How to Promote Your Business with Booklets

110 Ideas for Organizing Your Business Life
Paulette Ensign

Paulette Ensign
Author of the best-selling booklet
110 Ideas for Organizing Your Business Life
Over 1.2 million sold without spending a penny on advertising!
How to Promote Your Business with Booklets
by Paulette Ensign

Fourth Edition
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Tips Products International
Paulette Ensign
Founder, CEO, and Chief Visionary
13146 Kellam Court, #133
San Diego, California 92130
858-481-0890
Paulette@TipsBooklets.com
www.TipsBooklets.com

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An Introduction/Invitation

Dear Colleague,

My Booklet Journey started one 1991 summer morning. The American economy was dragging bottom and my then-eight-year-old professional organizing company’s sales cycle for consulting and workshop services was getting longer, dragging the bottom of my own personal economy! I thought about something I stuck in the back of a drawer months earlier — a tips booklet to improve business presentations. It was full of solid information, while also marketing the author’s services.

When first seeing that booklet earlier in 1991, I remembered thinking I could do a similar booklet on tips for getting organized. It would promote my organizing business as it provided solid organizing tips. The idea of doing a booklet then went into the realm of “someday — maybe.” Well, “someday” became that summer morning. There was no clue of the journey that booklet would be prompting for me and for hundreds if not thousands of other people along the way, in the United States and in far-off countries around the world.

Early in this booklet-selling process, colleagues and family members voiced skepticism about putting my valuable time into these booklets. After all, how could a person make any real money from a 16-page booklet? In fact, one night my otherwise supportive youngest sister asked me, “How are those stupid little booklets going?” From that point on, they became affectionately known as the “SLBs.”

Once the booklet started producing the results it did, people wanted to know how they could do it. The answers to those questions are in these pages, in other products I’ve produced, and through my consulting and speaking services. This program guides your journey to promoting your own business with your booklet. I have done this with one booklet. Your needs may be better served by doing more than one booklet. That is discussed here, too. No matter what you do, the most important thing is to be true to yourself.

I have personally sold well over a million copies in four languages and various formats, of ONE booklet, 110 Ideas for Organizing Your Business Life. This has been as single copies and in large quantities — all without spending a penny on advertising. The original reasons for creating the booklet were to generate cash and promote my services. I needed to market it with as much ingenuity and as few dollars as possible. This continues being my general methodology — ingenuity first, dollars second.

That meant endless hours in the library, on the phone, and on the computer building my own lists, taking leaps of faith with designers and printers, and reading each piece of mail coming into my office through the most creative filters I possess to find new opportunities for my booklet and my business. Remember, I did my booklet in 1991. Were you online then? I certainly wasn’t. The tools that are available now not only streamline the process, they introduce new ways of leveraging your products so you can sell more.

I also started off selling one copy at a time to one person at a time. About a year into my booklet journey, the first large-quantity sale happened — several thousand copies to a single company. That turning point catapulted the booklet business to a whole new level. While I started with single copy sales, that is not the way to get your message out there and make lots of money along the way. Selling in large quantities and leveraging
your content are the ways to make this a lucrative venture and spread your message broadly.

This program and an earlier one give you the benefit of my doing this very tediously, discovering many potholes in the road, with little budget, over a longer time than needed to create your success. The focus of this system is promoting your business with booklets and leveraging a single effort as many ways as you can.

After a number of years of working with people in the various aspects of creating their own booklet, it became obvious to me that most people are using a booklet to promote their business. Most booklet authors are promoting a service business or a professional practice — accountants, attorneys, chiropractors, psychologists, educators, public speakers, business coaches, print brokers, landscape designers, every flavor of consultancy, and on and on. The approach and the principles are the same and apply to both a service business and a professional practice, and they apply to any form of information product, online and offline.

You will learn from the experiences of other people as well as my own. Each of us does it our way, using a basic foundation as the starting point. Like any other information, it is helpful only when you put action behind it. There is no magic pill, just more ways to create success. You will find what works best for you.

Not only have I sold more than a million booklets to date, others have sold hundreds of thousands of their booklets. Some have surpassed my results of a million copies. Success stories of many people are included so you can get a better feel for what is possible with your booklet activities. Other substantial projects and opportunities within our businesses came directly from prospecting and selling booklets - opportunities you can now pro-actively create for yourself, opportunities that other booklet authors are finding as part of their booklet experience. This business also made it easy for me to move from metro New York to California without missing a beat, business-wise in 1996. The booklet continued promoting the business regardless of location. That flexibility is possible with booklets as a revenue stream and a marketing tool.

My business evolved from being a professional organizer when I wrote the booklet, to creating a business focused on selling tips booklets, to teaching others to do what I’ve done. Yes, my booklet still sells, both as printed copies in bulk and as single downloads. And this many years later (18 at this writing), I’ve become known as The Booklet Queen, owning the niche of tips booklets. That’s how things developed over time.

My unending thanks to the many clients, friends, colleagues, advisors, and other who have contributed to this program, for the things we have learned from each other on our journey, together or unwittingly.

So, what is your first SLB and how will it promote your business?

