

# Marisa Allegra Williams

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## 4BY6.COM

Collaborating directly with the company's founder, I helped 4by6.com grow its high-end print business through a diverse array of marketing projects. Among these initiatives were strategic partnerships (e.g., PhotoShelter, Lensbaby, Dripbook, Photojojo), the Creative Showcase, a Customer Gallery, and an email newsletter that I developed, sent to over 60,000 customers each month. All content for the newsletter was authored by me.

See <https://www.linkedin.com/in/risamay> to learn more about my work with 4by6.com.

## TEASERS

### Short run?

Portfolio packs deliver the flexibility you want.

### Let's get down to business.

Print a free set of Satin business cards.

### Seeking something slimmer?

Give our new Slim Cards a go.

### All of our cards are now printed on a superb 16pt card stock.

Order your free sample kit today and see what else is new!

## MEAT

[Versatile, by Design](#)

[50% Off Portfolio Packs!](#)

[Joerg Metzner, Photographer](#)

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[Spacer cards \(shipped with all orders\)](#)

## **Versatile, by Design**

We just took it up a notch. Our high-quality selection of cards using your custom designs now comes in a wider variety of options. Need to print 4 or more unique card designs of the same size and finish in a short run? [You got it.](#) Don't feel like prepping your own templates? [No problem.](#) Slim or square cards? [Sure thing.](#)

## **50% Off Portfolio Packs!**

Save 50% thru May 12, 2012. Whether you gave [Portfolio Packs](#) a try during our test phase or are ready to give them a whirl now, we're encouraging everyone to enjoy 50% off a 4-pack, 5-pack, 6-pack or more of 20 cards in any size (4x6", 5x7", 6x8", business cards, slim cards, square cards, or greeting cards) on your choice of Satin, Recycled, or Gloss paper. Enter code PPAFTYOFF at checkout. Offer expires May 12, 2012. As an added incentive to place an order now, we're giving away \$50 each in [4by6.com](#) print dollars to 10 lucky customers. Simply post a snapshot of how you used your new packs to our [Facebook](#) page and we'll pick our 10 favorite entries. [Start your order here.](#)

## **Joerg Metzner, Photographer**

Art by day, art by night. Joerg Metzner is a masterful, multi-talented artist. When he's not putting his design skills to use at Rand McNally, he's restlessly pursuing his second creative love: the art of photography. Learn more about Joerg's work and what inspires him in [our latest Creative Showcase interview.](#)

## **4by6.com Partners with PhotoShelter**

We're pleased to announce a new partnership with PhotoShelter, the leader in portfolio websites, photo sales, marketing and archiving tools for professional photographers. Over 74,000 photographers worldwide use PhotoShelter to power their success online, with customizable website templates, searchable photo galleries, e-commerce capabilities, and bulletproof image storage. 4by6.com customers can [try PhotoShelter free for 30 days](#) by entering the promo code 4BY6PS0712 at [photoshelter.com.](#) Offer expires August 5, 2012.

## **Show Us What You've Got**

Design. Print. Love. Share. As always, we've noticed some exceptionally incredible work flying off our presses recently. Is it yours? Why not post a snapshot of your latest 4by6.com cards on our [Facebook](#) page and we'll showcase it alongside other exciting pieces in our growing [Customer Gallery](#) for all to admire.

## **Slim Is In**

Test a pack of slim cards, on us. Order a sleek 4-pack of 20 slim cards (a total of 80 cards) in your choice of Satin, Recycled, or Gloss and pay only shipping. Enter SLIMPACKNL at checkout. And let us know what you think: tweet your feedback [@4by6](#) or post on [Facebook](#). But act fast. Your chance to test a Portfolio Pack of slim cards for just the cost of shipping expires on July 1, 2012. [Start your order here.](#)

## **Raquel Olivo, Photographer**

Natural beauty. Raquel Olivo is a dynamic photographer, boasting both natural ability and a professionally trained eye. No matter the subject, Raquel captures and processes the shot in signature fashion. Learn more about Raquel's work and what inspires her in [our latest Creative Showcase interview.](#)

