

CREATING MARKETING MATERIALS DIY MARKETING IN THREE EASY STEPS (AND 15 MINUTES OR LESS)

[Angela LoSasso](#) | Hewlett-Packard | April 27th, 2009



Whether your business is just launching or has been in the black for years, your brand is — or should be — as unique as you are. Your “story” is often the reason customers decide to spend money with you.

The expertise, strategy and tips shared right here in the HP Creative Studio will help you develop and evolve the compelling and unique story of your business — whether that brand story is a logo, a brochure, your company letterhead, a website, or all of these and more. I want to help you start sharing that story — without breaking the bank. And it starts with three easy steps.

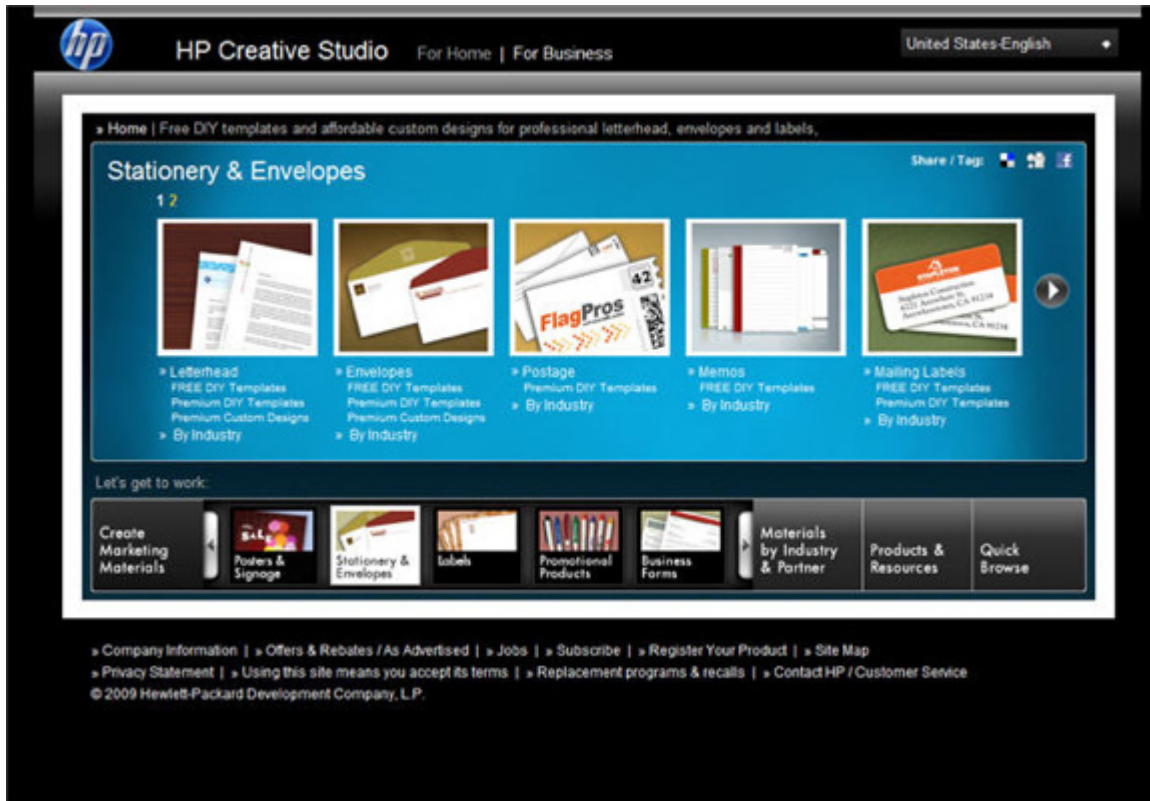
1. Select a free template.
2. Download the template and customize it with your information.
3. Print it, share it, and start building your business.

It’s really that easy. But I’m betting you’ll be more likely to give it a try - and succeed - if I show you how.

