



DALE  
DAUTEN

# introducing DAUTEN PUBLICATIONS

Dale Dauten has taken the market wisdom from 20 years of writing books and syndicated columns (including 15 years in the *Chicago Tribune*), and is applying it to online brand-building publications for corporate clients.

Dauten Publications came into being when one of Dale's consulting clients asked if he'd be willing to do write-ups of stories about the company.

THE FIRST ISSUE WENT TO THE OWNER'S  
PERSONAL EMAIL LIST OF 300 FRIENDS/CLIENTS.  
WITHIN TWO YEARS, THAT LIST HAS GROWN TO 6,000.

Here are three great reasons to love an email-based publication that goes monthly or bimonthly to clients and prospects:

- Because the publication is sent via email, there are no printing or mailing costs.
- The content shapes a brand - reinforcing the image you want to convey, and increasing loyalty among existing customers.
- Done properly, the publication will be an automatic and consistent sales driver (and an easy way for your professionals to engage clients and prospects).

These publications feature articles on employees and customers, and can include original cartoons, book reviews and a myriad of topics that Dale makes engaging and informative.

### **The time required from you**

The only time requirement for you and your team would be occasionally sitting for interviews, helping choose topics and approving the issues before they are sent.

### **Samples**

Samples of two very different styles from Dauten Publications can be found at...  
**[dauten.com/publications](http://dauten.com/publications)**

Dale Dauten has authored six books on leadership and innovation, including *The Gifted Boss*, published by William Morrow/HarperCollins. (That book inspired the late Dave Thomas, founder of Wendy's, to say, "It's like a great hamburger—fresh, made-to-order and very satisfying.")

Dale co-writes a career advice column, nationally syndicated by King Features, that runs in the *Denver Post* and many other newspapers, and for two decades wrote a business column that ran in major papers, including the *Chicago Tribune*.

As founder of The Innovators' Lab®, Dale consulted with dozens of firms, including Georgia-Pacific, United Auto Group, General Dynamics, Caterpillar and NASA. He is author of "IQ2" innovation metrics, and creator of the idea generation process called BrainTouring™.

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