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Many articles online and in print will always go on about how you should use commercially printed materials or how to properly implement marketing tools. Turning things around, let us discuss things on the other side of the spectrum.

Let us talk about the things that you should not do concerning commercially printed publicity materials. Far from being a guide to the right things you should do, this is a guide to the things you should avoid or never do. If you have ever wondered about this, here are the different ways on how not to use commercially printed materials brought to you by Ft Worth printers or DFW printers.

1. Distribute without a plan - Commercially printed products are not so cheap that you can just give them away without second thought. Rather, sure you can give flyers, business cards, or bookmarks away to anyone you choose, but doing this is wasteful and inefficient advertising. If you want to make full use of the capabilities of your publicity materials, you should at least employ a fundamental method of choosing recipients who are most likely to be turned into actual customers. It is like giving away free jigsaw puzzle pieces; you can give them to anyone who happens to walk past, but you will sell a lot more if you only give pieces to those who would want to complete the set.

2. Using them without background research - In a laboratory, if you use and mix chemicals without doing your research, there is the possibility that the whole room will explode and that you will be caught in the explosion. With commercial printing, if you jump in without doing your homework, this can lead to an explosion in your pocket that would eventually crumble down your business. Translation: you will only lose money and lose your business. Thus, one way not to use commercially printed materials is to use them without background knowledge on their most effective uses, implementations, designs, and others. Never join a war without some bullets, as the clichÃ© goes.

3. Slandering competition - The business world is a fierce, ruthless world, sure, but there are limits, which you should never actually cross. Building up business by using commercially printed publicity materials is definitely not a good way to use them. Not only is it morally suspect, it can also be a reason for contention in court; simply put, it may be illegal, depending on where your business is actually situated. Print some flyers to advertise a new, top-of-the-line, and revolutionary product, sure, why not. Print some posters to ask people to join your storeâ€™s raffles or competition, no problem. However, printing things, which directly attack the integrity of other individual people or companies, is not a justifiable act.

Just like anything else in this world, there is a right way and a wrong way of making use of commercially printed materials bought from Ft Worth printers and DFW printers. It is up to you as a good business owner to know and learn these things, whether from experience or pure common sense is entirely up to you.

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Kaye Z. Marks is an avid writer and follower of a developments by Ft Worth printers or a provided by DFW printers that help businesses in their marketing and advertising campaigns.

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