

Your

# Business Brief

ISSUE 14 | OCTOBER 2024



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Unlocking Your Business Potential

**Welcome** to the latest edition of Your Business Brief, where we focus on why print is still alive and kicking and vital to most people's business plans. We know we're living in a heavily digital world but we touch on why people are now struggling with digital overloads and are looking for ways to cut down on their online time.

We're approaching the end of 2024 soon and the big C word will soon be here! We've had another incredible year at Chester Handbooks, supporting more and more local businesses in growing their customer base with advertising that really works. We're always learning as a business and it's great to be in a community of local business owners with which we can share articles and advice we think can benefit the way you operate.

We've also included plenty of charity news to warm your heart and to remember how we can all do our bit to help.

We look forward to supporting your continued success and growth, and we welcome your feedback on how we can improve on our newsletter. Stay tuned for more exciting news and opportunities in the coming months!

Would you like to feature next time? Send us your story by 15th December to feature in our next issue or to get in touch. Call us on 01829 770895 or email [hello@chesterhandbooks.co.uk](mailto:hello@chesterhandbooks.co.uk).

The Chester Handbooks Team 😊

## Recommended Business Book of the Quarter Your Next Five Moves:

Master the Art of Business Strategy by Patrick Bet-David

In "Your Next Five Moves," Patrick Bet-David offers an insightful and practical guide to mastering business strategy. With a wealth of experience as an entrepreneur and CEO, Bet-David provides readers with a roadmap for navigating the complexities of the business world. His central premise revolves around the idea of visualising not just the immediate next step in a business decision, but the five subsequent moves that will lead to sustained success.

The book is divided into several key sections, each focusing on different aspects of strategic thinking. Bet-David begins by encouraging readers to cultivate self-awareness, emphasising the importance of understanding one's strengths, weaknesses, and motivations. This foundational insight allows individuals to make informed decisions and align their strategies with their personal and professional goals.

He then explores the competitive landscape, urging readers to analyse their rivals and the

market environment. Bet-David's approach is both practical and philosophical; he draws on real-life examples and personal anecdotes to illustrate his points, making the content relatable and engaging. His storytelling is particularly effective in demonstrating how strategic foresight can change the trajectory of a business.

One of the most compelling aspects of the book is its focus on mindset. Bet-David stresses the need to confront fears and biases that may cloud judgement. He advocates for a proactive mindset, encouraging readers to anticipate challenges and prepare for them rather than merely reacting to circumstances. This proactive approach is supported by tools and frameworks that help readers break down complex situations and formulate clear strategies.

Throughout the book, Bet-David includes actionable advice, from setting clear objectives to utilising data effectively. He emphasises the significance of adaptability, reminding readers

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Email subject tricks that will guarantee great open rates.

## PAGE 05

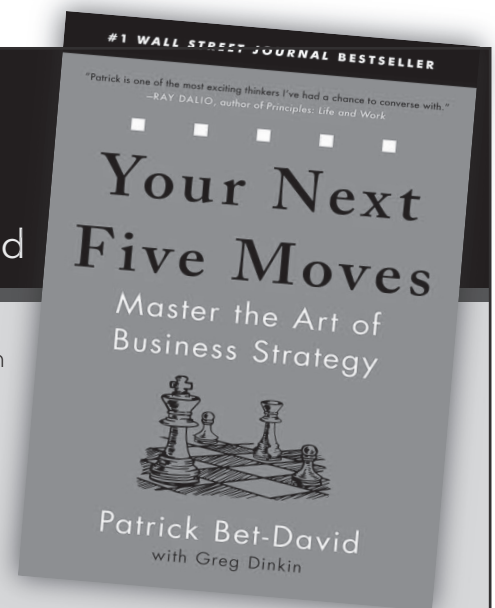
Donate clothes for good causes.

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Why print is always on trend.

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Now it's over to you...



that flexibility in strategy can often be the key to navigating an ever-changing business landscape.