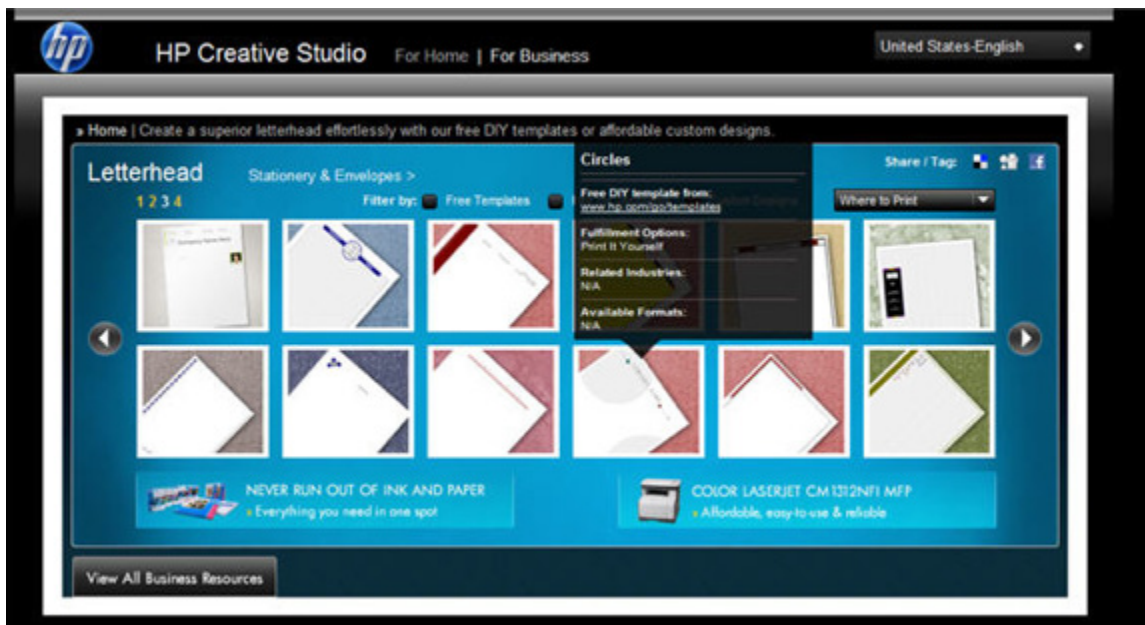
Follow these steps to get customized, professionally designed letterhead and envelopes for your business in **15 minutes or less**.

Step 1: Visit the HP Creative Studio and find a free template.

