

The 2015

Kumon Education Centres

Custom made stickers

Consumer Awareness Guide



Read this guide to discover how to design your stickers to be *read easier*, be noticed more readily and ultimately help put *more students at desks* in your Centre *so you can be more* successful.

This is an Marketing Resource Developed and Provided
By Steve Scott - B2bJv.com - 2015©

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Why Do I Need Stickers - I am an Educator

Stickers are a great way to promote your Kumon Education Centre.

They are cheap, versatile and when designed properly, they can be extremely effective at bringing more business through your front door, so you can help more children and ultimately reach your personal goals too.

Whether your centre sits on the main street, or in an arcade. You may be on the first floor or be part of a church or community centre. It doesn't really matter.

There is a type of sticker you can use to help promote your centre locally, that will get you more clients so you can be more successful.

Like all forms of promotion and marketing though, it really does pay to get it right.

Our environment is plastered with stickers trying to pass a message on to you about something or other.

Some are funny (or try to be), while others are more serious and sombre.

In this Custom Sticker Design Guide, I what to show you how to get the most from your stickers so you can achieve the results that you want.

In this Kumon Stickers Guide I'll show you;

- ★ *What Colours to Use on your Stickers and Why for Maximum Impact*
- ★ *What kind of messages work best for your audience*
- ★ *Why you should Laser Target your stickers to a Niche Audience and not to Everyone*
- ★ *How to Design a Bumper Stickers Your People Will Be Keen To Display It on Their Car*
- ★ *Cut Out (Die Cut) Stickers, Tip on the Most enduring shapes to use*

And the information provided here will also work just as well on a wide range other promotional stuff too.

The information that follows you can apply to all your advertising and not just stickers.

If you have any questions about this guide or need any other marketing related help for your centre, please feel free to be in touch.

Please note, that this guide is a free service provide by Steve Scott & B2bjv.com and is in no way connected to Kumon Global or its subsidiaries.

What Colours To Use For Maximum Impact

Choosing colours for your sticker is one of those tasks that is easier said than done.

Knowing which colours to use on your sticker to achieve the desired result can be difficult.

The challenge is finding a balance between being *easy to see, easy to read, as well as being engaging in order to draw attention* long enough to deliver your message to the people you want to have read it.

Lots of stickers I make are for a non-commercial or nonprofessional use. The colours are not such an issue.

Clarity is less of a concern in this case and making your sticker right for the desired use is more important than legibility and making it eye catching.

These kind of stickers are is not the subject of this guide.

Your run a Kumon Centre, and like any business or organisation, you want your sticker to work hard for you so you can help generate more business for your centre and attract more attention so prospects know you exist.

Your stickers have to be able to put more students at desks in your centre.

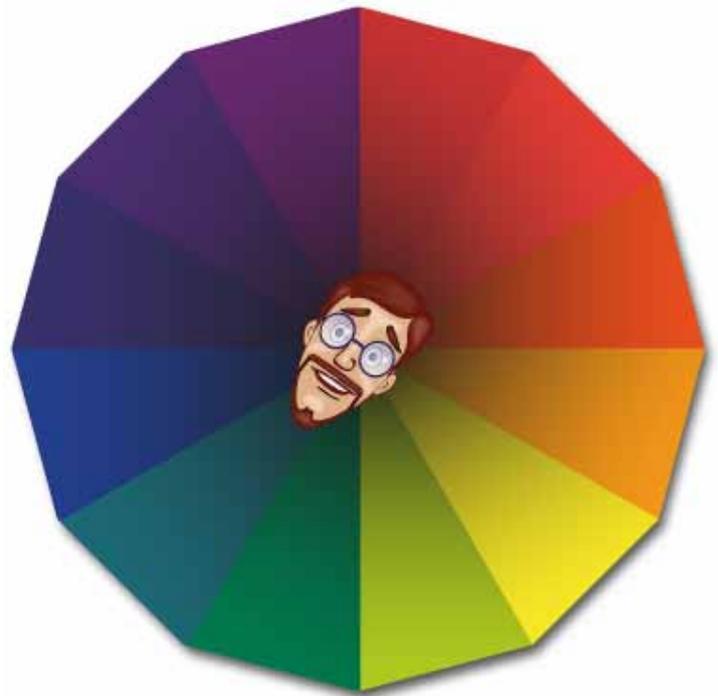
These kinds of stickers have a very specific job to do and like any tool, they must be honed to a sharp edge to make sure they are as effective as we can make them.