Overall, "Your Next Five Moves" is a thought-provoking and practical read that empowers aspiring entrepreneurs and seasoned professionals alike. Bet-David's blend of strategic insight, personal anecdotes, and actionable steps makes this book a valuable resource for anyone looking to enhance their strategic thinking and drive their business forward.



# CELANDINE WOOD ANIMAL RESCUE



Celandine Wood Animal Rescue are a Wirral based Rescue founded in July 2022, we are very young but we have grown as has the need for Rescue support.

Our mission is to provide a life line to animals in need

We will never put an animal to sleep, unless it is in the animal's best interest and we have exhausted all options.

We endeavour to help animals find their forever home, however when this is not possible, we provide them with sanctuary for life. We provide treatment to wildlife with an ultimate goal of returning them to their natural habitat.

Celandine Wood Animal Rescue was founded by a Veterinary Surgeon who was horrified by the number of animals presented to veterinary practises for unnecessary euthanasia due to treatable behavioural or medical conditions. The team has grown to include additional veterinary surgeons, veterinary nurses, human nurses and other professionals and non professionals alike!

This provides us with a wide array of skillsets and experience which enables us to provide exceptional care for animals and we leave no stone unturned in our pursuit to save lives.

All of our team members are volunteers. Who work tirelessly to help animals alongside their day jobs and family commitments. We can receive hundreds of messages per day with desperate pleas for help. They are often life or death situations. We try our absolute hardest to never say no but when we are full we have no other option.

Recently we recieved an urgent request for help for a lovely French bulldog, one of our team got in touch straight away to discover that he only had 2 hours until he was due to be put to sleep. We quickly organised volunteer transport to collect the dog, a behavioural assessment and an emergency foster all within 2 hours! He is now safe in our care.

We also had a lovely cat brought in with a bad break in his leg, we offered veterinary treatment which will likely cost hundreds if not thousands of pounds. We also organised a foster placement for the poor soul to recuperate in before he is adopted, all expenses covered by the rescue and full support given to the fosters.

If we didn't have available fosters these innocent animals could have had very different outcomes.

We are in desperate need of foster homes, especially pet free child free homes but everyone can help. This will enable us to take the most urgent animals and save lives.

We are also in need of donations of vouchers, like new items and fundraising volunteers. You could be the difference between life and death.

### Get in touch & save a life:

[celandinewood@gmail.com](mailto:celandinewood@gmail.com)  
[celandinewoodanimalrescue.org.uk](http://celandinewoodanimalrescue.org.uk)  
[www.facebook.com/celandinewoodrescue](https://www.facebook.com/celandinewoodrescue)

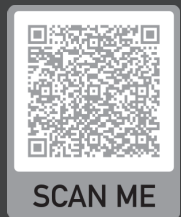
**I need your help!**  
Rugged Roy



## Pedalling for a purpose: cycling for charity and changing lives

From 12th - 15th September Andy from Tapflow Bathrooms in Ellesmere Port cycled from Milan to Nice to raise money for Motor Neurone Disease Association. So far as a group they've raised over £3,000 and you can still donate by scanning the QR code!

**tapflow  
bathrooms**  
4D Design | Supply | Installation



# EMAIL SUBJECT TRICKS THAT WILL GUARANTEE GREAT OPEN RATES!



You've gone to the trouble of asking your customers for their email addresses so what now? Email marketing remains one of the best tools for communicating, whether it's a promotional offer, new product releases or just a reminder of **"hey, we're here!"**.

Email marketing is a form of digital marketing that involves sending promotional messages or newsletters to a list of subscribers via email. The goal is building customer relationships, promoting products or services, increasing brand awareness, and ultimately driving sales. There are various ways to increase open rates, an easy one being to include the recipients first name in the subject. This personalisation makes the reader feel special and as it includes personal information gives the impression of containing important information that they need to read.

