

A close-up photograph of a dandelion seed head. The center of the seed head is dark and has the words "Everyday" and "Creativity" written in white, curved text. The seed head is surrounded by a dense field of golden-brown seeds. The background is a soft, out-of-focus green.

Everyday
Creativity

Source: National Geographic Photographer
Dewitt Jones

*Creativity is the ability to look
at the ordinary, and see the
extraordinary.*



Source: National Geographic Photographer
Dewitt Jones



Every act can be a creative one.

Source: National Geographic Photographer
Dewitt Jones

*Creativity is a
matter of
perspective.*

Source: National Geographic Photographer
Dewitt Jones



*There's always
more than one
right answer.*



Source: National Geographic Photographer
Dewitt Jones

*Re-frame problems into
opportunities.*



Source: National Geographic Photographer
Dewitt Jones



*Don't be afraid to
make mistakes.*

Source: National Geographic Photographer
Dewitt Jones

Break the pattern.

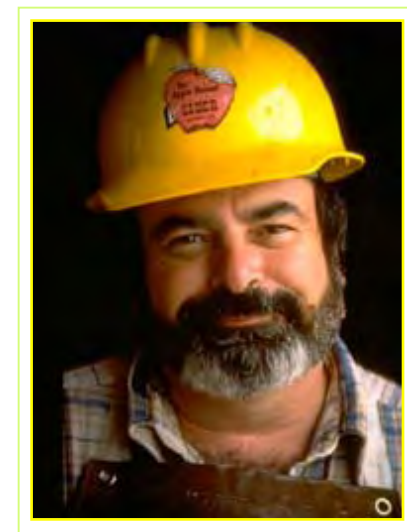
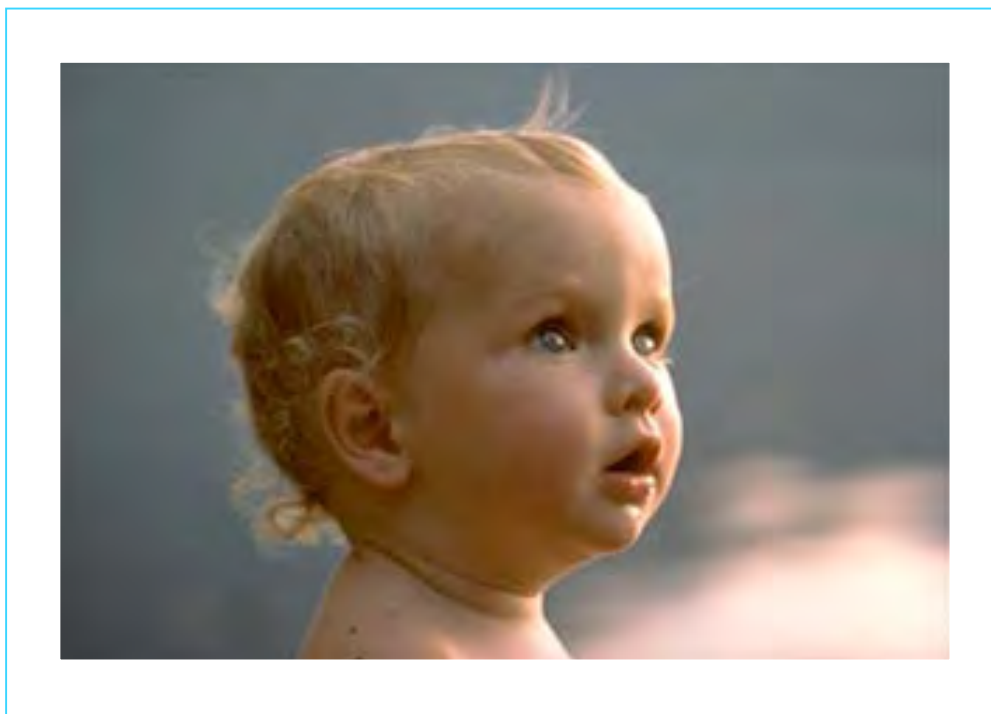


Source: National Geographic Photographer
Dewitt Jones



Train your technique.