Like any type of advertising we need to pay attention to the small stuff so you can create a better end result.

The best colours to use for your stickers that I'll discuss here, are based purely on legibility and clarity.

I understand there is a set of corporate colours and branding you are obliged to use for your marketing, and in this case your sticker design.

The information here will still help you choose your sticker colours within these con-



What Colours To Use For Maximum Impact

straints and still make sure they work effectively as possible.

The Colour Basics (or a bit about colours)

The ease with which we can read anything is a result of the colour contrast.

Contrast in this context is the difference in the light reflectance values of the colour of your background, opposed to the colour of your text - the foreground.

I think of these values as the light reflectance index, a percentage. And this index goes from zero - no light reflected at all at one end - all the way up to 100, where all the light that lands on the colour is reflected.

The greater the difference in the values (or index) of the colours, the more apparent becomes the contrast we see.

This makes the text easier to see and read.

The colour reflectance index best suited for us to read is 100.

The scale we are using to measure this is in units from 0 to 100%.

Can you guess which two colours give us the best result, that is the best reflectance index?

You guessed it. Black on white. I know these aren't really colours but you take my point :).

White comes in with a score of one hundred, while black scores a zero.

White obviously the most reflective returns almost all of the light reaching it back to the environment.

While black, on the other hand, drinks light in like a sponge, absorbing all the light that reaches it.

Ever worn a black T-shirt on a sunny day? Same thing. This is why black on white is the easiest to read.

Black On White This is the easiest to read. That's why paper and ink work so well. Problem: Boring	Black On Yellow Also very easy to read. Better eye catching than B&W . A <i>Good Banner</i> Choice
White On Red Eye catching but is very hard on the eyes for reading. Best for Headlines and BOLD Fonts	Yellow On Blue White On Blue A better choice than Red a background. Best for features or close work.

What Colours To Use For Maximum Impact

White on black works has a high reflectance index ratio too, but years of testing says that white background and dark text pulls better.

Based on this then, should all our stickers be black on white? Well yes and no.

While black on white will work for a lot of things, sticker-wise, you may face the problem that it can also be a little boring and we may need to use some branding colours here too.

Black on white is great for the morning paper, beaut for typing an email but can dead boring when it comes to catching someone's attention to your sticker.

The colour combination I most often resort to for my own stickers is Black on Yellow. These two colours have a reflectance index ratio of about 70%. So they are still easy on the eyes from a reading perspective.

Black on Yellow while having a lower ratio than black on white, is far more interesting and more importantly, more eye catching than plain old black on white.



By way of an example, think of all those road works signs. Most of them are Black on Yellow.

Why?

Because Black on Yellow gets seen, it stands out and it gets noticed.

Have a look next time you are driving, look for the signs that stand out as an indication of which colours you can use too.

NB. Yellow is also found (in studies) to be the happiest colour psychologically.

Vinyl sticker Colours Do Matter

To place this in perspective, colours like Blue and Red, Blue and Orange have very similar reflectance indexes (or should that be indices?) and as such are very hard to read when

What Colours To Use For Maximum Impact

used together.

Using these types of colours, one on top of the other, should be avoided if you can.

Apart from the actual colours themselves, another factor to consider when choosing colours for any signage is the level of colour saturation or brightness used.

Bright colours are seen more easily. Reds, yellows, blues and greens all stand out well when at the bright or saturated end of the colour scale.

Bright colours are pure colours and reflect a single wavelength (or narrow band) of light.

Bright colours, though, cause visual fatigue. Not a major consideration for a sticker, just because of the time involved when reading it. Depending on where and how you will be using your stickers though, you may want to keep this in mind.

Judicious use of bright colours to attract more attention is fine. Balance this with some softer tones. This end of the colour scale, the softer colours, is called the Gray end.

Pastels can also work in the right combinations.

NB. Studies show softer pastel shades appeal more to women and brighter colours more to men. Think about who your audience is mostly made up of, more about that later.

Look for a balance between eye catching colour and easy legibility.

Another rule of thumb I recommend is keeping the number of colours to a minimum in your sticker design, three to four colours at most.

While I am happy to print as many colours as you want in your design, using too many colours can camouflage your message and its power will be lost.



