

Getting ready for the Holidays?

If you are hoping to have your house pulled together for the Holidays, now is the time to start!

Want to Redecorate? Accessorize? Know what you want but need help pulling it together?

Call me today for a complimentary Design Consultation.

770. 656. 4354

Paisley McDonald,
Designer/Owner

Designs by Paisley has been assisting client's in the Residential and Commercial Industry of Interior Design for years. She listens to your needs and delivers rooms you could only imagine, within a reasonable budget.

No project is too small or too large.

Contact **Paisley** today to find out more.

Fall Trends 2008

A Color that could change the Economy?

Yellow Paint

Color forecasters believe a citron yellow paint can help take the chill off the country's economic troubles.

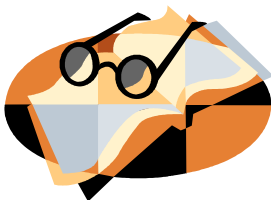
One shade, St. Elmo's Fire by Benjamin Moore, is being promoted not only for kitchens, where yellow traditionally resides, but for any room. "Yellow is a color emblematic of transition," says Esther Perman, a spokeswoman for the paint company. She suggests pairing it with such unexpected hues as pink or gray. "Yellow is a feel-good color," she says.

St. Elmo's Fire has a bit of a chartreuse edge to it; it's not something you're likely to find coating the walls of a New England farmhouse. The name of the paint comes from a weather phenomenon called St. Elmo's Fire, which produces flashes of light during electrical storms, not the 1985 Demi Moore flick with the haunting theme song.

But we digress. Try painting a home office wall this fall with St. Elmo's Fire and see if it puts you in a better mood when you're paying bills. :)

Before & After Photos





Caption describing picture or graphic.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”



Caption describing picture or graphic.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in

your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the

president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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Organization

DESIGNS BY PAISLEY

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com



Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of

managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors

every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.