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### **Win Big with Lensbaby and 4by6.com**

Enter to win a whopping \$250 in [4by6.com](#) print dollars and another \$250 in Lensbaby bucks! We've teamed up with our friends at Lensbaby to give you a chance to win a great pair of prizes from both of us, including the opportunity to have your Lensbaby photos published as part of a promotional 4by6.com Fun Pack. Print a free Portfolio Pack of 4x6" Satin finish postcards using 4 images taken with any Lensbaby lens that fits the theme "Goodbye Summer". [Find contest rules, details, and deadlines on the Lensbaby blog.](#) Start your postcard order [here](#) and act fast! The contest is already underway and ends September 10, 2012.

### **Fall in Love with 4by6.com All Over Again!**

Save 50% during our "Sweet 16" summer sale! Who says you can't improve on perfect? We just took [The Perfect Card](#) to a new level of printed perfection with the introduction of a heftier 16pt card stock across our entire line of products. Sounds great, right? But to truly appreciate the beefier beauty of our new paper, you have to have it in hand. So we're inviting you to save 50% on your next order with discount code SWEET16 by September 1, 2012. Reorder a recent run, or design and print something new. Start your Sweet 16 sale order [here](#) and begin by selecting the product, quantity, number of packs, and paper of your choice. And don't forget to [order a free Sample Kit](#) today as well, to get a feel for everything – from business cards to square cards, 4x6" postcards, slim cards and more – in our sexy new 16pt card stock. Tell a friend! We want everyone to print beautiful, and beefy.

### **We Love Dripbook**

[4by6.com](#) is proud to partner with [Dripbook](#) – one of the slickest sites offering online portfolio tools to creative professionals around the world. If you are a professional photographer, illustrator, designer, stylist, or other visual creative, you can create an online portfolio that is indexed on the Dripbook website for clients worldwide to view. Additionally, you can export that portfolio for display elsewhere – including a stand-alone website using your own domain name, social media channels, mobile solutions, and more. Accounts are restricted to professionals only – a body of published work is required to create a portfolio on Dripbook. And if that's not reason enough to join, consider the awesome list of [Dripbook Friends and Family](#) benefits.

### **Green is Good**

If you're like a lot of people, you probably have an old stack of business cards stuffed away in a drawer somewhere, doing nothing but collecting dust. You want new cards, but feel guilty about trashing the outdated set you already have. Not to worry! We have the perfect feel-good solution for you: recycle your unused business cards and then design and print a new set on our environmentally friendly (and fabulous) 16pt Recycled paper. We'll even help you out by taking 50% off your order of digitally printed Recycled [Slim Cards](#) or our traditional [Business Cards](#) with either regular or rounded edges between now and October 31, 2012. Use discount code SUBLIME50 and start your order [here](#). Tell a friend! Because every business card deserves a fresh start and the chance to go Green at a great price.

### **David Hoang, Designer**

Delve into the design-rich world of David Hoang. Whether it's on the clock in his creative work with Xhatch Interactive (the cutting-edge iOS design and development firm he co-founded) or his after-hours love of world travel, fashion, and cats, art and design play a central role in all aspects of David's admirably awesome life. Learn more about David's work and what inspires him in [our latest Creative Showcase interview](#).

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### **Calling All Contestants!**

Been meaning to get your entry in? The time is now. For those of you who've been planning to enter our current contests with Lensbaby, Dripbook, or Photojojo, there's still some time left to get your entries in. Don't delay. We can't wait to see what you printed and pick a winner for each contest. [Lensbaby contest](#) closes October 15, 2012. [Dripbook contest](#) closes September 30, 2012. [Photojojo contest](#) closes October 1, 2012. Good luck. Get printing! Winners will be announced on [Facebook](#).

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### Spacer cards

This set of four cards, shipped with every order, encouraged repeat business with special promos, as well as highlighting additional services, help, and best practices for working with 4by6.com.