**When you email them the key to getting them to open it is the subject line. Every successful subject line falls under one of four categories:**

## ① CURIOSITY ② BENEFIT ③ SCARCITY ④ RESULTS

**NOT SURE WHAT WE MEAN? HERE'S AN EXAMPLE OF EACH:**

### ① CURIOSITY

These subject lines get the email opened by making the reader curious. They are based on mystery and leave the reader wanting more. Here are some examples of 'curiosity' subject line that work well:

- You won't believe the price of our latest new product...
- 52% more sales from this easy trick anyone can do!
- Hi {firstname}, we think this is PERFECT for you!

### ② BENEFIT

These subject lines get straight to the point. They outline the benefits of what you're offering right in the subject line. They are clear to the point and tell you exactly what you're doing to find within the email.

- How to write advert copy that guarantees to convert
- Generate Sales from ONE email,
- How to get more customers for your business!

### ③ SCARCITY

These subject lines are mainly used for sales messages and launches. They convey urgency and the fact that the reader might miss out on something soon. These subject lines are applicable to almost any business! For example:

- FINAL NOTICE
- Last chance to become a VIP customer!
- You're about to miss out {firstname}

### ④ RESULTS

These subject lines use proof, quotes and case studies to build credibility and get your email opened.

See which ones you could use for your customers:

- [CASE STUDY] £xxxx from one sale – find out how!
- 42 leads from one email
- Save this template which made us £xxx!

**Remember** to also use the seasons to your advantage or even the weather! If there's a heatwave and you sell fans, maximise on this and act quickly! A cold snap predicted? Get an email ready promoting your products to help people keep warm!

So, stop keeping your customers' emails on paper and get them into email and start making sales from them! Not sure where to start? You can send from a normal mail provider like Outlook or Hotmail just by BCC'ing all the email addresses in at once so they don't see each other's email addresses. Or check out software like MailChimp or MailerLite who offer free use for limited sized database sizes.

# WE NEED YOUR HELP DONATE CLOTHES 4 GOOD CAUSES

## Introduction about the project:

Donate clothes 4 Sammy is launched by a registered charity, Leukaemia & Myeloma Research UK. Sammy represents Leukaemia and Myeloma Research UK, a charity dedicated to finding cures for three major types of blood cancer.

Sammy, the fennec fox, had indeed changed the world, just as he had set out to do. He brought together a community dedicated to protecting the environment, inspired children to make good choices, and contributed to important medical research. His journey from the desert sands to the heart of the town proved that one individual, even a small and friendly fennec fox, could make a remarkable difference in the world.

## FENNEC SAMMY



## DO YOU WANT TO MAKE A DIFFERENCE IN YOUR COMMUNITY?

## SUPPORT OUR CAUSE: HOST ONE OF OUR CHARITY CLOTHING BANKS!

Host our charity clothing bank & help support those in need!

Whether it's at your local church, community centre, your child's school, a nursery, or even a care home, your involvement can make a huge impact.



## CONTACT US TODAY TO GET STARTED

If you want to join the project, or you would like to be involved in any way, please email us on [sammy@donateclothes4sammy.org](mailto:sammy@donateclothes4sammy.org) or call us on 0161 513 9502.

Together, we can make a difference!

**IT'S FREE  
TO JOIN!**

# JOIN US Parkinson's Awareness Day

**Saturday 2nd November  
1pm - 4pm**

**St Columba's Church Hall,  
Plas Newton Lane, Chester CH2 1SA  
No charge - Fully accessible - Refreshments**

Call: 07941839161 or email:  
[parkinsonschester@gmail.com](mailto:parkinsonschester@gmail.com)  
[www.chesterparkinsons.weebly.com](http://www.chesterparkinsons.weebly.com)  
ParkinsonsCh

Parkinson's UK is the operating name of the Parkinson's Disease Society of the United Kingdom. A registered charity in England and Wales (258197)

**PARKINSON'S<sup>UK</sup>  
CHANGE ATTITUDES.  
FIND A CURE.  
JOIN US.**

**Chester & District Branch**

Information for the newly diagnosed, as well as people who have had Parkinson's for much longer, also carers and others with an interest in Parkinson's. All welcome.

