



Article published on January 16th 2012 | [Advertising](#)

To get that all important “wow reaction” from the readers of your color presentation folders you will need to work hard in composing, designing and deciding the key elements that will be in those presentation folders. It should be easy once you know which features you must focus on first to get that great positive reaction.

So, for your sake, this article will give you the first five elements that you should focus on when it comes to your presentation folders. If you can integrate these key features, you should be able to earn that “wow” reaction from your presentation folder printing more easily.

1. Get a different kind of folder template/structure “ The surest way to get a WOW from your readers is for you to use a different folder template or structure for your own brand of folder printing. Many custom presentation folders just follow the common type of templates to make it easier on the printing process.

While this is good, this also makes your own pocket folders look too common. Get that reaction long enough and people will not really pay attention to your pocket folders. So try and look for some kind of alternative but highly applicable template that has a fresh new structure or fold. The more distinct it is, the better for your custom presentation.

2. Use shocking, alternative, provocative and original photographs/graphics “ Another element that your custom folders must have are shocking, alternative, provocative and of course original type images. You cannot use common and web based images for these custom folders because they will just perform just like the other common folders out there.

If you use something that is very unique and highly sought after by your target readers, then of course they will easily be attracted and will often say WOW once they see your custom folders printed. So try as much as possible to get the best eye-catching and distracting images that you can for presentation folder printing.

3. Add content that is unexpected “ If you want to totally make waves with your presentation folders and WOW those readers into submission, then I suggest that you add a few extra styles and content that is totally unexpected for presentation folders. More specifically, you should add these with the titles of those folders.

For example, you can add an odd puzzle or nifty trivial tidbit of information. You can even put in unusual design elements such as embedded materials or embossed kinds of text. These unexpected features in your presentation folders allow you to catch your readers off guard and of course make your presentation folders feel more unique and important. So be creative and add something that is always in your content that is unique and special.

4. Add your stamp of authority “ If course, a “WOW reaction” can easily be earned by just printing stamp of authority. You can print out any certification numbers that is common in your profession. You can also display your key awards, credentials and overall reputation indications to help you impress readers and get their positive reactions. As long as you have earned this fairly, and gallantly, then these are worth displaying to get your stamp of authority in these presentation folders.

5. Use higher quality thick and glossy paper “ Lastly, nothing can illicit WOW reactions faster than high quality paper for presentation folder. If you can use expensive important paper, or local thick

glossy materials, you should be able to deliver something pretty impressive to present to readers. Spend as much as possible to get the most positive reactions possible with your custom presentation folder printing.

So that is how you can wow your audiences with your presentation folder designs and content. Follow these tips carefully and you should be on the right road to design these folders.

Article Source:

<http://www.articleside.com/advertising-articles/how-to-wow-your-audience-using-your-presentation-folders.htm> - [Article Side](#)

[Michelle M. Abreu](#) - About Author:

Michelle Abreu has been writing articles online for about 2 years now in a trusted printing company. You can visit this website for more tips on how to create effective custom a [presentation folders](#) for your business.

Article Keywords:

presentation folders, color presentation folders , presenation folder printing

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!