



JATTLE TAYLOR

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a creative way to keep you informed

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WHAT WAS I THINKING?

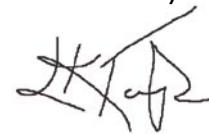
So what was I thinking? Leaving a secure job as a marketing specialist at a billion dollar corporation to venture out into the unknown world of independent design. Well, it's been a long time coming. Since graduating from Northeastern University with a Bachelor of Science in Media Arts & Design, I have been pursuing a dream to establish my own design firm. I'd sit in my office day after day, year after year and find my mind wondering off to places I'd rather be and opportunities I'd rather be pursuing. I thrive off challenge and off the chase to the reward of self-satisfaction. The corporate world was extremely challenging and very rewarding, but I needed more. I needed the choices that I was making to be a step toward reaching my own goals, and not toward somebody else's. I wanted the work I was doing to truly be an extension of who I am and what I believe. I soon realized that by combining what I learned in the corporate world with my drive and desire to reach my goals, the opportunities would be endless.

I have not looked back or harbored any regrets since joining the independent world. It offers me the opportunity to let my imagination run wild and fuels my creative ambitions by allowing me to pursue fresh and innovative ideas. Designing is my passion, it is also my career. This has become a great benefit to me and to my clients. There's no better way to live than by doing what you love.

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web talk

The Taylored Image website is now live. The site offers information regarding design services provided as well as a list of clients that I have worked with. You will be able to browse numerous samples from my portfolio and download current and archived newsletters at your convenience. The Taylored Image website will be updated regularly. You can access it by going to: www.tayloredimage.com. Feedback is always welcome!



Lindsay K. Taylor — owner | designer

GIVING BACK: LANCE ARMSTRONG FOUNDATION

A large factor in my decision to become an independent designer was to have the opportunity to give back. When I was growing up I always wanted to give to those commercials about starving children in Africa. I'd spend hours after seeing such commercials trying to figure out how I could save up enough lunch money to warrant a meaningful donation. I would even call to request information on a child I could help. It was during those years that I knew someday I'd be given the

chance to make even the smallest difference. "Giving Back" will become

a regular section in my quarterly newsletter. If you have any suggestions please do not hesitate to contact me.

In this issue I have decided to focus on the Lance Armstrong Foundation, otherwise known as LAF. LAF is a comprehensive resource for people living with cancer. Their motto is "Live Strong." They raise funds to support their efforts in helping people with cancer and their families live strong.

A couple months ago, Nike and LAF partnered to launch the Wear Yellow LiveSTRONG™ campaign. The campaign is a tribute to Lance Armstrong's inspirational fight against cancer and

his historical attempt at a sixth Tour de France win. Nike will donate \$1 million to the Foundation and is leading efforts to raise an additional \$5 million through the sale of yellow wristbands engraved with Lance's mantra, Live Strong. All proceeds will benefit the LAF programs.

I have decided to purchase 100 yellow wristbands through Taylored Image which I will distribute to my clients, vendors, friends and family members. You will be receiving your wristband in the mail very soon. All I ask is that you wear it with pride and spread the word. You can access more information regarding the campaign by going to www.nike.com/wearyellow or www.laf.org

A BIT OF MARKETING KNOWLEDGE

Marketing establishes a company as a permanent player. Even though a business may be solid, it is the way it is perceived that makes the difference in sales. The most effective way to attract sales is to be viewed as an organization that has staying power. Customers and prospects are more interested in stability than in the past. One of the roles of marketing is to shape or influence the way a company is perceived.

— *Advertising Manager's Handbook*
Robert W. Bly

relaxation technique

Nose Alphabets — Here's a silly and quick way to ease tense neck muscles.

1. Sit up straight with your head forward and your shoulders relaxed.
2. Move your nose in small, smooth movements to trace the alphabet in the air... half-inch capital letters are best.

You may get some strange looks, but when others find out about this simple relaxing exercise, they may join you.

— *365 Ways to Relax Mind, Body, & Soul*
Barbara L. Heller

All you need is a "little kid" coloring book with old favorite cartoon characters, an extra large box of crayons, and no artistic standards... and don't be afraid to color outside the lines!

QUOTE FOR THE SEASON

"A rich world of wonder awaits."

— Carl Sagan