The event will include presentations from Parkinson's staff from the Walton Centre, Advisers from Parkinson's UK and the latest Research from Parkinson's UK Research Group.

You will hear about different aspects of Parkinson's and the work of the Chester Branch. Also in attendance will be representatives from associated organisations, as well as opportunities to chat over a cuppa with the professionals and volunteers

Our Branch has many activities throughout the year, something for everyone, check out our Facebook page or website above or call us.

# Why print is always on trend

Back in the summer it was reported that so-called 'dumb phones' aka a phone with limited capabilities has seen higher sales in the last year than in the last decade, with the BBC reporting that "Adults and teens concerned about their screen time are turning in their smartphones for "dumber" models.

It's been clear for a long time how impactful smartphones are on our mental health, especially in younger people and children. Shockingly, in the UK, research by Ofcom estimates that around a quarter of children aged five to seven years old now have their own smartphone.

Whether it's banking, loyalty cards, booking a train, ordering holiday snaps, keeping in touch with Gran or doom scrolling on social media, many people are now acutely aware of the costs of having the world at their fingertips. And they're rejecting the ways these phones can sap concentration, impact sleep and exacerbate mental health concerns.

Book sales have also risen in 2024 for presumably the same reason. Major book retailer Waterstones sales were up in 2023 compared to 2022 and magazines are also seeing an increase in people looking to the newsstands for their next read instead of their phones, although news app downloads are still growing.

So, with people starting to turn their backs on screens and embrace paper again, it's a good time to remember just why print works and why for almost 20 years, our customers have grown their databases thanks to print advertising.

## Targeted marketing

Print advertising allows advertisers to reach a specific target audience, such as those who read a particular magazine or newspaper. This makes it easier to tailor the message to the audience's interests and increase the likelihood of a response.

## Trust & credibility

Print ads have a reputation for being more trustworthy and credible than digital ads. Readers perceive them as being more legitimate and less likely to be fake or misleading.



## Tangible experience

Print ads provide a tangible experience that engages multiple senses. Readers can touch, see and even smell the paper and ink, creating a more memorable and lasting impression.

## High-quality production

Print ads are often produced at a high quality, with rich colours and sharp images. This can create a strong emotional connection with the audience and increase the ad's effectiveness.

**80%** of readers keep their magazine for the full calendar month, meaning longevity for your investment.

**66%** of readers have Googled an advertiser as a direct result of seeing an advert in our magazine.

# Foster Care Matters, our fresh and passionate not-for-profit fostering agency!

Did you know, every 15 minutes a new child is in need of a foster home? Here in the UK, we have a growing number of children who could really use the warmth and support of a caring foster family however, the idea of becoming a foster parent can feel like a big leap.

The shortage of foster families is not helped by the myths circling around fostering, leading many to believe they wouldn't be considered suitable. It is worth mentioning that while there can be negative publicity surrounding fostering, the successes and accomplishments of foster children and their families are often unheard.

Deb Reid, is the dedicated coordinator for recruitment and family matching at Foster Care Matters, and says, "So many good people rule out the thought of fostering because they don't believe they'd be eligible to foster and its only when they talk to someone like me that they realise that supporting a child through fostering could be possible".



As a children's charity, we are committed to re-investing back into our services to offer our foster parents high quality training and support. We offer competitive fostering allowances of £430-£460 per child, per week.

