

## Saving Your Presentation Folders From Embarrassment

One of the worst things that can happen in your presentation is for the custom folder printing given to the audience fails to do its job. If your presentation folders fail to impress, or if it invokes an unwanted reaction, your whole report will already be tainted no matter what you do. To help you prevent that embarrassing moment from happening to you, I am going to give you tips on how to save your custom folder printing from disaster. Just follow the tips and practices below and you should help you prevent any bad and embarrassing moments to happen with your color folders.

- **Doing your research** – Knowledge is always power whatever you are doing. For folder printing, you should always do your research about your expected presentation audience. You should know specifically their expectations, their tastes, their goals and their wants or needs. Knowing about these things will give you important insights into the personality of your audience, as well as the best approaches to communicate with them effectively through presentation folders. The knowledge should eventually guide you in all your design and printing decisions for your color folders, helping you create almost perfect folders that get that particular audience really engaged.
- **Getting initial reactions** – Besides doing audience research, you should also always try to get the initial reactions of people from your color letterheads. Ask your colleagues, your family, your friends and even casual acquaintances in your building or community. Getting honest reactions and feedback from people should give you a fresh perspective about your custom folder design. Typically you will get new suggestions for improving your color folders, giving you a chance to really get your folders right.
- **Proofreading extensively** – One very important practice that you should adopt for folder printing is to proofread its content and design extensively. One once-over before folder printing is not usually enough to get all the errors and mistakes in the content and design. It is good to have three or more people to check your designs. In this way, anything that you might have missed might earlier may get picked up by another person with a different bias. By proofreading every text and design image in your folder, you can prevent any raw style or incomplete design to go ahead with mass production
- **Testing your printing** – Sometimes it is good to see the real deal with your custom folders before you actually turn on the machines for folder printing. That is why it is good to try to test your folders first by printing the first draft yourself. By printing your custom folder in real life, you can spot errors and mistakes that are hard to see. So do not be afraid and try to test your color folders by printing one main sample first. This should give you a great idea of what to improve upon and what to remove. These tests should be really valuable in refining your color folder designs.
- **Using hi-tech analysis tools** – Finally, in this day in age, you should not forget to use some high technology analysis tools that help you judge your folders. From special heat maps, comparison software and of course all the features in a folder printing application, you should be able to quantify exactly the problems in your folder printing and design in the quickest possible manner. This of course will help you correct the mistakes done earlier and develop a better custom folder out of it. So if you can buy the proper software, you should try out these hi-tech analysis tools that will help you make your folders look great.

Great! No more embarrassing moments for you with you custom folders. You should avoid any gross errors if you follow the tips above.

## About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [folder printing](#), banners, magazines, flyers, door hangers, bookmarks, poster templates, [presentation folders](#), print newsletters and other printed ads.

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