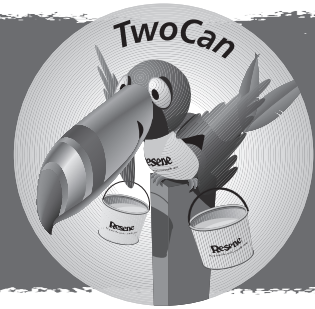


“ If you haven't shared your infinite wisdom and hilarious job bloopers yet, make sure you get them into our best decorating tips and best decorating stories competition! Not only will you have a chance to win cash and prizes, you can also help to entertain and educate others in the industry. Sometimes when you're having one of those days, hearing a funny story from someone else can help put things in proportion and remind you that things aren't quite as bad as they seem. And on those days when you're scratching your head about how to fix a problem, a little handy advice might be all you need to sort it... ”



Watertight all day and night



While you might normally think of us as having lots of paints and stains, we also have a whole host of complementary products to help you get the job done – accessories, cleaning products, wallpapers, curtains and more.

The latest new addition to the range of helpful extras is Resene Water Lockout, a versatile high build liquid watertight membrane based on

a urethane modified bitumen emulsion. Applied in multiple thick coats, Resene Water Lockout acts much like a plug. It cures to a seamless highly elastic and durable film that adheres well to most substrates to block water ingress.

It comes in black and isn't designed for painting over, so it's best used in non-aesthetic areas of a building such as on exterior masonry walls, in situ concrete, plastered/rendered walls or on retaining walls and inside wood planter boxes.

Keep an eye out for it at your local Resene ColorShop or reseller or ask them to order stock in for you.

Folding stuff

Nope, we're not talking about cold hard cash, but we are talking about paper that will earn you some cash if you use it the right way.

We know that the human mind has a clever trick of forgetting information over time, so we thought we'd better run back past you some of the freebies you can get your hands on from us in case you'd missed them in the past or just completely forgotten!

Here goes... all of the following are available for ordering free from your Resene representative or order online from www.resene.com/tradeorder.

- **Resene Quote book** – contains 50 duplicate quote sheets perfect for speedy quotes.
- **Resene Invoice book** – contains 50 duplicate invoice pages perfect for just as speedy invoicing.
- **Resene Trade order book** – handy duplicate order book so you can place orders with your suppliers and track and match up what you have ordered to what they have charged you... always pays to make sure these two are the same!!
- **Resene Colour scheme pads/Thankyou cards** – simply complete with the colour scheme used, fold nicely and slip inside a Thankyou card page with your business card giving your client a handy wee record of their colour scheme and you the opportunity for future work when they dig the scheme and your card back out to start on their next room.
- **Resene Painter window stickers** – just add your card and attach to the window of the building you are working on so that all that pass by know whom the superb painter is (you of course!)
- **Resene Caring for your paint finish brochure** – no point standing around for hours explaining to clients the ins and outs of cleaning their paint finish – just hand them over one of these handy brochures with your card and they'll thank you for the extra service.

You'll also thank yourself when you get fewer callbacks from overzealous homeowners whom try and clean their paint finish too quickly!

- **Bathroom labels** to place on bathroom mirrors once you have painted, reminding customers how to look after their new paint finish.
- **Resene corflute boards** – get your details printed onto a Resene corflute board for free and display on your current job to promote who is responsible for the transformation. Leave it up for a couple of weeks after the job is done (if the owners let you) then remove and use on the next project. A great way to get future projects while you are busy working on a current project.
- **Wet paint signs and door hangers** to help you keep others from damaging the wet paint... or their clothes!

If you want to give your customers a sense of security that when they hire you they are getting quality workmanship and quality materials, then grab yourself a **Resene van decal** and slap it on the side of your van... or better yet grab three and slap one on each side and the back. The van decals are available in two sizes and are free. If you're not sure about permanently attaching a van decal to your brand new van, then you can opt for a **Resene magnetic promo sign** with your details on each side of your vehicle and take it on and off as you please.

Talking about quality, don't forget the **Resene Quality of promise information** – grab yourself some copies and make sure you leave them with the owners of completed projects together with the paint and colour schedule so that they have the assurance that not only does the paint finish look good but that it will last distance.