Source: National Geographic Photographer
Dewitt Jones



You've really got to care.



Source: National Geographic Photographer
Dewitt Jones

Connecting to your
Customers!

Grass-Roots Style

Name, logo, slogan, brochure

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NC A&T State University, Greensboro, NC

Cooperative Extension Program



Step 1: Your Business Name



Alphabet?



Descriptive?

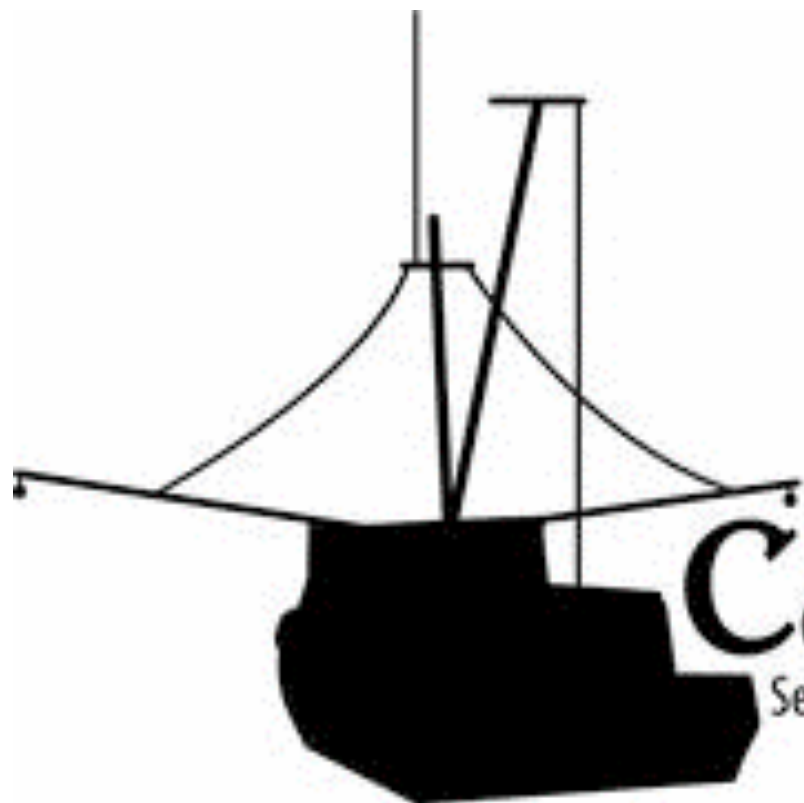


Grows with you?



Step 2: Your Logo

- ❖ Keep **Simple**
- ❖ Check **Competition**
- ❖ Make **Yourself!**



CarteretCatch™

Select NC Seafood from the Fishermen of Carteret County

Free clip art

The screenshot shows the Microsoft Office Online interface for Clip Art and Media. The page has a blue header with the Microsoft Office Online logo and a search bar. A left sidebar contains navigation links such as Home, Assistance, Training, Templates, and Clip Art and Media (which is highlighted). The main content area is titled 'Clip Art and Media' and includes a 'Clip of the Day' section with a photo of a woman, a 'Work at home with Office Online' section with a list of tips, and a 'FEATURED COLLECTIONS' section with icons for Office supplies, Shopping, Weddings, and Flowers. Below this is a 'Clip tips' section and a 'BROWSE CLIP ART AND MEDIA CATEGORIES' section with a grid of category links. A right sidebar contains 'Options | Help', 'Popular searches', 'Providers', 'Office 2003 Editions', and a 'Quick links' section with a 'Get FREE online training for Office 2003' button.