## Foster Families Needed

**The demand for short and long-term foster parents in your area has never been higher.**

**Children of all ages, including siblings and teenagers, need the stability of a foster family where they can feel safe, loved and cared for.**

**A place where, they know, they matter!**



## foster care matters

Fostering charity where children matter

## Could you foster?

Foster parents come from all walks of life and fostering is all inclusive so it's worth knowing that you too can foster if you are:

- Able to provide a spare bedroom for fostering
- Single or in a couple (living together or separately)
- Heterosexual or LGBTQ+
- A parent or haven't had children of your own
- A pet owner or not
- Over 21yrs of age (there is NO upper age limit to foster)
- Renting or own your own home
- A driver or non-driver
- Living with a disability or have a medical condition
- Working, semi or fully retired or a homemaker
- Practising any religion
- From any cultural background

**Are you curious about becoming a foster parent or want to learn more about fostering?**

Simply give us a call on **0300 123 1061** or visit **[www.fostercarematters.org.uk](http://www.fostercarematters.org.uk)** and we'll answer all your fostering questions, offer expert advice & information, and provide essential support to kickstart your fostering journey.

# PRINT BRINGS BACK ALL THE FEELS



Whilst doom scrolling on Tik Tok late one evening I came across an account that showed various editions of the Argos catalogue throughout its long run from 1972 to 2020. While nostalgic music plays alongside pages adorning watches, toys, outdoor swings and back-to-school worthy rucksacks, people comment about how the Argos catalogue signified the start of Christmas, armed with a biro circling all the things they yearned for.

These video clips have sparked thousands of comments about not just the catalogues but about a time that's gone, about their childhood memories, how 'phones have ruined our lives' amongst others. It struck me as incredible that something simple like a paper catalogue selling household items could evoke such strong reactions from real people.

Until I realised this is **EXACTLY** why print still works, albeit as part of a bigger strategy including digital.

Because you can **hold it, smell it, write on it, bend the corner as a reminder, share with a neighbour, rip something out, stick a post it note on a favourite page, use as a giant coaster for your cup or even as a doorstop**... its uses beyond household shopping were countless. We bet there were a lot of battered Argos catalogues in the bin at the end of a year.

But they survived and **LASTED** unlike an ad on Facebook or Instagram which can be impossible to see again should you accidentally refresh your feed. Since 2020 when the last Argos catalogue was printed they have revived it in the shape of a toys-specific mini catalogue much to the joy of the nostalgic Gen X'ers and Millennials, proving that print still equals sales. And that kids love defacing things.

As a magazine that's survived 19 years, Chester Handbooks loves to champion the fact that print is tactile, permanent and its classic format is still preferred in an age where we're bombarded on screens every day.

But don't just take our word for it, even the statistics speak highly of print. When it comes to recall, print reigns supreme: **RAMetrics data covering 2022-2023 shows print ads deliver a recall of 78%, a whopping 48 percentage points higher than digital.**

So as the dreaded 'c word' approaches in the next few months, we're wondering if any other brands will revive their catalogues.

And it's left me (as an early 80s born) wondering..

**" JUST HOW DO KIDS TELL THEIR PARENTS WHAT THEY WANT FOR CHRISTMAS...? "**





# Building Your Brand.

Branding and marketing can often feel like daunting tasks for small business owners. With the day-to-day demands of running a business, it's easy to let branding slip down the priority list.

However, if you want to grow your business - or even just survive tough times like the recent pandemic - you need to invest time and effort in your brand.

Here, we provide some top-line points to help you get started.

## What is a brand?

A brand is much more than a logo or a name; it's the feeling people have about your product or service. Think of it as your business's reputation. Every small business, including yours, has a brand. Your brand influences customer choices.

## Why branding matters more than ever

Branding has become increasingly challenging because the marketplace is more cluttered than ever. In 2023 alone, 900,000 companies were launched in the UK, a 12% increase from 2022.

With so many ads and brands competing for attention, it's getting harder to stand out. The number of competitors you have increases every year. Customers are bombarded with messages daily, leading to mental overload and a tendency to ignore most of what they see.

In this cluttered environment, you need a brand message that is very different to stand out - because if customers are not sure who to choose, they often go with the most well-known brand or the cheapest. To capture attention, your brand must not only be different but also better.

