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**More Profit in Less Time...New Guide Offers 23 Print Secrets**

Businesses that use clever design and print tactics to get their image just right are seven times more likely to convert prospects into profitable customers, according to the authors of a new business development guide for small to medium businesses.

Called *23 Design & Print Strategies To Boost Your Bottom Line And Save You Time* (ISBN 978-0-646-47698-8), the guide shares the secrets of successful 'image-warriors', and lifts the lid on the logo, branding and literature mistakes companies most often make.

Sponsored by Worldwide Online Printing as part of its 10th anniversary celebrations, the guide draws on over 1000 years of experience shared by the group's national network of 79 design and print Centres.

Among the 23 strategies are tips for checking a business' brand health, avoiding print buying surprises, proof-reading, getting the best customer service from a printer, choosing paper and ordering print online.

Worldwide's Head of National Marketing Paul Sowerby said:

"With 15,000 active customers flocking through the doors of our Centres, we reckon we've seen image, branding and visual communication at its very best and worst, and thought it was time to share our knowledge and experience.

"The guide is more of a light-hearted route map to business development and effective communication than a heavyweight reference guide. If it does no more than help busy people unravel some of the mysteries, and get their businesses dressed properly for the party, we'll have succeeded."

The guide is available free of charge at Worldwide design and print centres or also free at [www.worldwide.com.au](http://www.worldwide.com.au), with every online order generating a \$1 contribution by Worldwide to Camp Quality children's charity.

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