



Turn Eye Appeal Into Buy Appeal: How to Easily Transform Your Marketing Pieces Into Dazzling, Persuasive Sales Tools

By Karen Saunders

Macgraphics Services. Paperback. Condition: New. 136 pages. Dimensions: 10.9in. x 8.3in. x 0.5in. This award-winning book is loaded with samples and eye-popping tips to show entrepreneurs and non-designers how to create eye-catching graphics and compelling content for business cards, postcards, flyers, websites and book covers. Whether you're a small business owner, student or administrative assistant, you will learn what makes a good logo, how to pick harmonious colors, how to employ good branding techniques, how to create organized and attractive layouts and slide presentations and much more. It has: Over 200 full-color illustrations Nearly 200 hyperlinks that help you find subjects fast Details appreciated by people with tight deadlines Hundreds of techniques to reinforce your strategies Tips for writing persuasive copy that hooks customers The book is organized in 11 sections: Good Marketing Requires Good Design Make Visual Elements Memorable Writing Persuasive Content and Making it Flow The Best Typography for Design and Readability Laying Out Your Pages with Style Design Solutions for Specific Projects Working with Digital Imagery The Role of Color in Your Design Getting Graphics Files Ready to Print Answers to Your Printing Questions Resources Reviews: Rarely does a graphic designer come along who has mastered marketing principles as well...



[READ ONLINE](#)
[1010.98 KB]

Reviews

The most effective ebook i at any time study. It can be written in easy words and phrases and not difficult to understand. I am just pleased to let you know that this is the finest publication i have read within my individual lifestyle and could be the finest publication for at any time.

-- **Tania Mosciski**

Simply no phrases to describe. It is amongst the most awesome pdf we have read through. Your life period will probably be transformed as soon as you complete looking over this publication.

-- **Torrance Skiles**