continued from page 39

The Lost Bite editor Susan Frye

"We see a significant increase in sales of a particular product when we feature it in the newsletter."

Design manager Kim Brynich of Jersey City-based Brainiac Graphics, explains why this approach works: "Reading pages of text is more exhausting than looking at pages with graphics and photographs—and it may sound clichéd, but a picture really is worth a thousand words." In Stewart's case, it's worth thousands of bucks. Too, Fry says the 30,000-circulation newsletter definitely returns on investment.

The format text, according to Brynich, is to articulate the visual impact of your product. After all, she asks, have you ever seen a gorgeous dinner menu? In this case, a homemade chocolate cake picture—without a photo!

"If you're product yields a satisfying flavor to the tapping process, you want to
continued on page 23

continued from page 80
show it to as many people as possible," Briemann says. "A great-looking print piece can help you do that."

EARLY WARNING

With wireless sales systems from companies like MarketSoft (www.marketsoft.com) and Intelli (www.intelli.com), leads, product updates, order status and the like can be sent to a sales force through PDAs. Though setup costs are still prohibitive, it's a trend to keep an eye on.