Microsoft Office Online

Search: All media types Go

Options | Help

Clip Art and Media

Clip of the Day



Add to selection basket

Work at home with Office Online

- Set up a home office
- Stay in touch with co-workers
- Manage your time using Outlook
- Propose a flexible work arrangement

FEATURED COLLECTIONS

 Office supplies

 Shopping

 Weddings

 Flowers

Clip tips

- How to open Clip Organizer
- Add, change, or delete keywords

BROWSE CLIP ART AND MEDIA CATEGORIES

- Abstract
- Academic
- Agriculture
- Animals
- Arts
- Emotions
- Fantasy
- Flags
- Food
- Government
- Realistic
- Religion
- Sciences
- Seasons
- Signs

Popular searches

- Elections
- Cell phones
- Thanksgiving

Providers

- Animation Factory
- Brand Camp cartoons
- Hemera photos
- NVTech 3D images
- Screen Beans

Office 2003 Editions

- Download/order a trial
- Reasons to upgrade
- About Office 2003 Editions
- Buy Office 2003 Standard

Get FREE online training for Office 2003

Quick links

<http://office.microsoft.com/clipart>

logo



<http://fiasco.com/graphicdesign/egallery1.htm>

Step 3: Your Slogan

Some Successful Examples:

"Finger Licking Good"

"Bet you can't eat
just one!"

"Have it your way!"

Step 4: Your Brochure

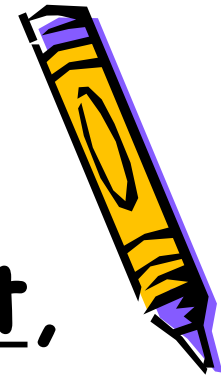
❖ **Word Power**

❖ **Customers Work**

❖ **Jumping off point**

Objective

Given a Pencil, a Customer List, Product List, Your Unique Selling Points & Ultimate Benefits & Contact Info., *Create* a one-page flyer to *Hand Out* each and every time you meet with loyal, new & potential customers.



Who's Gonna Buy Your Stuff?



Do Worksheet #1



For Sale !

Your 's
Products

Do Worksheet #2

Your Unique Selling Points

- ❖ Rare, Heirloom, Hard-to find
- ❖ New Variety, Organic
- ❖ Delicious, Tasty, Pesticide Free
- ❖ Healthy, Fresh, Raised without...
- ❖ Premium Quality
- ❖ Home-made, Home-Grown
- ❖ Grown, All-Natural

Your USP is your PIN!

U. S. P. =

P. I. N.



The

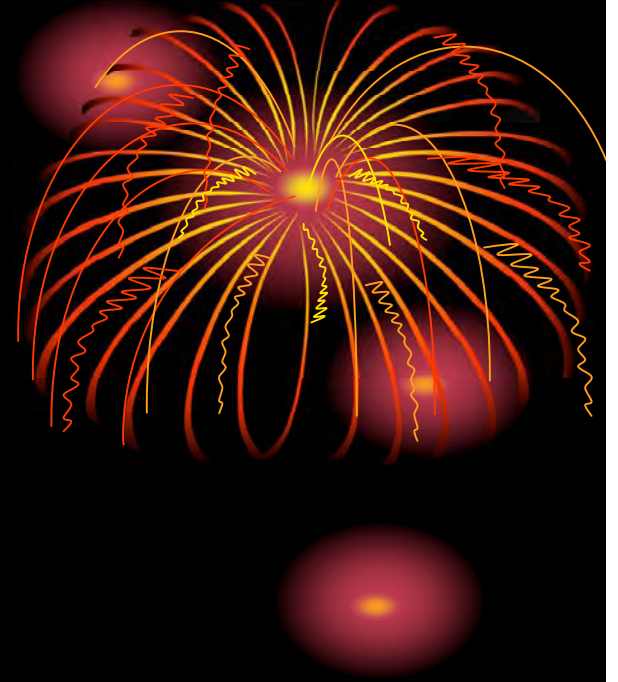
U S P

Do Worksheet #3

Game!



Tell Them
what they
Won!

