



Lifestyle

EXPANDING PRACTICE
Graphics and communications
veteran seeks new clients



Weather

Sunny and bright, fair
weather on horizon.



Sports

**OVERCOMING
HURDLES
OF COMPETITION**

TODAY

SMALL BIZ INSIDER

Graphics resource for business

Professional and affordable

Getting your message out there is critical to growing your business. Usually that means graphics —printed material, websites, advertising. Although today's software resources make it easier for companies to create effective material in-house, sometimes the knack is lacking, or more often, the demands of business keep the company's staff concerned with more pressing needs. Regardless of the need, clients are finding they are in good hands when they call Lynda Sangster. Natural talent and creativity combined with extensive experience in marketing, advertising, business and training give clients comprehensive resources.

Lynda's product ads have appeared in national maga-

zines. Clients have seen their web presence go from nothing to #1 through website optimization. Clients are welcoming new customers using marketing materials Lynda has designed. Thousands of people have been trained using programs and materials she has produced. Markets represented include industrial, technical, medical research and manufacturing, among others.

Lynda shared these thoughts. "I love to help clients get more customers. When they share that what we did together is proving to be really successful, it's the best. What an enjoyable challenge — to bring a client's idea to life, or help them discover what new plan might work for them."



Colorful brochures, pamphlets and flyers help tell your story when you're there — and even when you're not!

TELLING YOUR STORY

Professional printed material is worth it! Not only does it convey your story, but it also sends an unspoken message: "This is a company that is proud of itself and what it does." Companies everywhere depend on marketing material, whether printed or digital, to help them inform potential customers of products and services. Consider them "seeds" — although there might not be action today, your printed piece or website puts your name in the customer's mind, ready for instant recall at the moment of need!



Websites can give new customers from all over the world access to you, no matter your size or business.

What others are saying:

"Lynda, you are amazing! I love it. I don't know how you can make something so dry so pretty! Thanks so much for making this brochure look so beautiful. The design is great, thanks!! I will be proud to hand them out at the conference."

Mary McShane Vaughn, Ph.D.

Assistant Professor, Industrial Engineering Technology, Quality Assurance and Systems Engineering Department

Southern Polytechnic State University

"Lynda, thanks so much for the fantastic job you did on our marketing materials for the usability center. They are great and YOU are great to work with!"

Dr. Carol Barnum

Professor of Information Design

Southern Polytechnic State University

"Lynda, our website just became #1 at Google! Your plan to optimize our website for search engines is really paying off. We're getting new customers from all over the world!"

Itamar Kleinberger

Owner, ProdeW Misting & Humidification

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