

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

Summer Fun & Promotional Products Go Hand - in - Hand

Summer is nearly everyone's favorite season of the entire year. And why not? There are backyard barbecues, fishing trips, vacations down at the shore, volleyball and baseball games, and lots of opportunities to improve your golf game. Summer signals the end of school days and more reasons to be outside enjoying the gorgeous weather and long daylight hours. So, you have plenty of reasons why people love summer. Now, what do you give to those individuals who relish the hot sun and hours spent outdoors?

Think Apparel

Long days on a sunny beach or sand trap can leave a painful reminder of the intensity of that big glove in the sky. Distribute baseball caps or sun visors imprinted with your company logo, or corporate brand. For the golfers you know, send along a great golf shirt with your logo as well.

Since most people will spend some time this summer traveling - think the beach, the local swim club, a day trip to a museum - send your corporate identity along with them. Add your logo to a beach bag or tote bag and you'll be sure to have your name visible in lot of places during the summer months.

After all, who doesn't need a place to stash their suntan lotion, sunglasses, beach towel, and bottle of water when heading out for the day?

For the Golf Pro or Amateur

Everyone knows somebody who dreams of playing in the Master's someday. Help your acquaintance get there faster with an array of golf items that would even make Tiger Woods smile. Choose from the obvious items like golf shirts and wooden tees to golf balls, score card holders, golf towels, and organizers. You'll find a wealth of golf products that will surely make every golfer happy.

Don't forget all of these items will bear your corporate logo or brand name, so even when your clients, customers, or acquaintances tee off, they will be thinking of you and thanking you for the great products you've given them.

Fun in the Sun

Barely a weekend will go by without the chance for a cookout, a backyard get together with friends, or a pool party. The kids will be around and your won't be able to determine who is having more fun - the kids or the adults!

Add more excitement to these close knit events with the right toys and tools to make the party more enjoyable.

A few colorful flyers or fling rings will keep the kids occupied for hours. Heading to the beach? Don't let anyone leave for a day by the sea without a beach ball or a foam football, the perfect complements to the sand and surf. For the individuals who you know love nothing more than pounding the sand on a sun-drenched day, consider volleyballs. All items will prominently display your logo or company name, so even when it's time for play, business is being conducted - and you don't even have to be there.

There's nothing like an all-American game of baseball to brighten up a summer day or evening. Whether your clients are visiting their favorite major league ballpark or watching the local kids play Little League, they will be in style. Items such as baseball caps, foam fingers, megaphones, cheering noodles, and T-shirts are just the things that will make some time at the ball field more exciting while cheering on favorite teams.

Want to keep customers comfy? Send along a stadium cushion so that they can always sit comfortably even on the hard bleachers. Add a pair of binoculars to the mix so no one misses one minute of the action and excitement.

Full Zip Fleece Jacket
with Piping
Now Only \$49.00



To search our
database of over
600,000 products,
[Click Here.](#)

Dear Max



Q. We buy our corporate promotional items and apparel from you, but this year I find myself being solicited to become the equipment manager for our youth soccer club. Can you help me with team wear and sports gear?

A. We do SPORTS !! We have a salesperson on staff that is dedicated to local sports. Chris Noel is a "Victoria Boy" that has been involved in local sports such as , soccer, rugby, baseball and basketball to just name a few, all his life. He brings his strong work ethic and vast experience to help you select the best values in apparel and gear. He's on your TEAM !

***Ask Max a question, and receive a free gift, go to: www.coastadvertising.com/dearmax.cfm**

Product Spotlight

**Fold and Carry
Utility Blanket**
Starting from \$9.95



Conference Tote Bag
Starting from \$6.95

Single Shoulder Sling Bag
Starting from \$8.95



What is Marketing ?

You see a gorgeous girl at a party. You go up to her and say, "I am very rich. Marry me!"
That's Direct Marketing.

You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you says, "He's very rich. Marry him."
That's Advertising.

You see a gorgeous girl at a party. You go up to her and get her telephone number. The next day you call and say, "Hi, I'm very rich. Marry me."
That's Telemarketing.

You're at a party and see a gorgeous girl. You get up and straighten your tie; you walk up to her and compliment her hair. You open the door for her, pick up her bag after she drops it, offer her a ride, and then say, "By the way, I'm very rich. "Will you marry me?"
That's Public Relations.

You're at a party and see a gorgeous girl. She walks up to you and says, "You are very rich..."
That's Brand Recognition.

You see a gorgeous girl at a party. You go up to her and say, "I'm rich. Marry me". She gives you a nice, hard slap on your face.
That's Customer Feedback.

Visit us at our showroom: 266-2950 Douglas Street, Victoria BC V8T 4N4

COAST
ADVERTISING.COM

*Effective, targeted, marketing solutions
to help you grow your business...guaranteed!*

250-383-0728

To unsubscribe, click here.