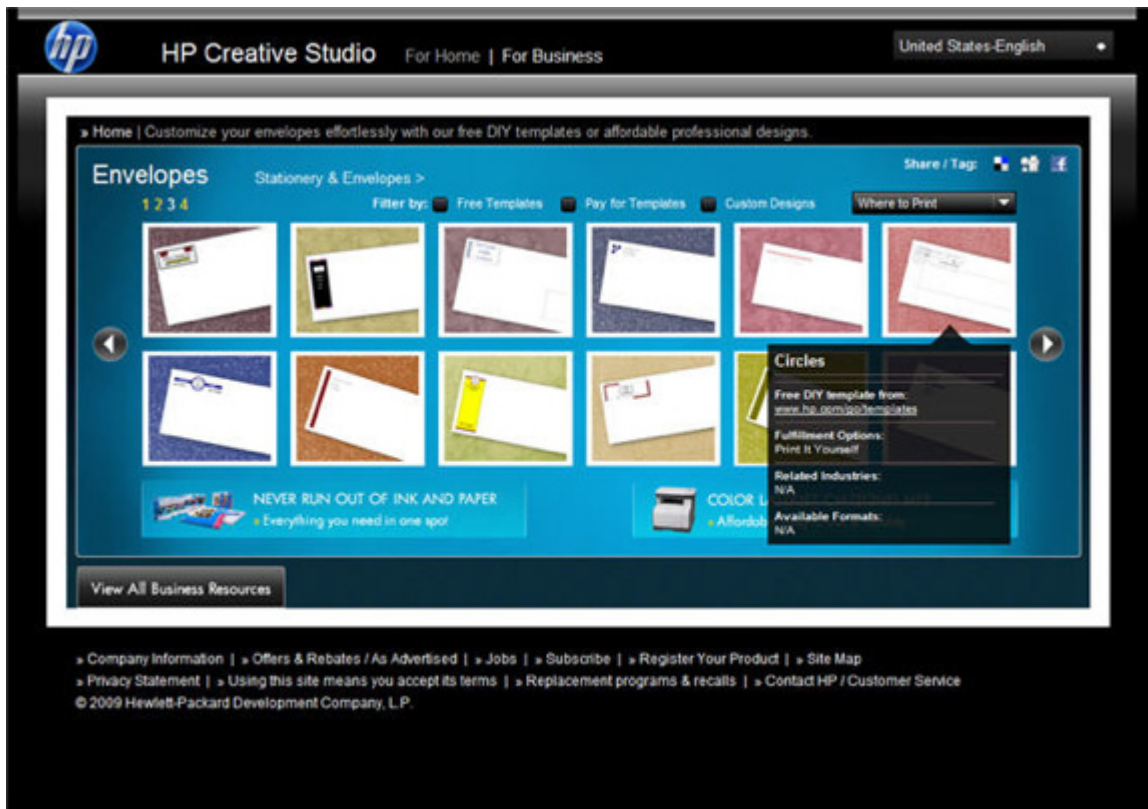
I selected the "Stationery and Envelopes" category.



Then I selected the FREE "Circles" Letterhead Template. (You can choose from more than dozens of professionally designed letterhead templates by using the arrows to scroll through the thumbnail menu.)



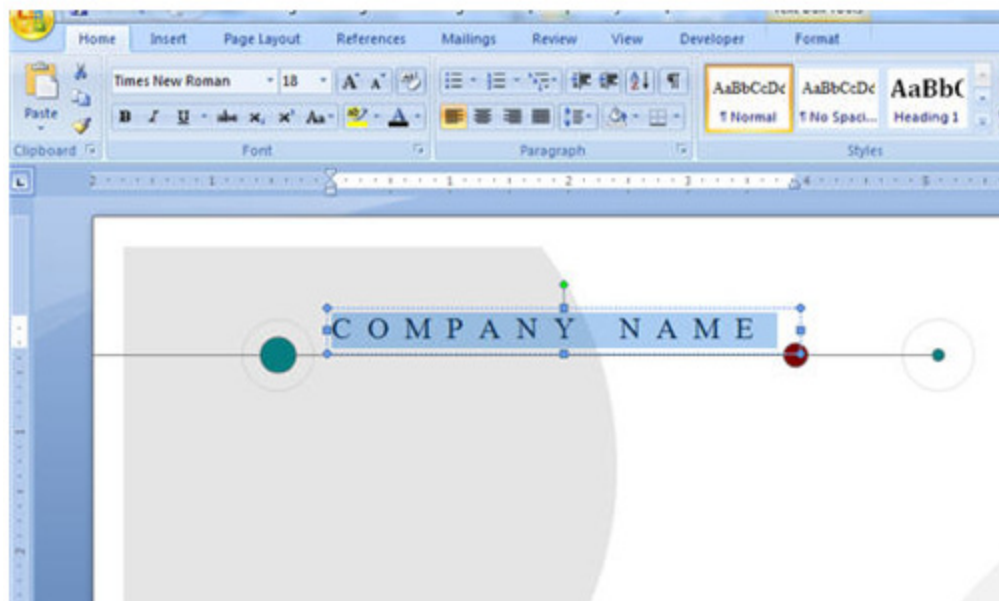
Then I downloaded the matching “Circles” envelope template.