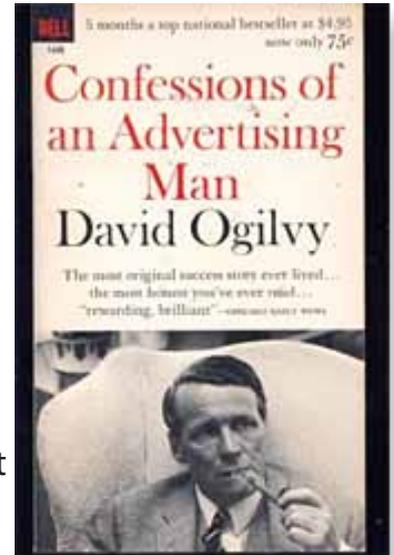
What Message Works Best?

What Kind Of Message Works Best On Your Audience?

Without loading you down with too much detail, the type of message you want to have on your sticker is one that is part of the conversation someone in your target audience is already having with themselves.

Entering an existing conversation is easier than starting a new one. Ever been to a party where most of the other guests are strangers to you? Then you will know what I mean.

In the case of marketing your offer to your prospects using stickers (or any marketing media), by adding to the conversation that your prospects are already thinking about, shows that you are sympathetic to the worries and concerns they have.



More important than being listened to, is being understood. Structuring your message about what your prospects are thinking about already demonstrates an understanding.

By also offering a solution in your message. One that addresses the wants, needs, worries or concerns of your prospects, is far more powerful than just running through a list of features.

Lots of advertising makes this mistake.

You have probably heard it before, don't sell the features, you need to sell the benefits.

People want to know what you can do for them. How you can improve a situation they have or that they are in.

For example "Drive your dollar further" (a benefit) is better than saying 7.5 litres per 100 kilometres (a feature).

Think of how the products you offer and the services you provide can be put into the context of a benefit for your prospects .

An important note to remember here is to have your message talk to just one person. Make your

The image shows a logo for Kumon Mathematics English. The word 'KUMON' is in large, bold, black letters, with a stylized face inside the letter 'O'. To the right of 'KUMON' are the words 'MATHEMATICS' and 'ENGLISH' in blue and white. Below this is the website address 'www.kumon.com.au' in blue. At the bottom, the slogan 'We can help your child too.' is written in black and orange.

What Message Works Best?

message speak to an individual and not a crowd.



Think of your marketing message in the same way you would if you were telling just one person about the benefits your Education Centre can provide.

Don't talk to the crowd. Talk to a single person with your message.

This is important and unfortunately is most often overlooked.

The type of message you come up with for your stickers is also very closely connected to choosing your target audience.

Most advertisers (even if it is with a sticker) try to make their message appeal to as wide an audience as possible.

The idea being, that if I make the net big enough I am bound to catch more fish.

This is not the case. In fact, this type of thinking is counter intuitive.

By trying to please as wide an audience as possible you are not appealing to anyone in particular.

It is easier to persuade some of the people all of the time than it is all of the people all of the time.

Take a look at these two examples, if you were looking for a burger (a veggie-burger maybe :). Which shop would you be more inclined to stop at?

- ⊗ *We have a huge range of tasty fast food.*
- ⊕ *The Most Delicious Burgers and Chips in Town.*

You want to have your prospects feel that your solution is right for them, and not just right for everyone.

Make them feel you have come up with a solution that is for them only.

The one size fits all scenario never inspires anyone to take action, well not unless they're desperate. And desperate are not necessarily the best clients.

What Message Works Best?

Generalisations will only dilute the power and effectiveness of your message.

By focusing on a narrow group - a niche, your message becomes a laser that concentrates its power in a small area and as a result is far more effective.

You will find that once you choose a target audience, coming up with a compelling message is a far easier exercise than creating a message for a broader group. Not a simple exercise, just an easier one.



EDUCATION CENTRE

RATHMINES
tel: 0415 105 532

KUMON **MATHEMATICS**
ENGLISH

Bumper Sticker Boogie

How to Design a Bumper Sticker People Will Want on Their Car

If you thought getting your sticker colours right and coming up with a compelling message was tough enough, let me complete another piece to the sticker puzzle for you.

Let's say you want your stickers to be a giveaway gift for your clients and prospects. I call these "Easter Eggs".



A giveaway that your prospects will hopefully display for you on their car, van, refrigerator or whatever, so you can promote you and your Centre virally, economically and in places you can only begin to imagine.

How do you get the people you give your stickers, to use them and not just leave them in the third kitchen drawer?

How do you convince them to display your sticker where others will see it so you can get your message out there?

Well, the obvious way is to provide great value and great service. This is a given and it should be universal.

NB. Value does not mean cheap.

For your average bear in the woods, good service is the only way you can entice people to help spread the word for you.

