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Designers'
Success Coach



Promotional Ideas
to Help Bring Your
Design Business
to the Next Level

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This week:

- **Feature Article:**
"15 Ways to Breathe New Life
into Your Ad Campaign"
- Note from Nika
- My Name Contest
- Nika Recommends



Note From Nika

I'm spending so much time working on new projects and products, that I don't have time to write a new article for you this week! So I'm doing something I've never done before. I'm including a "guest article." It was written by my good friends at Flying Turtle Marketing. Lisa and Linda have shared so many great marketing ideas with me, and I wanted to share some with you. (Plus it gives me a nice little break from writing).

So what is taking up all my time?

- **My Live Fall Workshop**
I've been working day and night thinking up inspiring ways to help you grow your design business while working less and having more fun. This 2-day, intensive workshop is being held in October in NJ, and all the exciting details will be released **this week!** You can get on the [Priority Notification List](#) to get all the details first.
- **A new program to help you with SALES**
Look out for **The Surefire Design Sales Formula: the easy system for boosting your design sales with less stress and more results.** This is an extended home- study version of the great teleclass that I held with Rochelle Togo-Figa of [Sales Breakthroughs](#).
- **The 6-Figure Decorator Audio Series**
This series will be filled with business success tools designed to make you more money! Listen to one, or listen to them all. Topics include branding, sales, niches, systems, marketing, and more. Details will be out in September.
- **An automatic email newsletter program**
Have you wanted to start your own email newsletter, but you just can't find the time? This new program will do it all for you! Your personalized newsletters will go out to your clients and prospects every month - automatically! You don't need to do any work. Too good to be true? Well, I think I've finally figured out a way to do it - and you can learn about all the details in about 2 weeks!

I will be sending out info later this week on my Live Workshop. The workshop will be limited in size, so if you think you might be interested, get on the [Priority Notification List](#) and you'll get all the details first!

Enjoy this week's guest article...

To your success,

15 Ways to Breathe New Life into Your Ad Campaign

Guest Article by Flying Turtle Marketing

Are you in an advertising rut? Saying the same old thing in the same tired way? Wish you had some fresh ideas for promoting your brand? Well, next time you're preparing a print ad, glance through this list of ideas and try something with a different twist.

1. **Question Ad:** Poses a question in the headline and provides the answer in the body copy. ("Wish You Knew How to Write Headlines that Sell?")
2. **News Ad:** Announces a product launch or promotes something new and improved about an existing product. ("Introducing the World's First Headline-Creating Software")
3. **Letter Ad:** An ad written in the form of a letter.
4. **Fictional Characters:** Remember Mr. Whipple (Charmin), The Colonel (Kentucky Fried Chicken), and the Jolly Green Giant? You can create your own memorable character for your next ad campaign.
5. **You as Spokesperson:** Promote your own product or service in the ad, à la Frank Perdue, Dave Thomas of Wendy's, and Dr. Neil Clark Warren of eHarmony
6. **Guarantee Ad:** Highlights the guarantee over the product.
7. **Demonstration:** Shows how the product works (make sure it's easy to understand, though).
8. **Pun:** Use clever wordplay to grab the reader's attention.
9. **Contest and Sweepstakes:** Lure readers in with the chance to win a great prize.
10. **Free Information Ad:** Attract prospects and let them get to know you better by offering something for free, like a trial size; a report or tip sheet; software; introductory class or lesson; subscription to e-zine, etc.

[Read more ways to prepare your ads...](#)

Need help breathing new life into your tired, old campaign? Contact [The Turtles](#) TODAY and shake it up.

Visit [Flying Turtle Marketing](#) to learn more about us and our services.

Get to Know Nika



Nika Stewart, The Designers' Success Coach, is an interior decorator and marketing expert who guides interior designers to reach their business goals. If you are enjoying these weekly marketing articles, you will love [Designers' Marketing Blitz](#) - 50 Fun Ways to Market Your Design Business.

[Learn how Nika tripled her design business.](#)

My New Nickname - CONTEST

Enter to win any of my books or programs

The contest is still going strong. I am looking forward to choosing my new nickname, and giving out a great business program to one creative winner!

I know this is a highly inspired and imaginative group of designers, so that is why I need your help! The contest is running until AUGUST 15.

Help choose my new nickname! [See details and enter here.](#)

Nika Recommends:

Some great books, products, and resources for designers

[Go to our blog](#) for more resources, past articles, and to leave comments! And don't forget about my [New Title Contest](#). I need your help!

- [Audio for your Website](#)
- [Decorators' Alliance](#)
- [Sales Breakthrough Systems](#)
- [Email Newsletters for Designers](#)
- [New Home Flyer System](#)
- [Get a Website Address - cheap](#)

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Nika's [live fall workshop](#) will be revealed this week! Get on the Priority Notification List!

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