

# Better Communication

## Using Imagery to Communicate – Visual Talking

### Delivering the Precise Message

- Increasing Sales 20%
- Getting Emotion
- Leading to Action

### Sign Up at [VisualTalking.com](http://VisualTalking.com)

- For Family & Friends
- For Retailers
- For Educators

### Example Messages

- Selling & Buying Food (FIF)

# Better Communication

## Do You Want to Increase Sales?

### Increase Your Sales.

Created: Aug 12, 2009 2:56:30 PM / Last Updated: Aug 12, 2009 2:56:30 PM



Increase sales.



Send pictures of  
your product



to buying  
customers.



Customers see  
and buy.

**Send Buying messages to your  
Customers & Let them Buy ---Seeing is  
Buying---Increase Sales 20%**

**Beyond  via**

# Better Communication

Do You Want to Connect with Customers?

## Come Eat with Us

Created: Aug 12, 2009 3:10:51 PM / Last Updated: Aug 12, 2009 3:20:54 PM



Order Steak Out



on-line



or drive in



Special Now  
for ???

Send Messages Inviting action from  
customers...It works..they do.

Beyond  via

# Better Communication

Do You Want to Strengthen Your Brand?

## Sentence Library

These are your personal sentences ([click here for standard sentences](#))

Created: Jun 23, 2009 9:15:29 AM / Last Updated: Jun 23, 2009 9:15:29 AM

Send / Edit / Delete



Fine Italian Foods



Fresh Products



Buffalo Mozzarella



La Corte



Damina



Paggetto



Ovolio



Sheep Milk Ricotta



Cevrin



Brunet



Tomino da Padella



Robiola Tre Latte



Stracchino



Call 404-366-7276



Order Now!!

Send Messages about lifestyle or products.

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# Better Communication

Talk Directly with Customers and  
Take Orders. Sales Increase 20%

Send your VisualTalking message:

Send ▶



Fine Italian Foods



Special of  
theMonth!!!



La Tur \$9.99lbs



Robiola Boscina  
\$11lbs



call 404-366-7276



Order Now!!!

Send this message to the following email destination and/or Visual Talking users:

Add E-mail  
Addresses:

Select One or Many Visual  
Talking Friends:

markgrace  
NewUser  
VTdemo

Send Messages highlighting your  
specials or coupons.

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# Better Communication

**Get Started Now With Visual Talking**

**Delivering Your Precise Message**


- **Sign Up at [VisualTalking.com](http://VisualTalking.com)**
- **Easily Build your Message**
  - **Specials of the Day/Coupons**
  - **Build Your Brand**
  - **News/Invitation**

**Send to as Many Customers as You Want**

- **Via email, Visual Talking, phone**
- **Customers reply back with orders**
- **Use your Pictures from your Dictionary**

**Only Pennies per Message**

- **Create & Change messages Fast**

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# Better Communication

**Use Visual Talking as a Game Changer! Win Customers.**

**Breakout from the “broadcast mode” to the direct customer mode**

- **No “Penetration” minimum required**
- **Very Low Cost per Message**

**Visual Talking is YOUR Communication Medium**

- **Build Your Community Of Customers**
- **Fast and Full Access to Customers**
- **So easy to build and send visual sentences**

**You have full control of Branding, the Message, what Media to send over, and whether to use local or corporate.**

- **You Design your Success path**
- **Not just a web site, but your conversation**

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# Better Communication

## What Type of Conversations Do You Want?

### Promotions:

- Special Offers, Coupons, etc
- Visit Now, Order Now

### Build Brand:

- Show How to Use your products
- Make it personal with your pictures

### News Updates:

- New & Improved Products, facilities, etc.
- Get in the mood, for our food, our family, etc

Use them all, and sequence them with your customers buying pattern (on a local basis)

# Better Communication

## Taking the First Steps

### We will Support You:

- Demonstrated Past Success
- We can Link your Customers to You

### So, Send Your First Message to Your Customer:

- Pick a Geographic area
- Training your Personnel is Fast
- Cost is 2 cents per message
- Sales up 20% to 40%

### What Response by Customers Do You Want?



# Better Communication

## Sample Uses Of Visual Talking

### Promotions:

- Specials or Coupons
- Items to Focus on

### Build Brand

### News or Invitations

# Better Communication

Promotion: Special Items or How To Use.

Buffalo Mozzarella Special!!!

Created: Jul 14, 2009 9:24:28 AM / Last Updated: Aug 11, 2009 12:44:55 PM

Send / Edit / Edit Copy / Delete



Fine Italian Foods



\$69.99cs/2cs  
Minimum

**BIG!**

BIG  
PROMOTION!!!



Pizza Use



Salad Use



Caprese Use



Buffalo And  
Prosciutto Use



Sandwiches Use



Carozza Use



Buffalo And  
Anchovies Use



Buffalo With Bell  
Pepper Use



Ravioli With  
Buffalo Use



Customers by Several Times More

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Promotion: Those Items to Focus on.

## SPECIALS!!!!

Created: Jul 31, 2009 3:55:24 PM / LastUpdated: Jul 31, 2009 3:55:24 PM

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Specials!!!



La Tur 6/8.8oz-  
\$9.99lbs



Robiola Bosina  
12/8.8oz-\$11lbs



Coffee/1kg-\$8.90



Grilled Zucchini in  
Trays-\$24pc



Gigli-\$3.20pc



Coarse Sea Salt-  
\$1.90pc



White Anchovies  
Fillets/Trays-  
\$16.20pc



Sundried  
Tomatoes/25lbs-  
\$99.00



Ricotta Salata-  
\$2.80lbs



Arborio Rice-  
\$4.80pc



CALL 404-366-



Order Now!!!!

Customers by 20 to 40% more

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# Better Communication

Build Brand: Show Products to Order Now

Pre-Order Now

Created: Jul 28, 2009 9:14:15 AM / Last Updated: Aug 11, 2009 12:40:21 PM

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Pre-order Now!!!



Robiola Bosina



La Cone



Stacchino



Buffalo Mozzarella



Ovolò



Burrata



Arie Langa  
Caprino Fresco



Robiola Tre Lattini



Capri Cremosa w/  
Truffles



Ovirin



Sheep Milk Ricotta



Paggetto



Buffalo Ricotta



Robiola di  
Roccaverano



Tomino da Padella



Vera Pagnotta



CALL US



Info



Shopping

Customers by 20 to 40% more

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# Better Communication

## News: Invite Customers

Your Invited!!! (Public Availability Requested) 



Fine Italian Foods



The Tasting Room



Invites YOU to  
Taste 5/5/09 @  
6pm



Damina



Paglina



La Corte



Bucaneve



R.S.V.P



Add Text Here

Customers by 20 to 40% more

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# Better Communication

## Attractive & Simple Email

From: VisualTalking Administrator [administrator@visualtalking.com]  
To: markgrace@beyondvia.com  
Cc:  
Subject: VisualTalking Message from Fine\_Italian\_Foods (administration@fineitalianfoods.com)

**Visual**  
TALKING {say it with pictures}

Hello.

*It's*



-

Your friend Fine\_Italian\_Foods wants to show you a message from VisualTalking!

[Click here to view your message!](#)

Join the Visual Talking revolution: Sign up today and say it with Pictures! ▶

**Customers by 20 to 40% more**

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