throat** and don’t let go until they buy.
- **Powerful sales letters that climb their way up to the top of the pile** and STAY THERE.
- And the list goes on and on... Powerpoint slide handouts, Excel charts and graphs... You get the picture if you’ll pardon the pun!

Of course you won’t forget to use full **vibrant colourful photographs** of yourself, your staff and/or your products.

### Seeing is believing!

You know that “when it’s worth it” and the chips are down and the stakes are high – you pull out all the stops and the FIRST thing you do is use colour to enhance whatever message you are trying to communicate.

You know deep down how much of a difference it makes.

You know the competitor will use colour...

Yet you sell yourself short by NOT using colour as often as you could...

Hmmm...

Interesting isn’t it?



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You need to know the Basic Principles of Graphic Design when you consider designing your colour printed images.

## Getting Your Printed Word Read by as Many People as Possible –

### Basic Principles of Graphic Design

There's more to this than just picking a couple of colours. You need to know these critical rules when you consider designing your printed images.

- **Bold, strong colours** tend to capture the eye more effectively **than pastels**
- **Warm colours** work with hot copy to raise reader's emotional temperatures.
- Justified text produces odd gaps in copy and makes paragraphs far more difficult to read.
- Ragged right text rules over justified text which might LOOK better, but makes it harder to read since the space is varied from line-to-line (see proceeding point!).
- The greater the **contrast** between background and the printed letter, the easier it is to read.
- Black ink on a white background is best, using **colour** to highlight.
- In print, light reflects off of the page and makes its way to the eye, losing energy as it does so. On the web, the TV and in PowerPoint presentations, light is shot from a screen directly into the eye. For this reason, reverse type tends to be far less readable in print than in other media (see below).

While reverse type – a light type on a dark background is fine for very large headlines and short blocks of text, it makes reading much longer blocks of smaller text very difficult.

The eye tires quickly and prospects are likely to give up long before the sale is made

While reverse type – a light type on a dark background is fine for very large headlines and short blocks of text, it makes reading much longer blocks of smaller text very difficult.

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- Getting the page turned... Full-page-height sidebars on the right-hand pages present visual obstacles that may discourage page turning! Put them on the left to draw in the reader.
- Limiting full-page-height sidebars to the left-hand pages is smarter.
- Your wandering eye... position photos of people so their gaze leads the eye into the page.... Never off of it. That means a photo is always better at the top left than on the bottom right.
- Avoid endless lines – Some designers like to set lines of type so they run completely across the page. These long lines of text quickly tire the eye and discourage readership.
- Be kind to Widows and Orphans. Widows – a single word on a line at the end of a paragraph is fine. It adds a smidgen of white space and makes the page look less intimidating. Orphans – a single line of a paragraph at the top or bottom of a column should be avoided.
- Never end a column or a page with a period – plan each page so the last



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**Marketing Myth:  
Colour printing is  
too expensive**

**Marketing Reality:  
If you're not printing  
in colour, you'll soon  
be obsolete.**

paragraph of running text is broken and continues on the next page. That way, the reader is more likely to turn the page and keep reading.

- Upper and lowercase type combined is easier to read than all capital letters

**Visibility**  
Visibility  
Visibility

- Overly fat or thin type or that which is super imposed over a complicated background should be avoided.

Letter  
Letter  
Letter  
Letter

- Too little spacing between letters makes them appear to merge together.

- Follow The Eye – the western world reads in a Z pattern, starting at the top left hand corner of the page.



- Most and least legible colour combinations.

*Most legible*



*Least legible*



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If you want to increase your sales, then use your colour printer to print your documents. It's that simple!

## The "EYES" Have It

Have you ever wondered why **BLUE** is preferred as we grow older? It may have some connection with what takes place **inside** the aging human eye. Look inside an old person's eye and you'll see that the optical lens has hazed, or yellowed. In fact, the lens of the child's eye may absorb only 10% of the **blue light** while an "elderly eye" may absorb 85% of **blue light**. One theory is that this is nature's way of protecting the eye against painfully bright light as we age.