And even then, there is little chance that the bulk of your stickers will escape the third kitchen drawer.

What can you do to improve your chances of bumper sticker success?

To do this, we have to employ a little psychology and think about what motivates and makes us all tick.

Why would people want to display a sticker that helps promote you your Kumon Centre and do so for free.

We have already determined that treating your people right is a good first step. In fact, it is a must and without it you have absolutely zero chance of your stickers ever being displayed.

Bumper Sticker Boogie

Let me paint a picture for you to help explain the psychology we have to use.

Imagine this scenario

You have recently been to a chiropractor because of a back ache from an injury received while helping a friend move house.

The “Chiro” took care of you over a few weeks and now you feel as good as new again.

A week or two later while out shopping, you meet an old school friend of yours. You haven’t seen them in a good while and you both decide to grab a coffee together and catch up.



You talk about old times and have a few laughs, enjoying each other’s company after such a long spell.

After about half an hour passes, your friend winces with pain and gets up out of her seat. She needs to stand for a few minutes.



She tells you her back has been playing up and that sitting down for any length of time can be a little uncomfortable on these types of chairs.

You sympathise and tell her you understand 100% and say you know exactly how she feels.

Of course you think of your recent experience with the chiropractor. The Chiropractor treated you well and helped fix your recent back complaint. You decide to tell your friend the story.

You tell her how you hurt yourself and of your good experience with “your Chiropractor”. You explain how she is a Wiz at lower back pain too. “You should go and see her” you say. “Tell her I recommended you, she’ll look after you alright”.

Your friend nods her head and thanks you for the advice.

She tells you she has been thinking of getting some professional help and wasn’t sure

Bumper Sticker Boogie

where to start. "I will definitely ring to make an appointment" she says..

Hearing this, you remember you have a used appointment reminder card in your bag from your last visit. The card has the number and your Chiropractor's name on it.

You fish the card out of your bag and hand it to your friend with a warm smile. "Here, use this :)", you say.

You finish your coffees and say your goodbyes, promising you will catch up again soon and you walk away feeling pretty good.

It was good to catch up and your good deed of the day is in the bag too.

Your friend will be feeling much better very soon you know, thanks to your advice and recommendation, so it was a good deed, indeed.

Think about this scenario for me.

It is not so hard to put ourselves into a situation like this one, things like this happen to us all the time.

What has happened between you and your old school friend is essentially a referral.

And a referral is not that far removed from someone displaying a sticker of yours on their car.

This is where the psychology comes in.

The reason these referrals happen is not just that we like to do our friends a favour, this too is a given.



There is something more to it.

The powerful motivation here is that it feels good to be thanked by them.

Providing the information your friend needed makes you feel needed and important.

You have earned their thanks and you can "quite rightly" bask in the warm glow of their genuine thanks

Bumper Sticker Boogie

and your good deed.

It feels good.

Remember, in this scenario it was “Your Chiropractor” and “let me share my knowledge with you”.

This sharing does not cost you anything. You feel good about doing it and getting a genuine thank you from a friend as a result (from anyone really), is a very strong motivator.

It’s human nature.

We all crave this acknowledgement and the cooperation it engenders. It is one of the ways we survived as a species in spite of competition from stronger, faster and more ferocious adversaries.

Think about it.

Dale Carnegie in his brilliant book “How to Win Friends and Influence People” talks about how we all want to be important and be needed (I recommend this as a read).

It’s true.

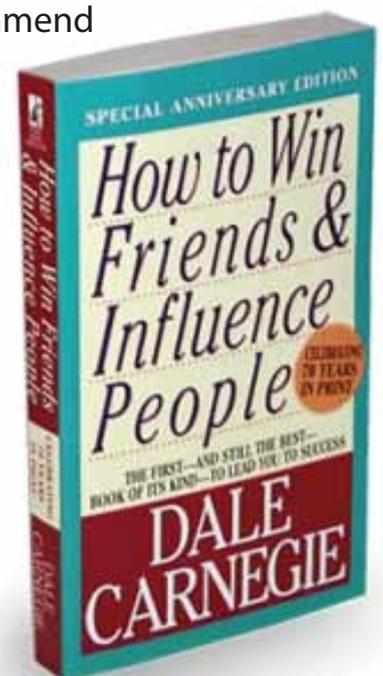
We seek out ways to do things in our lives that lead to this type of outcome.

So with that idea fixed in your brain, what we have to do is make our stickers help do something that our people, our clients and prospects will want to display on their car.

