

David L. Shackelford Illustration & Design News

September

Newsletters maybe an overlooked advertising solution.

It cannot get any easier or more affordable than this.

The economy is taking its toll on small businesses. I know this because I'm a small business, and my wife runs several as well. It's getting better, but it's a slow recovery. If your clients are the folks who live in our small town and are also suffering, it can get even tougher. So what can you do?

We all have to advertise and market our business in order to keep our name out there. But as I already said... the economy is tough and we just can't afford much of an advertising budget. These days, we instinctively turn to the Internet to get the presence we need and hope that customers remember to visit our sites to see what we offer. To me, that's a little bit random... and what if no one ever sees your web site? I live in your area and chances are you've never seen MY site.

I believe that web sites are just ONE of the marketing tools we need to employ, and I'd like to offer you one more. One which will let you package up your latest news, upcoming specials, and any tidbits you have to offer and send them off to your customers as a reminder, whether they ever see your web or not.

Newsletters and bulletins may seem a thing of the past. If you still had to pay for printing and postage, and possibly be left with outdated printed materials, they may very well be. But now, even if you don't have a web site yet, all you need is a PDF which you can send to customers, and an e-mail address to send it to.

The process is very easy and the prices are very reasonable, starting at \$50 per month for a 2 page PDF similar to this. There's no postage, no trips to the printer or post office, and no web pages to update. There are other perks from the flexibility and interactivity which a PDF offers, and I'll talk more about them on my web site. You can follow this link www.idrawbooks.com/newsletters to get there. (See I just reminded you about my web site... this is working already!)

I'd like to be the one to design and produce your newsletter PDF. Aso, if your web site maintenance has fallen by the wayside, I can update your pages for you. Please give me a call or visit my web site if you'd like to find out more.



Summer in Austin

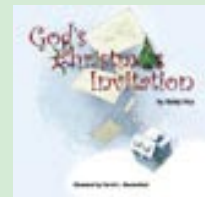
Well... it's September in Austin, and it's hot. It's Texas hot... not what they call "hot" up in Minnesota, or out in SanFran, but it's that "stop ya' in mid-sentence... forget where and who you are" kind of hot.

When it gets like this it makes me anxious for cooler weather, and my favorite time of year... Christmas.

With Christmas, comes the writer who has written a Christmas book. I try to promote any books which I illustrate, especially those for charitable causes, so take a look at these if you have some spare time.



www.stclairpublishing.com



www.godschristmasinvitation.com

Did I mention... it's hot?

My air conditioning quit working last week. Fortunately it was not a HUGE repair, but we were without it overnight. It could have been MUCH worse, but our AC guy is really great, and I just have to mention him.

If you need AC work, David Dash, at Dash Air Conditioning, is the guy to call. You can find him at (512) 288-4777. I wouldn't call anyone else.

(512) 784-6119

David Shackelford • www.idrawbooks.com

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What am I working on right now?

The "Newsletter" offer which I've talked about here. I really feel that there are many small businesses and associations which would advertise more if it were a little more affordable for them.

Also, a line of made-to-order genealogy charts and books for a local genealogist... Familytreehunt.com. If you've got your family tree info together but don't know what to do with it, I can help you. If you don't have the info but want to research your family, she can help you.

And, some projects for Austin Water.

The first of four comic style posters for a local tech firm.



Family Tree Hunt
 Professional Genealogy Research

Finding your past may be easier than you think.

www.familytreehunt.com

Coming Someday:

Although I'm retired from doing comic books, I work on this book when I can find a little time, adding a panel or two. As of now, it's planned to be a web comic, with a page added as time allows. It still has only a working title and no target date for completion. It's also going to be re-written, something I might turn into a Facebook fan page competition if it ever gains a following.



You can get your news out to your customers too!

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Recently I've finished:

A book cover for a writer in College Station and a line of Christmas cards for an area business.

I also did a mural, approximately 8' x 20'. I drew it by hand, colored and composited it digitally. If you could count them, there are about 120 characters inhabiting the streets. I've pulled out a little area to show it in more detail, indicated by the rectangle in the center.