## How to differentiate your brand

**Start with your brand's "onlyness" message:**

This defines what makes you the only option in your market. For example, if we take a common small business like a patio builder, we can use the formula below to define what only they can provide:

### "We are the only patio builder that..."

- **(How) uses reclaimed, locally sourced stone and eco-friendly materials to create bespoke, professionally designed patios complete with virtual previews to visualise the final look**
- **(Who) for homeowners**
- **(Where) in Chester and surrounding areas**
- **(Why) who seek to create beautiful, low-maintenance outdoor spaces."**

So in full, it reads: *"We are the only patio builder that uses reclaimed, locally sourced stone and eco-friendly materials to create bespoke, professionally designed patios complete with virtual previews to visualise the final look, for homeowners in Chester and surrounding areas who seek to create beautiful, low-maintenance outdoor spaces."*

A statement like this highlights what sets you apart and clearly communicates your value proposition - why customers should choose you:

- **Locally sourced and eco-friendly**
- **Bespoke and professionally designed**
- **Offers virtual previews of the final look**
- **Focused company in Chester**
- **Designed and built to be**
- **Maintenance-free**

Once you have this line you can then distil it down into a slogan such as:

### **Sustainable Patios with Virtual Previews Eco-Friendly Patios, Locally Sourced Sustainable Stone, Stunning Spaces**

Often, when you go through this exercise, you might need to add something to your business to give you that unique difference. For example, the patio company might need to invest in virtual preview software.

## Build trust with 'reasons to believe'

Once you have your brand message, back it up with what we call 'reasons to believe'. This is the evidence: customer testimonials, accreditations, awards, or any proof that supports your claims.

These 'reasons to believe' reinforce your credibility and encourage trust from potential customers.

## Create a memorable brand identity and website

Next, design a logo that visually captures your brand message. A unique, well-designed logo will make your business more memorable. Make sure it works at small sizes, such as an Instagram profile icon on a mobile phone. Also, create a digital business card that can be easily shared by past customers on WhatsApp.

Then add your logo and brand message to your website. Website design is an ongoing job—it's not a one-off task. You need to be continually working on your website to upgrade it. Good design not only looks appealing but also suggests good service and quality. Think about who your different customer types are and have sections on the website for each of them. The more you upgrade your website, the bigger and higher-value projects you will attract.

My own website took a year to make, and now pretty much every project case study has animation and a customer testimonial—this allows me to compete with much bigger companies.

We've only covered some of the basics of building and growing your brand, but it's enough to start thinking about your brand.

Start small, refine as you go, and remember: consistent branding and marketing efforts will set you apart and drive your business forward in Chester's competitive landscape.



# Now it's Over to You...

## How to get the most out of your current campaigns:

1. **ALWAYS TRY TO ANSWER YOUR PHONE** and have a friendly personalised message giving the name of the business and a voicemail option. Many business owners make this simple mistake and as we know, potential customers will ring several companies and if you miss the call the work will more than likely go to the one who gets back to them first!
2. **First impressions count:** Be sure to let all relevant staff know of any special offers you are advertising.
3. Track your marketing spend. Remember to ask all enquirers where they heard about you and note that often when the answer is 'Google/Internet' when you 'dig deeper' you will discover that they, a friend, or colleague first saw your business in the magazine. **Reader Survey Nov 22 '68.9% of readers have Googled an advertiser as a direct result of seeing the advert in the magazine first.'**
4. Take as much contact detail as possible so you can be sure to keep in contact with offers and reminders, particularly good for hairdressers, beauty treatments, mot/servicing. This list is endless and almost always there will be a valid reason for you to contact them and gain more business.
5. Remember that people will buy when they are ready, and it can often be a month or longer before they make the decision to purchase your product or service. Continuity in advertising is proven to be better value for money and **over 80% of our customers keep their adverts in every month** to make sure they don't miss out on any opportunity to make a sale!
6. Talk to us about other ways we can help raise awareness of your business, you may like to offer a prize for our **Reader Competitions**, or give you a **'shout out' on our social media pages**, or maybe help with some **free editorial space**. 😊
7. **AND FINALLY (PHEW!!!)**, Arrive when you say you will, do better than a great job, charge what you said you would, and look forward to receiving lots of recommendations and repeat business in the future!