**Order more. Pay less.**

Curious about our color choice? This is 100% Cyan printed on our silky, celebrated **Satin** paper. Luxe stuff, isn't it?

#### Reorder



Thanks for ordering from 4by6.com — we're thrilled you chose to print with us. If you're pleased with your cards, why not get another batch? We'll give you a 10% discount on your next order.

Log into your 4by6.com account and select the job you'd like to reorder. On the next screen, click on the blue "Reorder This Job" button and follow the prompts to complete your order. You can even make changes to the type of card (Satin, Gloss, or Recycled), the quantity, and the job name.

Use discount code WANTMORE10 at checkout.

Ordering support: (877) 989-4646 ext. 3, [orders@4by6.com](mailto:orders@4by6.com)

Can't stop caressing this card? That's because it's printed on our premium **Satin** paper. We start with hefty 14pt cardstock and laminate both sides to produce a whopping 16.4pt thickness for maximum durability and a wonderfully luxurious feel.

# Problem? We are so on it.

Curious about our color choice? This is 100% Magenta printed on **Gloss** paper for maximum pop. Perfect for postcards.

## Problem?



If something seems amiss and your cards don't look quite right or have arrived damaged in any way, please let us know. We'll do our best to make amends.

Please send a photo of the blemished card(s) along with a brief description of the problem and the order number to us via email at [service@4by6.com](mailto:service@4by6.com). Your order number can be found on the FedEx shipping label or in your member account on our website. Sometimes glitches do occur, but we rarely encounter a problem that cannot be solved.

Possible errors include: muddy color, inaccurate cutting, hickey spots, poor resolution, text or logo dropped off your art, damaged cards due to shipping or rain.

Customer service: (877) 989-4646 ext. 3, [service@4by6.com](mailto:service@4by6.com)

Wondering how to print the perfect postcard? The answer is in hand. This **Gloss** card is printed on hardy 14pt card stock with gloss laminate on front for a substantial 15.2pt heft and maximum pop for full-color artwork. The back is left uncoated, making it easy to write on and the ideal choice for printing a traditional glossy postcard.

# The color purple

Curious about our color choice? This is 100% Yellow printed on forest-friendly **Recycled** paper. It's like hugging a tree.

## Color Calibration



Daunted by color calibration? Because every computer monitor renders color slightly differently, getting the right printed color can be tricky. Help is here! Our special Color Calibration Tool makes the complicated process of predicting final printed color easy.

Order a 4by6.com Sample Kit and download the accompanying Color Calibration Tool on our website. Compare the two to see how your color may shift in the final print.

And if you'd feel more comfortable allowing a pro to handle the finer points of things like color correction, you'll love our complimentary File Valet service. Allow us to do everything from convert your files, apply color corrections, to preparing your templates and uploading your print-ready files for perfect cards, every time. And at no extra cost to you.

**<http://www.4by6.com/perfect-card/color>**

Nice card, huh? We think so, too. This sturdy 14pt card stock is made from 100% recycled, acid-free paper with an uncoated matte finish on both sides and reproduces color just as vividly as our other papers. Friendly to both the environment and your budget and easy to write on, **Recycled** cards are a beautiful choice for any project.

# The royal treatment

Curious about our color choice? This is 100% Black printed on our silky, celebrated **Satin** paper. Luxe stuff, isn't it?

## Introducing File Valet



We want your cards to be absolutely perfect, so we're rolling out the red carpet with complimentary File Valet service.

Whether you run into trouble placing your artwork on our templates, are worried about jeopardizing a flawless trim job, or just want someone else to take over — File Valet is here to assist you. Allow us to convert your files, make color corrections, place your artwork on our templates, and upload your print-ready files to an existing order. All at no extra cost.

For worry-free, no fuss file preparation and perfect cards every time, take our File Valet service for a spin. You'll be glad you did.

<http://www.4by6.com/file-valet>

Can't stop caressing this card? That's because it's printed on our premium **Satin** paper. We start with hefty 14pt cardstock and laminate both sides to produce a whopping 16.4pt thickness for maximum durability and a wonderfully luxurious feel.

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