We have to have design them so it helps make our prospects feel more important and more needed.

Stickers about our favourite sports teams often make us feel like we belong to a tribe, part of something larger than ourselves. Their victories are our victories.

Stickers from charities we support let others know of our caring nature and our willingness to help others.



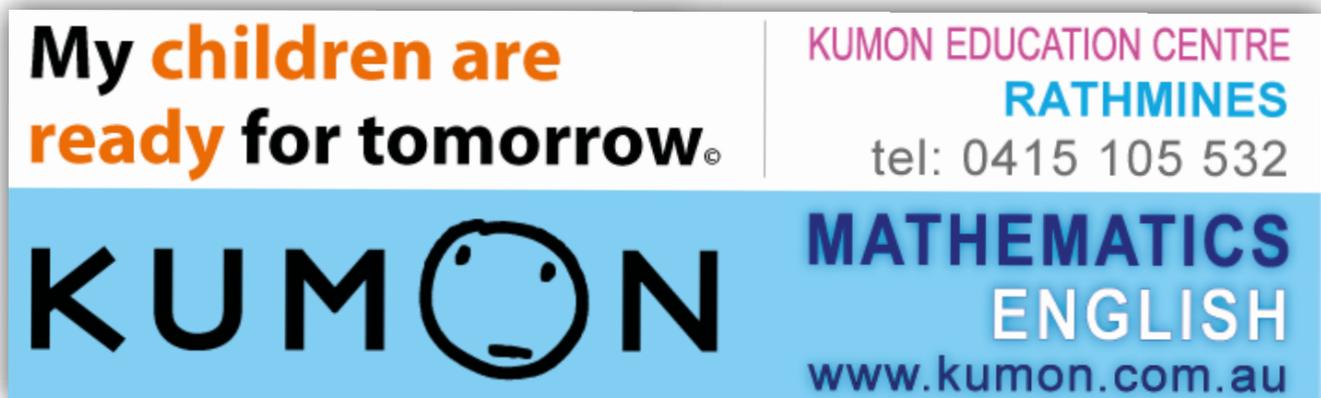
Die Cut Shaped Stickers Tips

Stickers from the schools where we send our children are no different. Your Centre is no different. Your prospects by associating with you can provide them with prestige and help them feel more important in the eyes of our peers.

In many cases and without knowing, this is why people display these stickers in the first place.

What can you do with your stickers that can help make the people you give them to, a chance to feel more important, more intelligent, more caring, more humorous or just belong to a select group?

Figure this out and you will start to see your stickers everywhere.



Cut Out (Die Cut) Stickers - Tip on the Most Enduring Shapes to Use

It is the fate of all stickers to eventually fade and peel after they have been on display for a certain time. Like all things, they have a useful life.

Some of the die-cut stickers I create are used for boat names. The conditions these stickers must endure are harsh. Sun and saltwater all contribute to how long they will last. Some of these have endured for up to five years.

It is this type of die-cut sticker, I want to talk about.

Die-cut stickers are (on the whole) the most expensive stickers I handle.

So because of this added expense, and if you do think a shaped "die-cut" sticker will work for your centre, I think it important for you to know how to make it last as long as possible.

Die Cut Shaped Stickers Tips



Die-Cut stickers by their nature are most often customised and complicated and they are usually much larger than other stickers.

The process of cutting them to the shapes required is also more complicated and costly than a simple rectangular shaped sticker.

By using the right shapes on your sticker, you can ensure that your die-cut will last for the longest time possible.

What I will explain here is not rocket science, it is more common sense as you will see.

Sometimes thought, common sense can be easily forgotten, especially when trying to design something special.

Stickers are simply a printed membrane (vinyl usually) with one surface covered in adhesive.

We have all seen how stickers peel off. It's usually the corners that peel off first.

The reason why the corners go first is there is more sticker edge, than there is sticker surface to hold it in place.

There is some ratio of sticker surface to sticker edge at work here that determines how long they will stay in place before an edge starts to lift.

For example, a hexagonal Die Cut Sticker will outlast a star shaped sticker, a circular die-cut sticker will outlast the hexagon.

The reason is that the more sticker surface we have, compared to the length of its edge, will determine how long our sticker will last before peeling.

More sticker surface means more adhesive and the shorter the edge to surface ratio, the longer it will stay stuck as a result.

"Sherrie's Window Sticker"

I recently did a shop window for my neighbour, a dog grooming salon (hello Sherrie :).

Die Cut Shaped Stickers Tips

She wanted her sticker to be elegant and sophisticated.