- Reader Competition Opportunities
- Website Banners & social media shout outs!
- Leaflet Printing & Delivery
- Stationery/Pull up Banners/Brochures
- Branding & Graphic Design

01829 770895 | [www.chesterhandbooks.co.uk](http://www.chesterhandbooks.co.uk) | [hello@chesterhandbooks.co.uk](mailto:hello@chesterhandbooks.co.uk)

## GRAPHIC DESIGN

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[www.chesterhandbooks.co.uk](http://www.chesterhandbooks.co.uk)



Graphic Designer

Emily Peters

# A quarter of nursery-school parents wish their children spent more time outdoors

A new nationwide study has revealed less than a **quarter (24%) of 0-5 year old children are spending time learning outdoors at home each day, contrary to the NHS's recommended time for preschoolers of three hours every day, and one in six think their child doesn't spend enough time outdoors at all.**

The survey of nursery school parents aged 0-5 years old, conducted by leading childcare provider Kids Planet Day Nurseries, investigated how often children are learning from outdoor activities across the country, how it effects their mood, and from which types of activities.

Of the parents surveyed, almost **two thirds (64%) said spending time outdoors has a positive effect on their children's wellbeing.** This in turn can support their emotional and psychological development. They also state **outdoor activities are important for a child's development (86%), improve physical health (72%) and foster a connection with nature (70%).**

What's more, **41% said spending time learning outdoors has created a closer family connection for them.** Engaging in outdoor activities as a family not only means spending more quality time together, but also creates lasting memories and encourages a shared appreciation for the natural environment.

Kids Planet's nature-based approach Rhiannon Mountain, head of outdoor learning at Kids Planet has brought the Scandinavian outdoor-learning approach of Udeskole to the nursery group, leading its forest school inspired initiative.

She said: *"At Kids Planet, we value outdoor learning at all of our nurseries across the country and believe it's integral for early years development. The lack of engaged outdoor learning time children under five are getting is a challenge we are embracing; we have 35 nurseries that have achieved the Udeskole approach, and this number is growing each year, with the end of this year set to be 60 nurseries embracing nature-based play.*

*"There are some easy ways that families can enjoy time outside with their young ones, whilst engaging in educational activities. Something as simple as collecting sticks for craft projects, naming and tracking animals, or counting different coloured flowers!"*





# DESIGN, PRINT & DELIVERY SERVICE

# PRINT IS POWERFUL

Think print is dead? Think again.

It has the highest engagement, highest recall and highest ROI. Plus, with a wide range of print options available, there are a number of ways to engage at the right time, with the right piece, to the right audience.

Whatever your business, whether you're a trader, restaurant, school or other retail outlet, bespoke print across a number of channels can help promote your brand and increase sales.

Print is powerful. Ensure you include it in your marketing strategy.

**QUICK TURNAROUND  
DESIGN SERVICE AVAILABLE  
COMPETITIVE PRICING**

# 01829 770895

[www.chesterhandbooks.co.uk](http://www.chesterhandbooks.co.uk)

[hello@chesterhandbooks.co.uk](mailto:hello@chesterhandbooks.co.uk)



Here are just some of our customer print jobs recently completed:



**Business cards**



**A5 Leaflets**



**Brochure**



**Trifold Leaflets**



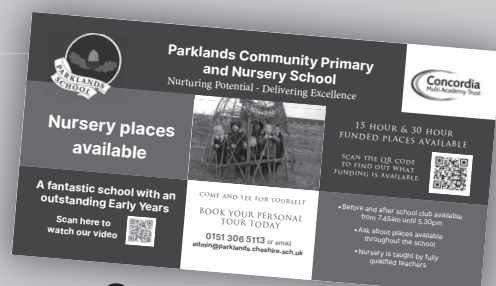
**Exhibition Banner**



**Folded Leaflets**



**A5 Leaflets**



**Outdoor Banner**