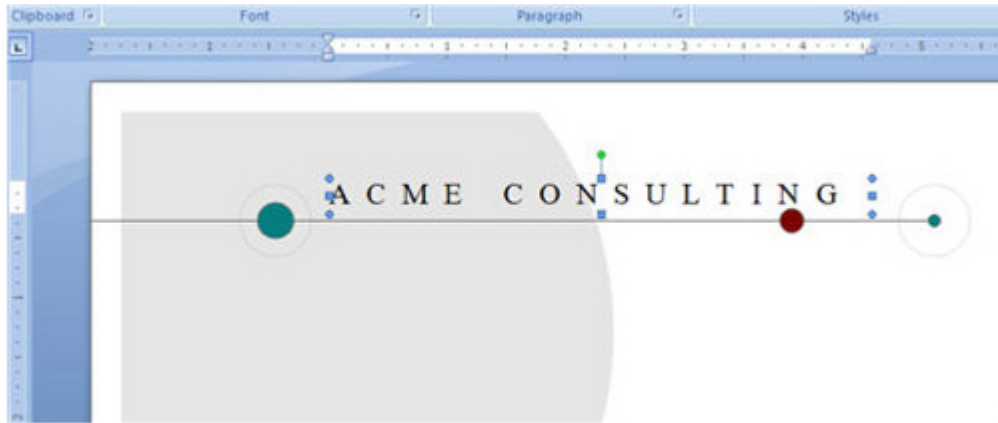


Step 2: Customize and Save your new Marketing Materials.

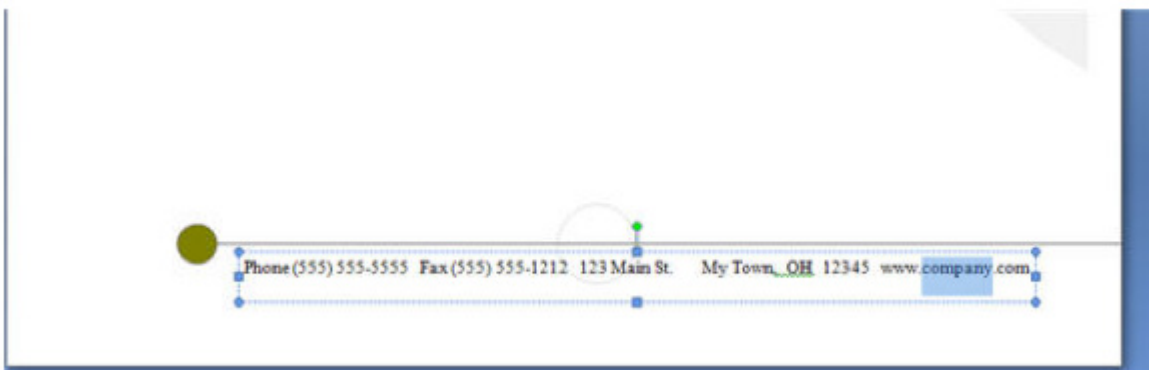
Tip: In Microsoft Word, I first do a “Save As” to rename the files and save them to my notebook. (I find it’s better to have a locally stored copy to edit, tweak, and have available for future use and printing.)

Get started by selecting the text and replacing it with your company name. I’ll show you what it looks like before and after I change the text.