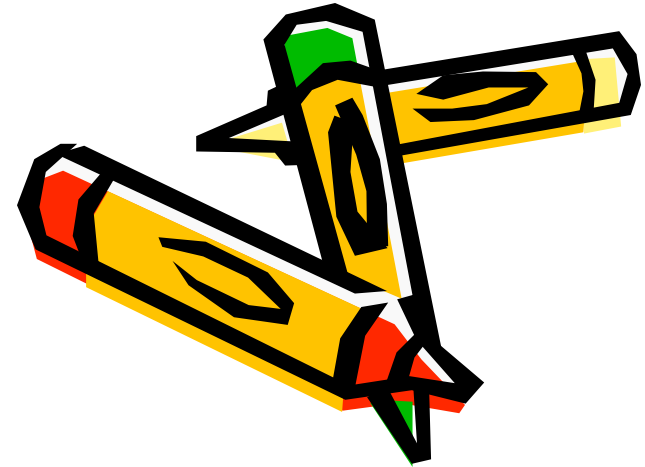


U. B.

Ultimate Benefits!

Some Ultimate Benefits (UB)...

- ❖ Personal Health
- ❖ Personal Fulfillment
- ❖ Emotional Well-Being
- ❖ Addresses Environmental Concerns
- ❖ Physical: Taste, Smell, Looks Great!



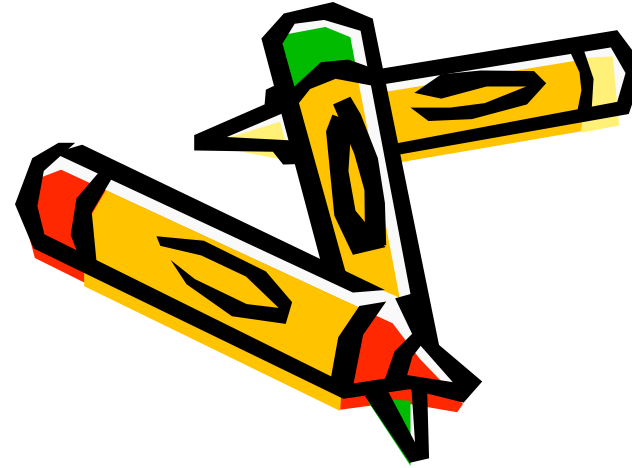
Do Worksheet #4



What **U** **B** doing for me?

Looking for You! Worksheet #5

- ❖ Your Name
- ❖ Name
- ❖ Contact Phone
- ❖ Contact Email***
- ❖ Webpage address (if you have)
- ❖ Places you sell your products
- ❖ Market Schedule

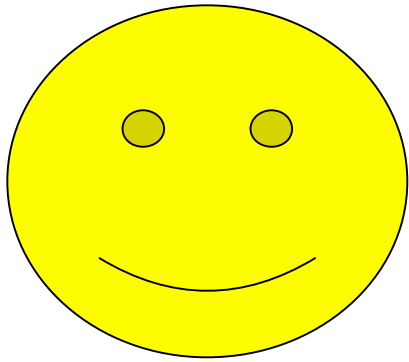


Other Good Hints

❖ Leave Space

❖ Use Color





Pictures Connect!



You Did It !

Congratulations!

From flyer to Internet!