For those who prefer to hide their handwriting and use a computer, these forms are available on the Resene website in the **Painter stationery** section. Simply go to Resene website, select the **Painters section** then **Services, Stationery**. Simple!

We also have Resene branded t-shirts, safety hats, high visibility orange vests, first aid kits, quote bags, vests, caps, beanies and much more for sale... so if you're kitting out your team check out the range.





We need you!



On the note of rewarding people for good ideas... we're asking you to help us! We're on the hunt for funny decorating stories and handy decorating tips that we can share with TradeLines readers.

And to thank you for taking the time to enter, not only do we have NZ\$1000 for the best tip and NZ\$1000 for the best story, but we also have prizes just for entering. So please take the time to think back on all your years of painting and decorating and share your funny stories and handy tips with us. We need fresh stories and tips so prizes will go to those whose story or tip hasn't been entered before.

To enter simply:

- Fill in an entry form in store or grab one, fill it in and send direct to us

OR

- Email us the following to update@resene.co.nz
 - Your name – if you don't want it included when your story or tip is published, just let us know when you email us
 - Your business name – this is for our reference only and won't be published
 - Your address – so we can send your prize
 - Your funny decorating story or handy decorating tip



You can enter multiple times in either or both categories.

We look forward to seeing your funny decorating stories and handy tips!

Entries close 30 September 2019.

How to come up with the perfect tag line

A tag line can be a helpful way to promote your business and ensure your clients know what your brand and company is about.

You don't need an expert to come up with one for your business. Why not have a go yourself?

Here are the top tips for finding the right one that works as hard as you do.

But first, what is a tag line?

A tag line is something that sits with your business name to further highlight exactly what you do and how you do it. Usually, it will outline a main benefit to the customer or client for using your services over someone else's.

These are a great marketing tool and can help give your brand a little more personality. You can add it to your vehicle, your business cards, your website and any other marketing materials you use.

Explain what you do

When you hear a tag line, can you immediately name the company, or at least what they offer? This should be your main goal when picking those key words and phrases.

For example, one leading company uses the tag line "Better Together". While these words sound great, you may not be able to guess they are for a power company.

How about this one: "Dairy for life". You immediately know that the company has something to do with the dairy industry. If you guessed that this tag line is from Fonterra, you would be correct.

Essentially, ensure your clients know exactly what you do – or can at least take a good guess – from your tag line. Ideally, it will add a little about your business as well. For example, you could highlight your reliability by picking a tag line such as "Painters who always show up".

Keep it short and simple

A tag line should be short enough to fit on a postage stamp.

If in doubt, stick to the golden rule: use no more than five words. Many

businesses only use two or three, and the brevity of the phrase helps keep your message punchy and memorable.

Make it memorable

A memorable tag line is one that is easy to say and simply 'sounds good'. Some quick tips to make yours catchy is to try using words that rhyme, or even words that start with the same letters.

Resene's tag line follows every 'rule' so far, and uses alliteration to make it memorable: "the paint the professionals use".

Think about your favourite companies and their tag lines. What stands out about the ones you can remember?

Double check it's unique

Finally, even if you've come up with a tag line you absolutely love, you'll still have to make sure no one else already has it!

Try running a Google search with your tag line idea in quotation marks. This will search that exact phrase and see if it already exists elsewhere. If it does come up, first double check to see if another company is using it as a service or trade mark. If that's the case, it is a legally registered term and you won't be able to use it. In most cases however, it will be up to you to decide if you still want to go ahead with the line. For example, if a small company in Utah also has it, you're probably fine to use it in Australasia, whereas if someone has already thought it up in Wellington, you may be better off coming up with something unique.

Use it

Once you have your tag line, make sure you use it – on your vehicle, quotes, website and more.

And if you find over time that your business evolves and the tag line doesn't fit as well as it used to, consider changing your tag line to reflect your business better. Even large companies change their tag lines if they find their old one doesn't fit with where they want their business to go.



Catch you next month!

TwoCan, Editor.