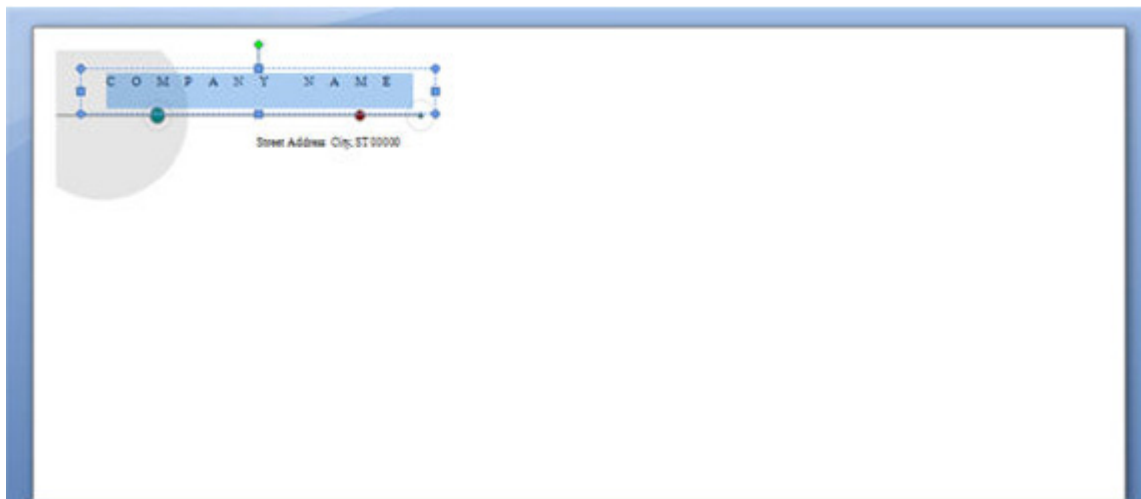


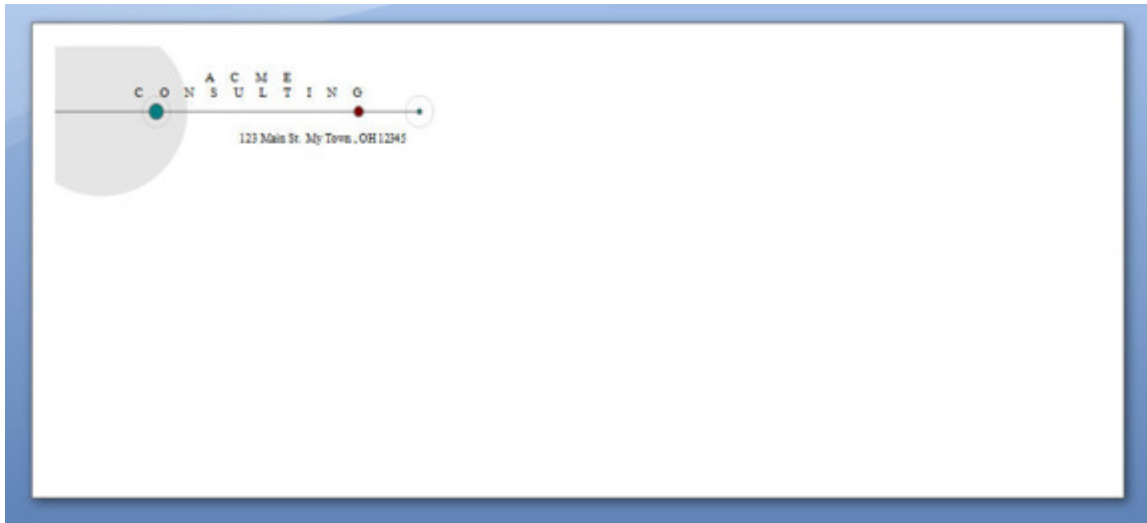


Be sure to customize the contact and address information in the footer of the page, too:



Then do the same for matching envelope by editing the placeholder text to insert your company name and address. The before and after...





Step 3: Print it, share it, and start growing your business.

You now have professionally designed, customized letterhead you can print yourself. But I'd be remiss if I didn't share one more piece of advice: If you want professional quality color marketing materials that you can print yourself (at up to 50% less cost per page and energy costs than laser), I highly recommend the HP Officejet Pro 8500 and Original HP Officejet Ink and Supplies.



Angela LoSasso manages [HP's Small Business Wiki](#) and [HP's Small Business Blog](#). You can also find her on [Twitter](#).