

Brown & Martin's

newsletter

Chip Martin Interviews John Murphy, President, Morris Midwest



Chip Martin

CM: John, why wasn't I invited to Morris Midwest's open house?

JM: I think that was a group decision, Chip.

CM: But others from B&M were there.

JM: They were part of the group that made the decision.

CM: But I could have added color and entertainment. Look I can spin my head around!

JM: Our event was geared more towards professionalism and education. I don't think head spinning would have benefited our guests.

CM: Obviously you could have used my help in setting your objectives.

JM: Being the newest machine tool distributor in the area we decided that the quickest way to distinguish Morris Midwest from competitors was to encourage customers and prospects to see our facilities, interact with our staff and experience the *difference* for themselves.

CM: What difference?

JM: We help manufacturers improve production capabilities and efficiencies. Our open house enabled attendees to assimilate what we have to offer and how we work with manufacturers.

CM: Huh?

JM: We began our 5 day event with a Family Day which allowed employees to show family members and friends where they work and what they do. Milwaukee Mayor Tom Barrett was also on hand for our ribbon cutting ceremony. Our VIP Night catered to top manufacturing executives from Wisconsin, Northern Illinois and Upper Michigan along with state and local government officials. We unveiled our THINC® Command Center and had over 20 CNC

machines performing demonstrations. Our guests were treated to a lavish dinner and a presentation by Alan Beaulieu from the Trends Research Center, on the future movement of the U.S. and global economies. The final three days of our open house enabled other manufacturing representatives to tour our facility, interact with our people, attend seminars, watch product demonstrations, eat in our special leisure area and take part in prize drawings.

CM: Now I'm supposed to say, "Sounds complicated," so that you can explain how B&M helped.

JM: We relied on B&M's advice and capabilities throughout the planning process. Our staff helped with special VIP invitations, direct mail, email promotions, daily web site updates, media relations, program agendas, vendor coordination, photography and much more.

CM: They can't even plan a decent birthday party for me. But it doesn't sound like you tried to "sell" anything during your open house.

JM: We used our open house to demonstrate the many ways manufacturers can draw on Morris Midwest as a resource. We're not an "in your face" type of company. The professionals we want to reach respond to "How can you help me do my job faster, easier and more profitably?" I think we demonstrated our capabilities in those areas and our staff did an excellent job of revealing our overall attitude and commitment to providing a higher level of customer service and satisfaction.

CM: It sounds like it was a very classy, organized and successful event. But I still think your guests would have enjoyed my head spinning.

JM: I'll keep it in mind for our next open house.

Chip Shot

It's great to have gray hair. Ask anyone who's bald.

It's Hard to Make a Comeback When You Never Left

This newsletter has been published for almost 20 years. Reader survey results and a constant stream of unsolicited positive comments about particular articles indicate that we maintain a readership level that would be envied by most if not all newsletter publishers.

And we have more than a few awards that indicate professional peers respect our approach to newsletter creation, too.

I think the editor (me) should be given all the credit ... and a raise and some extra vacation time. It's me who protects you from boredom. I don't toot B&M's horn. I don't even think we have a horn. I think we may have a kazoo, but I haven't seen it for awhile.

Interestingly, I just read an article claiming "Newsletters are making a comeback as a useful means of building awareness and loyalty." It seems multitudes newsletters died because they were crammed full of thinly veiled self-promotion. No duh?

Many companies mistakenly use newsletters just to sing their own praises instead of providing interesting, informative and entertaining material that targeted audiences will take the time to read. So instead of "newsletters" they end up with "advertisementletters." (Let's see that make it through the spell checker.)

Publishers of these types of newsletters presume that readers won't see through it all. But readers do see through it ... and they're put off by it because they get so much of it. So they don't read it.

Now I'm going to go look for that kazoo. I guess there's nothing wrong with "humming" my own praises.

To see samples of other newsletters B&M produces, visit our website, www.bmpr.com

Brown & Martin's Newsletter

r e t t e l s e w e n

Mediocre Design Costs More than Good Design

How your message looks is often more important than what it says.

Design classifies the quality and importance of your message, your event and your company. That's why good design shouldn't be viewed as an embellishment.

Copy doesn't tell readers this is a "must-attend" affair. Design does.

Words don't make a first impression. Designs do.

So the next time you're thinking about cutting corners on the cost of designing your web site, newsletter, direct mail piece or invitation, think again. The quality of your image is directly impacted by the quality of design. Yes there is price tag for good design. But the long-term cost of mediocre design is a second-rate impression of your company.

Life is great. But without bad times, we wouldn't know the difference.

- Kermit The Frog

Brown & Martin's Newsletter

*Issue: Don't Be Cheap!
Success is believing in yourself, and then convincing everyone else that you're right.*

Editor: Chip Martin

This newsletter is produced for clients of Brown & Martin, Inc., a marketing and public relations firm serving companies across the country. If you're not a client, quit reading! Or, call us and become one.

A FAMILY OF PRODUCTS THAT INSPIRE IMITATION

The Vortex is a purpose built machine. It isn't a regular van that hides the equipment. It is the equipment. When you are driving it around, people notice it. The Vortex has a presence. I was at a job the other day and got a call from a lady across the street about a job because she saw the Vortex. The wrap is like free advertising. Now that I have used it, I feel that I was cheating my customers before I got my Vortex. They weren't getting what they deserved: 25 to 30 minute drying times and superior cleaning capabilities. The people of BLUELine Equipment Co. in Prescott, AZ have taken good care of me, but I hope they don't sell too many more. I don't want that kind of competition! The Vortex changed the carpet industry. It's that good.

Vortex is a Power Wash (PW) unit with BLUELine Equipment Co. offers a full line of truck-mounted and accessories.

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Above are a sampling of award winning ads that B&M has done for our clients. The top ad is for BLUELine Equipment Co. and Vortex and was placed in the May issue of ICS Cleaning Specialist magazine. It earned an ADScore award, as judged by the readers for overall ad effectiveness. One reader noted, "Vortex has probably the best marketing in our industry." Yeah us!

To see the full size ads, visit our website at www.bmpr.com.