



From Behind the Desk



The Hallmarks of Business
Success

Hall Brothers Co. *attained a net
worth of over*

\$4 Billion

Are you maximizing your value in your market?



In 1910, Joyce Hall moved to Kansas City, MO with two shoeboxes of postcards under his arm.

With little else, Joyce started a picture-postcard business—Hall Brothers—that would ultimately become one of the largest drivers of retail business during holiday season—but it didn't start out that way.

Over the first 20 years, Hall Brothers experienced a decline in postcard sales as consumers desired greater privacy in their communications.

So, Hall Brothers purchased printing presses and began producing a solution to this concern—greeting cards. The printing press allowed Hall Brothers to create and patent the “Eye-Vision Folding Card”, which was a great success and became the greeting card we are familiar with today.

As time went on, Hall Brothers were presented with several opportunities to expand—acquiring Crayola (yes, the Crayon company) and Dayspring (a Christian card manufacturer)—both increasing their reach and value.

Today, the company is worth over \$4 Billion, has 30,000 employees, and their products are distributed in more than 100 countries and 30 languages.

They are now known as Hallmark.

Cogent Analytics

believes in strengthening the small-mid sized businesses that are the backbone of this country.

"From Behind the Desk"

is a series designed to offer our expertise in key areas that business owners are challenged with every day.

These emails are not a solicitation and are meant to provide insight and information relevant to business ownership.

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Many business owners can identify with Hall Brothers—starting with almost nothing, facing unforeseen challenges, and needing to expand to keep pace with changing demands.

So, how can Hallmark's success be emulated?

1. **You need grit-**

First attempts rarely succeed—you will have to push through hardship and difficulty before you can see success in your business.

2. **Be open to re-designing aspects of your business-**

If clients, markets, industries, or competition change—evaluate the new demands and plan how you will change while focusing on the future.

3. **Always be a “work in progress”-**

Don't assume that you have perfected your craft. By striving for continual improvement, you'll never stagnate or get passed by.

4. **Keep an eye out for complimentary service offerings-**

These may enhance the overall value of your product or service. If you can incorporate them into your business, you can go farther and find new opportunities.



Cogent Analytics is a business management consulting firm committed to integrity and transparency. We deliver powerful solutions to privately held businesses to help ensure long-term growth and sustainability.

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