To Sherrie this meant it would have long swirling flourishes both top and bottom. Meeting the elegance criteria is no problem, The sticker looks beautiful. Unfortunately though, this is a sticker that is doomed for a short life.



The reason is obvious. Look at those long flowing edges and minimal sticker surface.

If you want your sticker to last, keep this kind of gossamer detail to a minimum. Rounded edges will also help your die-cut sticker to last.

By comparison here is a boat sticker I did for a yacht called "Ganyara" (this means sleeping crocodile I'm told).

See how the Croc's head is quite rounded. This part of the sticker should stay on pretty well, even though it will be at the mercy of the salt spray and the elements.

The name itself though, the letters with their sharper points will be the first casualties and likely be the first parts of this die-cut to peel.



You're All Done :)

That's it.

Stickers are an easy, effective way to promote your centre.

Whether it is a die-cut sticker for your car or for your centre window.

Or a bundle of bumper size stickers you can give away to your clients to display on their car to advertise your business.

Done right and by applying some of the principles we have discussed here today, your stickers will be far more effective for you than 99% of the other stickers you see in use everyday.

The result being more effective, and longer lasting stickers, so you can help more children reach their scholastic potential, have a more successful centre and achieve your dreams along the way.

Thank you for reading and let me take this opportunity to wish you the very best of success with your Kumon Centre.

Kind Regards

Steve Scott

Steve Scott - B2bjv.com



Special (Kumon Centres) Sticker Offer

Special No. 1

KUMON

Custom Promo Stickers

Any Purpose & \$ By the Metre

- ★ **Min. Size** 125mm By 60mm that's
- ★ **136 Identical Stickers for \$99**
- ★ **1 Square Metre Minimum Order**
- ★ **From Just 65 Cents Each**
- ★ **Stickers Sizes up to 1,000mm sq.**
- ★ **Square or Rectangular Shapes**

Only \$99 Sq. Mtr

2+ metres of Stickers just **\$88 p/mtr.**
With **FREE** Australia Wide **Delivery**

Special No. 2

KUMON

Custom Die-Cut Stickers

Any Purpose & \$ By the Metre

- ★ **Min. 500mm By 400mm, that's**
- ★ **4 Identical Die-Cuts for \$149**
- ★ **1 Sq. Mtr Min. Max 4 Sticker P/Mtr**
- ★ **Die Cut From Just \$34.75 Each**
- ★ **Stickers Sizes up to (Just Ask Me :)**
- ★ **Just about Any Shape You Like**

Only \$149 Sq. Mtr

2+ metres of Stickers - **\$139 p/mtr.**
With **FREE** Australia Wide **Delivery**



83 Stickers like these
(200mm by 60mm)
for \$99 (\$1.19 each) or
166 for \$1.06 each with
FREE Delivery
(Both Inc. GST)

Both sticker types are ideal for use on windows and glass, cars and vans or any smooth (non-greasy) surface. I can even do **vehicle rear window stickers** to help promote your Centre too.

Kumon Special Details

Kumon Stickers Special Details

Square or rectangular Custom Stickers are on sale to you for only \$99 a square metre including GST and \$88 a square metre for 2 square metres or more.

My smallest sticker size, 125mm by 60mm and fits about 135 stickers per square metre. Any size over the minimum is fine :).

This sale has a 1 Square metre minimum. Anything smaller than that just gets too expensive to set-up and print.

Individual Die-Cut stickers have a minimum size of 500mm by 400mm. Anything smaller just gets too fiddly.

Die-Cut (shaped) stickers are also on sale, \$149 per square metre (save \$55 per sq./mtr.).

Once again the minimum size order is one square metre with no more than 4 stickers per square metre of sticker.

Die Cut Sticker Catastrophe Insurance

If you want a BIG Die Cut Sticker but are worried it will all go pear shaped when you stick it on

DON'T PANIC.

All you have to do is let me know, send me a picture of your sticker catastrophe for inclusion in a future sticker guide. I will replace your sticker - same size, same design at an 80% discount on your original total. All I ask is you help cover your re-delivery.

Email me for more information; steve@b2bjv.com or call me on the number below. I am happy to email you my other Free Guide - [BIG Stickers How to Apply Them Properly](#)

Please Note : Simple artwork is free. This includes text, simple graphics etc. as well as your own completed artwork. Complicated graphics are available to you for \$55 per hour. One hour minimum.

I have a copy of the KUMON Logo for your use too.

Thanks Again

Steve