

mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister

M A X I M I Z I N G Y O U R M A R K E T I N G M O N E Y

VOL. 8, #5

Complexity Getting You Down?

K.I.S.S. — List Your Information, Brand it With Your Logo and Look, and Enjoy Peace of Mind

You've heard of "K.I.S.S." the Keep it Simple, Sweetie acronym. Embrace simplicity in your online media room by condensing a multitude of information into a single page, the basic Fact Sheet. Fact Sheets answer common journalistic questions of who, what, when, where, why and how in phrases or bullet form.

As a concept, organizing information seems easy; in practice, people find it difficult to sort, label, prioritize and integrate information. John Maeda, author of "The Laws of Simplicity" advocates this SLIP method. He says, "The simplest way to achieve simplicity is through thoughtful reduction," Maeda founded the Simplicity Consortium at the MIT Media Lab and blogs at www.lawsofsimplicity.com.

Fact Sheets Summarize

When the Center for Ageless Living planned "Field to Food," a new event, the Fact Sheet provided detail. It not only presented the menu, it also highlighted various donors and emphasized that participants must bring their own plate. Similarly, the Santa Fe Business Incubator used a Fact Sheet as background and a summary for a year-long anniversary celebration.

In another instance, a Fact Sheet streamlined business offerings. A service provider's creativity exploded her web site to multiple pages of products and special offerings. A Fact Sheet summarized and explained potential client options. "My business suddenly got more organized and in

the process I had more time and money," says Cynthia Morris, author. "When you know information details are housed in one place and easily accessible, you have peace of mind."

Fact Sheets Pitch Ideas

An event summary Fact Sheet might provide the background to pitch a feature story to a publication. Reporters appreciate the overview, brevity and completeness in a fact sheet.

This collateral piece complements your news release or story about a happening. It presents details too technical for inclusion in a news release, or elaborates on unusual aspects of an event, a product or service. Fact Sheets also provide background and historical information.

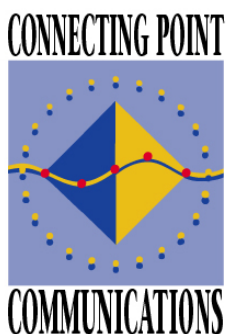
Fact Sheets Work for All

Companies with multiple products or multiple divisions can benefit from a Fact Sheet summary. Non-profits can use fact sheets to educate and inform various constituencies including volunteers, funders, board members and friends. Because Fact Sheets showcase the information you want the media and other visitors to know, the more appropriate question might be "Who doesn't need a Fact Sheet?"

Each month ProfitMeister profiles a component for your online media room. Collect each page and then take action: compile your piece and add it to your online media room.

*"I don't need to
be technical to
grow my
business online."*

Kristen Garcia
Kiki's Krumbs



P.O. Box 3523
Albuquerque, NM
87190-3523
505-280-9772
Email:maryellen@
profitmeister.com

To learn more: www.MyConnectingPoint.com