www.localharvest.org

The screenshot shows the LocalHarvest website interface. At the top left is the LocalHarvest logo with a small 'SM' trademark. To the right is a 'New Members sign up here' button with a bee icon. Below the logo are navigation links: [about us](#), [links](#), [partners](#), [books](#), [my account](#), and [member login](#). A horizontal menu contains buttons for Home, Shop, Farms/CSA, Farmers Markets, Restaurants, Food Co-ops, Photos, and Products. A central text block reads: 'Click on the map below to zoom in, or search with our search form for quick results. You can also use our "all in area" search form to find all listings within X miles of a particular zip code.' The main content area features a map of the Southeastern United States (North Carolina, South Carolina, Georgia) with various colored markers representing different types of listings. To the left of the map is a 'Zip or City Quick Search' form with a 'GO' button and a 'Steal this form!' link. Below that is a 'Featured Product: Grass-Fed Beef!' box and a 'Food/Farm Events' calendar for Sep-2004. To the right of the map is a search form titled 'What are you looking for?' with radio buttons for 'All', 'Restaurants', 'Online Store', 'Food Co-ops', 'Farms / CSA', 'Farmers' Markets', and 'Others'. Below this is a search input field with a dropdown menu for 'Where?' set to 'SC'. At the bottom of the search area are 'REFRESH MAP' and 'SEARCH' buttons, with the text 'Search results appear below.' Below the map are buttons for 'HAWAII', 'ALASKA', 'US MAP', and 'ZOOM OUT', along with a legend for Farm (green), Firm Market (orange), Restaurant (blue), Food Co-op (purple), and Other (teal). At the bottom left, there is a 'Newsletter Sign Up' box. At the bottom center, it says 'Your search returned 59 listings'. At the bottom right, there is a logo for 'NC STATE UNIVERSITY A&T STATE UNIVERSITY COOPERATIVE EXTENSION' with the tagline 'Helping People Put Knowledge to Work' and 'Result Pages: 1 2 3 4'.

From flyer to Internet!

[Cultivate Your Free NCDA&CS Web Page](#)

The screenshot shows the website for the North Carolina Department of Agriculture & Consumer Services. At the top left is the department's seal. Below it, the text reads "NORTH CAROLINA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES presents the General Store". A search bar with a "Go" button and a link to "Advanced Search" is located in the top right. The main content area is a circular menu with various product categories, each accompanied by a small image: Produce, Meat & Poultry, Dairy Section, Fish & Seafood, Bakeshop, Snacks & Sweets, Beverages, Livestock, Equipment, Services, Turfgrass & Sod, Nursery & Garden Centers, Field Crops, Merchandise & Gift Baskets, and Agritourism. The background features a large, faint seal of the department.

www.ncagr.com/NCproducts/

Taking it Home!

❖ Start with name, logo

❖ Slogan

❖ Share Brochures

❖ Revise

free business cards

 **VistaPrint**
BEST PRINTING. BEST PRICE.

[Home](#) [My Account](#) [Sign in Now!](#) [Shopping Cart](#) [Help](#)
Need help? Call us toll-free at: 1-800-721-6214
Current Hold Time: 15 seconds

Customize Your FREE Card

Select from 42 Free Business Card Designs!

1. Enter text for Front of document

Company Name

Message

Full Name

Job Title

Address Line 1

Address Line 2

Address Line 3

Phone / Other

Fax / Other

E-mail / Other

Web / Other

[Sign Up!](#)

2. Select Your Business Card

< 1 2 3 4 5 >



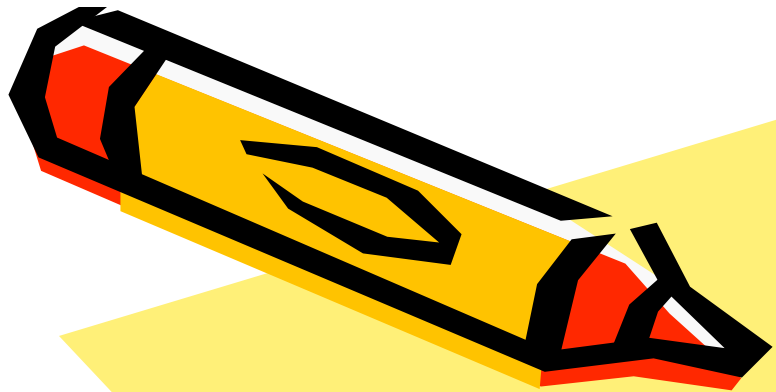
> [See hundreds of other designs - only \\$7.99!](#)

Company Name
Message

Full Name
Job Title

Address Line 1
Address Line 2
Address Line 3

www.vistaprint.com



Questions?

THANK YOU!

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