

You can write for a **tough crowd** (direct marketing, that is)

1. Always position your name, location, contact information and service in **plain sight**. Remember the first phone number you come to will be the one people will call.
2. Headlines should always include a **"benefit" statement** about your product or service.
3. Support your headline with **facts and figures** that underline "value."
4. Remember that **"you"** and **"free"** are two of the most powerful words you can use.
5. Place your most **powerful words** at the beginning of sentences and paragraphs.
6. Always make a **call to action**. Tell people what you want them to do... repeat it more than once in your copy.
7. **Announcements** don't make insightful and attention-grabbing headlines.
8. Do not use number of years or the latest technology in your headline.
9. When using a special offer, articulate it in a **clear, compelling** manner. Try testing different offers with different groups.
10. Do not fall into the trap of focusing your entire promotion on being the **"cheapest."** This only works if you really are less expensive than everyone else.
11. Ask a **thought-provoking** question in the headline. Develop your question and provide the solution using a conversational written style.
12. **Never assume** anything. Keep all information easy to understand. Keep messages short and avoid fine print lines and disclaimers when possible.
13. Try **humor**. It is a great way to catch and hold your audience's attention.

—Printalk

Adobe bids farewell to Macintosh PowerPC users

You might want to start saving your pennies for a new Mac next year. Adobe has announced that future versions of Creative Suite will run only on Intel-based Macs. Based on Adobe's

usual upgrade timeline of 18 months, we expect to see CS5 in the spring of 2010. CS3 and CS4 will continue to run on both PowerPC and Intel Macs, but future updates will be limited.

Employees of the quarter honored

Larry Garrison and Chuck Stuples were recently chosen Employees of the Quarter at McClung Companies. Both Garrison and Stuples are delivery drivers. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.



Larry Garrison and Chuck Stuples.

and efficiency while delivering finished products," noted Dave Perkins, McClung Vice President. He added, "Larry and Chuck also take great care of the company delivery vehicles and have logged many safe miles on the road. What they do is key because the job isn't done until it's delivered."


"These two gentlemen are often the final point of contact with our customers and they exhibit both professionalism

Garrison has worked five years at McClung and lives in Waynesboro with his wife. Stuples has worked six years at McClung and resides in Waynesboro.

TOM'S WORD

Pace

by Tom Trevillian,
President and CEO



We have just finished off Thanksgiving (literally, the last drumstick) and we press on towards Christmas and New Year's Celebrations. The pace is quickening. Our already hurried lives require even more during these last few weeks. It is a challenge.

The opportunities are endless: events at school and church, parties, shopping, gift wrapping, house decorating, cards to send, sports, travel, family, etc. We ask ourselves many times, "Is this all necessary"? It shouldn't be but we do our best to do it all.

I sense things changing. Do you? I hear more folks say they just can't do it all. They want to just slow down and spend some time with family. Cut the gift list a little along with the travel. There just might be a little American rebellion going on. Folks have had enough, time for a change of PACE. Hope you will join us.

McQUIZ

How many McClung folks signed the Christmas card on the other side?

E-mail answers to mcmarket@mcclungco.com by Dec. 31. Be sure to include your name and phone number. One name will be drawn from all entries and will receive a cool gift certificate!

Employees of McClung Companies not eligible to enter. **Congratulations to Sarah Rose-Silva of The Resource Network for winning last issue's McQuiz!** The package your sales rep is excited about is "cross media."

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I will honor Christmas in my heart, and try to keep it all the year. —Charles Dickens