Dozens of experiments made by various researchers in the U.S. and abroad on the question of consumer colour preferences. And as human psychology would have it, the results are uniform across the board.

### Here in a nutshell are the compiled colour rankings...

The #1 preference for most people tested is **BLUE** with **RED** a close second... then **GREEN**, **VIOLET**, **ORANGE** and **YELLOW**... ranked exactly in that order.

Look at **your** current sales materials – online and off – to see if they reflect these worldwide findings.

**BEWARE:** Not all graphic designers are aware of this research (although they certainly should be), so it's up to YOU to specify the colours you'd like most prominently featured in YOUR marketing.

### Consumer Colour Combination Preferences

How much is spent on multicolour ads every year?

#### **BILLIONS!**

But are some colour combinations actually **preferred** by more people than others? Let's take a look...

According to **artists**, the primary colours are **RED**, **YELLOW** and **BLUE**. Many insist that the best colour combinations are those that do not "cross a primary."

Unlike the artists, **psychologists** believe there are actually 4 primary colours: **RED**, **GREEN**, **YELLOW** and **BLUE**. They insist that the best colour combinations are those that employ **complementary** colours. Now, little experimentation has been done so the jury is still out, but the studies that have been done do show similarities in results. The table on the next page is the secret the advertising, promotion, marketing and graphic design companies have been hiding from you all these years.

The Ad companies don't want to share these closely guarded secrets of design as they will ignite your sales. Without their help AND FEES your customers will want to read your colourful documents.

**If you want to increase your sales, then use your colour printer to print your documents.**

**It's that simple!**

You've just learned secrets only the top graphic designers share with their best clients. If you want to increase your readers' response then combine these powerful graphic rules by using your colour printer more often.



