

**SPEEDY  
PRINTING™**

**PRINT  
MARKETING**

**NEWS, GOSSIP,  
PROMOTIONS, EVENTS,  
& FUN STUFF FOR  
YOUR EDIFICATION**

**ZINE & WEB** GRAPHICS  
& WEB

**WEBSITES**

**graphic design**



## Happy Anniversary at the New Location!!

It'll be one year on February 20.

*We can't believe it's been a whole year already!* It seems like yesterday that we were working 16-hour shifts (for seven straight days) to get everything in order. On day seven, Kia was ready to have a nervous breakdown from exhaustion and fatigue. But a quiet evening with her husband at Olive Garden and two glasses of wine made the world right again.

The year 2009 was a tough one for many businesses including many of you, our own clients. We feel your pain. We've been there. Making this move was a very tough

## What Were We Thinking??!

by Kia Arian




To commemorate the premier issue of our newsletter, we've reprinted our history on how we got where we are today, updated from a previously published version.

Seven years ago, I was working as software test engineer for the Hubble Space Telescope. I had a great career there, with a promising future. However, being there for almost ten years, I was starting to feel restless, and my desire to do something more creative was growing. We also wanted to start a family and I wanted work that was flexible, and freedom from going into an office. And, I had to be able to use my computer skills (didn't make sense to throw away all that training for a new career). I did some research and found a local learning center that gave you a bona-fide certificate in Graphic and Web Design in two years. Perfect. I signed up, and quickly soaked up all the new skills I was learning.

Meanwhile, my husband, Brahm, had been laid off from his computer technician job (it was around the time when the dot com bubble was bursting, and the demand for computer professionals shrinking). We had some equity in our house and thought maybe we could purchase a packaging and shipping franchise (like a UPS Store), and Brahm could run the business. He's a hard worker, and a shipping/packaging store was just the kind of work he could really get into. Little did we realize we were just buying him a job, and really had no clue about how to run or manage a business.

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decision for us, but we realized that in order to survive, we can't pull back now and just wait to see what happens (or worse, wait for government intervention). We had to be pro-active and set big goals. We had to not just do MORE marketing, but BETTER marketing, and forge ahead with hope and determination.

We've said it a million times (because we mean it)—we're so thankful for all the support and encouragement from we received from all of you, and we truly appreciate your loyalty and all the business you bring us. 

## What Were We Thinking??!

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### A serendipitous meeting...

In October of 2003, we were invited to a Halloween party and started talking about our interest in buying a packaging and shipping franchise to a friend we met there. He happened to be very good friends with a gentleman who, for more than 25 years, had been running a combination printing, packaging, shipping store in Fairfax. In fact, he had been looking to sell it! Our friend spoke very highly of him, and suggested we go talk to him and get some advice.

### Ignorance is bliss....



Hoss Chamlou, the owner of the printing/packaging/shipping store

called Speedy Printing & Pak'n Ship in Fairfax, was extremely helpful and informative. Brahm really liked the idea of being a business owner and running a printing/packaging/shipping store. I was finishing up my Graphic & Web Design training and thought it very, very interesting to own a printing business. What better way for me to start a new career.

We started the process of purchasing the business. I was excited to do graphic design; Brahm was excited to have a great job. And neither of us had any clue what a difficult road we were about to get on as business owners. We were planning our retirement and looking at new BMWs for Brahm, while the small-business-owner-gods were just laughing at our ignorance to what lay ahead. But, we were seeing a lot of prayers answered; and our God was bigger.

In August of 2004, we signed the purchase agreement and acquired

the business. That same month, I also found out I was pregnant. Another answered prayer.

### Fast forward...

After my daughter was born, I quit my job with the Hubble. We moved to Fairfax and put all our efforts in the business. After 3 years, the reality of being a business owner finally set in as sales were gradually decreasing and our debt was increasing. We tried doing some mailings, offering new services, running some ads. But that merely gave us a temporary boost, only to fall back into declining sales.

### “We had no clue about how to run a business...”

Finally, when the recession hit in August of 2008, we were desperate. We had no more credit to draw on, our job jackets were empty, and our phones were silent. The shopping center in which our store was located was in decline and most of the stores had closed.

Our future was uncertain as we had a lousy lease that gave the landlord the right to kick us out anytime for any reason. So I reluctantly put out my resume and started looking for a job. The single interview I went on made me realize I'm not ready to go back to the 9-5 prison. I liked, no, I *loved* the freedom of having my own business, and I equally loved the work I was doing.

### “Big doors swing on little hinges...”

quote by W. Clement Stone

One of our low-budget attempts to generate new business consisted of a postcard mailing. We searched for names and addresses of local attorneys and accountants on Google (we

couldn't afford to buy a list). We sent about 100 postcards, and about 40 of them came back as bad addresses. However, I did get one call from a local attorney, Ben Glass, who happened to also be a marketing consultant.

He was interested in getting postcards designed and printed. When I went to visit him, I told him how the recession was killing us and we were being forced to slash our prices. Ben explained how that is completely the wrong approach, and that we need to do better marketing, not lower our prices. He gave me several books and DVD's on successful marketing. I tore through them and realized how pitifully we really were managing our business, and what a miracle it was we didn't go under sooner.

### A change of attitude...

Our whole attitude changed. We became determined to turn the business around, and began implementing some major changes to how we were doing things. One of them was taking our future *out* of the landlord's hands, and back into our own hands by getting the h-e-l-l out of that shopping center to a brand new shopping center 1/2 mile up the road. We were too scared before, but by God's grace, we got the money and mustered up the courage to sign a lease agreement for the new location, and moved there in February of 2009.

