

Holiday Hints

How Small Businesses Can Make A Big Impact During The Holidays

(NAPSA)—America's small-business population continues to grow at a rapid pace. According to the U.S. Small Business Administration, these companies now represent more than 99 percent of all employer firms. And while these entrepreneurs may not have the resources of the country's largest corporations, they can still make a big impression on customers.

Direct mail, like newspaper advertising, is widely regarded as an easy and reliable way to boost sales for small businesses. It is also a convenient method of connecting with customers during the holiday season and year-round.

For small businesses looking to leave this lasting impression, FedEx Kinko's Office and Print Centers offer a wide variety of services. Team members work closely with customers to design, produce and distribute specialized direct mailings—which can include anything from holiday greeting cards to customized calendars. And since the chain can do everything in-house, from printing to mailing, busy entrepreneurs only need to deal with one company from start to finish.



In addition to newspaper advertising, direct mail can help small businesses make a big impact during the holiday season and throughout the year.

Small businesses can also turn to that company to personalize holiday gift items for employees or to create logo merchandise, from mouse pads and refrigerator magnets to T-shirts for a company picnic and banners for the office holiday party.

For more information, go to www.fedexkinkos.com or visit a FedEx Kinko's location.