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| Consumer Colour Combination Preferences |   |
|---|---|
| RED                                     | <b>Red stimulates the senses.</b> Raising the blood pressure and a faster heartbeat and breathing<br><ul style="list-style-type: none"> <li>■ The most emotionally intense colour</li> <li>■ The colour of love, Hot Passionate</li> <li>■ Stability, Power, Trustworthiness, Conservatism</li> <li>■ Passion, Strength, Energy, Fun, Fire, Love, Sex, Excitement, Speed, Heat, Leadership, Masculinity, Power, Danger, Gaudiness, Blood, War, Anger, Revolution, Radicalism, Socialism, Communism, Aggression, Stop</li> </ul>   |
| ORANGE                                  | <b>Orange less intensitive or aggressive than red and is calmed by the cheerfulness of yellow</b><br><ul style="list-style-type: none"> <li>■ Nature, Earthiness, warmth</li> <li>■ Energy, Balance, Heat, Fire, Enthusiasm, Flamboyance, Playfulness, Aggression, Arrogance, Gaudiness, Overemotion, Warning, Danger, Enthusiasm, Desire</li> </ul>  |
| YELLOW                                  | <b>Cheerful sunny yellow is an attention getter</b><br><ul style="list-style-type: none"> <li>■ Optimistic colour</li> <li>■ Nature, earthiness, warmth</li> <li>■ Yellow enhances concentration, used in legal pads</li> <li>■ It's hard on the eye, so it can be overpowering if overused, better used as an accessory</li> <li>■ It also speeds metabolism</li> <li>■ Sunlight, Joy, Happiness, Fun, Earth, Optimism, Idealism, Wealth (Gold), Summer, Hope, Air, Liberalism, Cowardice, Illness (Quarantine), Hazards, Dishonesty, Avarice, Weakness, Greed, Femininity, Gladness, Sociability, Friendship, Deceit, Hazard Signs, Death</li> </ul>  |
| GREEN                                   | <b>Easiest color on the eye and can improve vision</b><br><ul style="list-style-type: none"> <li>■ Light blue-green appears to be tranquil</li> <li>■ Calming, refreshing colour</li> <li>■ Exciting to the eye</li> <li>■ Green representing ecology and concern for the environment</li> <li>■ Suggestion "to go ahead" which is obviously derived from traffic lights</li> <li>■ Dark green is masculine, conservative, and implies wealth</li> <li>■ Nature, Spring, Fertility, Youth, Environment, Wealth, Money (US), Good Luck, Vigor, Generosity, Go, Grass, Aggression, Inexperience, Envy, Misfortune, Coldness, Jealousy, Illness, Greed, Life, Air, Earth (Classical Element), Sincerity, Hope, Renewal, Natural Abundance, Growth, Health, August, Balance, Harmony</li> </ul> |
| BLUE                                    | <b>Blue calms the mind.</b> Peaceful, tranquil blue causes the body to produce calming chemicals<br><ul style="list-style-type: none"> <li>■ The colour of the sky and the ocean, blue &amp; aquas water and coolness</li> <li>■ Blue can also be cold and depressing</li> <li>■ Seas, Skies, Peace, Fun, Unity, Harmony, Tranquility, Calmness, Coolness, Confidence, Conservatism, Water, Ice, Loyalty, Dependability, Cleanliness, Technology, Winter, Depression, Coldness, Idealism, Obscenity, Tackiness, Air, Wisdom, Earth (Planet), Strength, Steadfastness, Light, Friendliness, Peace</li> </ul>   |
| PURPLE                                  | <b>Purple and gold are of ten associated with Royalty, wealth and opulence</b><br><ul style="list-style-type: none"> <li>■ Sensuality, Spirituality, Creativity, Wealth, Royalty, Nobility, Ceremony, Mystery, Wisdom, Enlightenment, Arrogance, Flamboyance, Gaudiness, Mourning, Profanity, Exaggeration, Confusion, Pride, May, Riches, Romanticism (Light Purple), Delicacy (Light Purple)</li> </ul>   |
| PINK                                    | <b>The most romantic color</b><br><ul style="list-style-type: none"> <li>■ Gratitude, Appreciation, Admiration, Sympathy, Femininity, Health, Love, Tranquilising, Marriage</li> </ul>  |
| BROWN                                   | <b>Solid, reliable brown is the color of earth and is abundant in nature</b><br><ul style="list-style-type: none"> <li>■ Nature, earthiness, warmth</li> <li>■ Light brown implies genuineness while dark brown is similar to wood or leather</li> <li>■ Brown can also be sad and wistful &amp; dirty, dull boring uncompromising</li> <li>■ Calm, Depth, Natural Organisms, Nature, Richness, Rusticism, Stability, Tradition, Anachronism, Boorishness, Dirt, Dullness, Filth, Heaviness, Poverty, Roughness, Earth (Classical Element), Down-To-Earth. Brown Can Stimulate The Appetite, Wholesomeness, Steadfastness, Simplicity, Friendliness, Dependability</li> </ul>   |
| GREY                                    | <b>Stability, Power, Trustworthiness, Conservatism</b><br><ul style="list-style-type: none"> <li>■ Elegance, Humility, Respect, Reverence, Stability, Subtlety, Wisdom, Anachronism, Boredom, Decay, Decrepitude, Dullness, Dust, Pollution, Urban Sprawl, Strong Emotions, Balance, Neutrality, Mourning, Formality</li> </ul>   |
| BLACK                                   | <b>Black is the color of authority and power</b><br><ul style="list-style-type: none"> <li>■ Modernity, Power, Sophistication, Formality, Elegance, Wealth, Mystery, Style, Evil, Death, Fear, Anonymity, Anger, Sadness, Remorse, Mourning, Unhappiness, Mysterious, Sex, Seriousness, Conventionality, Rebellion, Dramatic</li> </ul>   |
| WHITE                                   | <b>Brides wear white to symbolize innocence and purity</b><br><ul style="list-style-type: none"> <li>■ Youthful simple white reflects light and is considered a summer color</li> <li>■ Reverence, Purity, Snow, Peace, Innocence, Cleanliness, Simplicity, Security, Humility, Marriage, Sterility, Winter, Coldness, Clinicism, Surrender, Cowardice, Fearfulness, Unimaginative, Air, Fire, Death, Hope, Stability, Power, Trustworthiness, Conservatism</li> </ul>  |



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