### Happy Anniversary!

We can't believe it's been ONE YEAR since we moved. Not only has our business grown,



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## TECHNOLOGY

# Keeping Up With the iJones'

It used to be that if you didn't have a "web presence", you were behind the times. Now, if you ONLY have a web presence, you're STILL behind the times!

I know what you're thinking. "Oh heaven help us! What now?"

Don't worry, it's not bad. If you have a decent website, then congratulations, you're still ahead of...um, *some* people. But, if your website is just a static "brochure" of your business, then here are three things you can do to catch up with the Jones' technology.

**1 Get a blog going.** What is a blog? It's an online journal that you update with ideas, promotions, information, pictures, links and other interesting stuff to drive people to your website. You can use free software like Blogspot, Blogger, or Wordpress. Getting setup is free, and very easy. If you're ambitious, you can even incorporate the blog into your existing website.

**2 Add video.** If you have a point-and-shoot camera, you can do video. Use video to talk about who you are, demonstrate your product, interview a client for a testimonial, etc. Think multimedia; utilize all the senses.

**3 Offer a free goody.** Offer something interesting for free from your website that people want, such as a free educational report, a dvd, a complimentary breakfast. It has to be of interest and benefit to THEM, not of benefit to you. When they ask for it, then, **BAM!** You've got an interested lead that you can add to your database, and continue to market to. 🌻

*Does your website suck? Call us, and let's talk about how to make it better 703.591.4000.*

## What Were We Thinking??!

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but both Brahm and I have grown professionally and personally in so many ways. The new location has far exceeded our expectations. We've learned how to effectively market our business, and have repositioned the business as a high-end, and highly accessible graphic design, printing, and small-business marketing provider. Our passion in this business is helping other small-business owners effectively market their businesses and succeed in their print and web marketing efforts.

We love what we're doing, we love this community, and we're working harder than we've ever worked or imagined. But we're extremely thankful, first to our God who is the author and giver of life in ALL forms to ALL things, including a dying business; and second to the immeasurable support of our loyal customers and clients, our vendors and suppliers, and our family and friends.

*Wishing you great success!* 🌻

## Client Spotlight



### Ben Glass

*Northern Virginia Personal Injury Attorney, Small Business Business Advisor, and Marketing Consultant to Attorneys*

If you know anything about me, you know something about Ben. As I mentioned in the previous article, Ben was instrumental in helping us turn our business around. Not only does he run a successful personal injury law firm in Fairfax, he is also the founder of Great Legal Marketing ([www.greatlegalmarketing.com](http://www.greatlegalmarketing.com)), a marketing consulting company where he coaches over 325 attorneys across the country.

Ben also coaches small-business owners on successful and effective marketing ([www.novasmallbiz.com](http://www.novasmallbiz.com)). He is the author of multiple books ranging from business management to consumer legal issues.

Ben's passion is first for his family of nine (five biological children, and four adopted), and second for helping people. If you visit his website ([www.benglasslaw.com](http://www.benglasslaw.com)), you'll see the plethora of information and books that he offers for free to educate and help people who have been involved in an accident or medical malpractice issue. His monthly newsletter, which you can subscribe to for free, is hugely popular with a national distribution to over 4000 recipients!

Ben has been an inspiration and mentor not just to me, but to many other people. He is an outstanding business leader who cares a great deal about his community and the people who come to him for help.

Get his books, get his newsletter, check out his blogs...*in a world of constant communication and buzz, his ideas are definitely worth listening to.* 🌻

To be removed from our mailing list, email us at [news@speedy-p.com](mailto:news@speedy-p.com) or call us at 703-591-4000.

For comments, questions, or to update your information, email us at [service@speedy-p.com](mailto:service@speedy-p.com). We love to hear from you!

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*Why is it so EXPENSIVE??!*

## THE ARTZY-PHARTZY DEPT.

by Kim Durant



### Why is it so EXPENSIVE??!

Recently, I was providing a quote to a customer for some bumper stickers and signs. He had provided the design--it was a beautiful full-color graphic advertising his business. Unfortunately, he got a little sticker shock (no pun intended) at the prices. So, I thought this would be a good place to do some explaining to help you keep your projects on budget.

One of the biggest factors in printing cost is whether you print in full color or spot color. Full color is usually the more expensive type of printing due to the equipment, the inks, and the process required. This type of printing allows you to use the full spectrum of imprint colors, and often yields the most beautiful full-color results.

Spot color consists of using only one or two imprint colors. And, you typically run it on an offset press. The supplies, equipment, and process are more cost effective, therefore, allowing for less expensive printing.

The tricky part is in the design that you want printed. Some designs are created for full color only, some will look best in spot color, and some are in nowhere land. This happens when the designer doesn't take into consideration the printing process, and whips out designs that cause hypertension and other shocks when the client goes to print it. We talk about this more in our book *"Designers Gone Wild: The Do's and Don't's of Effective Print Marketing."* There are many factors that go into



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selecting the best printing process. Stop by with your next print project, and I can help you make sure your project comes out right and on budget. 🌻

Kim Durant is a graduate of Rochester Institute of Technology with a Bachelor's of Fine Arts degree in Graphic Design. She has a strong background in pre-press processing and printing technologies. She feels very much at home surrounded by printers, presses, and not to mention, all the snow.