Paulette Ensign
San Diego, California
September, 2009
PRODUCTION

The Formula for Creating a Useful Tips Booklet

1. Plan your finished tips booklet to be 3⅛ inches by 8⅛ inches, or 4 inches by 9 inches. That size fits in a standard business envelope. It is less expensive to produce and mail compared to larger dimensions, and is more flexible for your buyers to use.

2. Include a short introduction focusing on the benefit to your reader, a short biography of yourself, and your contact information. A table of contents is optional. Be generous with contact information so people easily find you. Include your name, company name, mailing address, phone, fax, email, and web site. Each element further refines your contents and heightens the sale-ability of your booklet. Remember this is a product that is also a marketing tool for your business.

3. Hire a graphic designer to make your information look its best. Do the graphic layout yourself only if you are proficient in that kind of work. It is not the place to cut corners. Give a non-formatted word processing file to your graphic designer. A document without using columns or bold or other design elements makes life easier for the graphic designer. You can attach any specific requests separately.

4. Keep your finished booklet to 16–20 interior pages. This is usually 3,000–3,500 words. The booklet is a starting point for your subject rather than the consummate reference on the topic. It is preferable to have two shorter booklets than one longer one. It gives you another product to sell when your buyers are ready for more from you.

5. Use however many ink colors you'd like in designing your booklet cover. Increased and improved technology have brought production costs down, giving you wider choices at prices that still work. Include graphics that enhance your verbal descriptions only as necessary.

6. Leave the bottom half of the front cover blank so it is available for client customization. Do the same with the inside and back covers. You will find examples of customization later in this program.

7. Select glossy card stock paper for your cover, and basic copier-weight paper for the inside pages. Those choices keep your production cost down and your perceived value up. Have your booklet bound with two staples in the spine, known as “saddle stitching.” That is part of the process done by your printing company rather than you attempting it in your office.

8. Do a maximum first print run of 1000 booklets if you choose to print booklets at all for your in-house inventory. There will be inevitable corrections, regardless of how well your manuscript was proofread. Expect a range of $0.75–$1.00 per copy for 1000 copies, depending on variations like page numbers, number of ink colors, illustrations, paper quality, your printer’s interest in doing the job, and your printer’s equipment. That cost is for printing only. The graphic design is a one-time fee separate from the printing.

9. Interview several graphic designers and printers. Ask around for referrals. Make your choice based on
the quality of their work, their reputation for on-time delivery, their easiness to work with, and the price for their work. All these aspects are important in providing what you need. One-person companies are often more attuned to customer care and less influenced by high overhead. You can find current recommendations for trusted vendors in the Resources section at www.TipsBooklets.com.

10. Look for offset or digital printing companies, rather than quick copy places. The difference in production quality is important when you realize this product represents your company.

11. Realize that you have a ready-to-sell product when the graphic designer delivers the final PDF of their work. More about selling this as single-copy downloads and licensing it to larger clients is discussed later in this program.
Selecting a Topic for Your Booklet

1. Think about what specific service or product within your business you want most to promote. Make your selection based on that being the most lucrative aspect of your business, that it makes your heart sing, or, ideally, it is both. Doing this keeps the marketing efforts of your business cohesive and unified rather than fragmented. This is only one of several ways to identify the topic for your booklet.

2. Consider developing a booklet that reflects a composite of your business’ services. This can be done most effectively by creating each of those aspects as a sub-heading in your booklet, with 10–12 tips under each heading. You may later decide to write an individual booklet based on each one of these sub-header sections after you create the first booklet. An organizing booklet includes tips on filing, paper flow, time management, space organizing, interruptions, and more. Any one of these topics could be its own booklet.

3. Create a maximum of two booklets at a time when you have difficulty starting with only one. Doing two increases the likelihood of getting the booklets completed better than if you were doing more than two simultaneously. Capture your notes for other booklets so the information is available when and if you decide to do more booklets.

4. Select a topic about which people are often asking you. It can be an area in which you already provide service, or some aspect you are overlooking that can be added to your business. When certain things are asked repeatedly it is also a message about where your energies are probably best spent serving your people and your own business.

5. Keep in mind what you want your booklet to portray about your business. Give thought to educating the reader in a professional, factual, clear, and inviting way, the same way you offer and deliver your services.

6. Choose your topic now and your specific title later. The title frequently presents itself as a natural event in the process of creating your booklet. Babies are often named after they are born. This can be a similar situation. Some people find it useful to select a title first and write to it. Most have not.

7. Copyright your booklet. Place the following notice in your booklet:

   ©2009, Your Name.

Although this is now adequate, you may want to put additional protection on your copyright by paying a nominal fee to the Library of Congress, Copyright Office. Learn more at www.copyright.gov/register. One booklet author reported limitation in being able to collect all that was available when a copyright infringement occurred because the booklet was never formally registered.
Using Information You Already Have

1. Look at everything you have ever written on the topic of your booklet. This includes books, articles, blog posts, podcast transcripts, social networking posts, special reports, newsletters, web sites, seminars, teleclass or webinar transcripts, promotional brochures, client case studies, client correspondence, procedure manuals, all those repeated comments you make to clients and audiences — ANYTHING. Audio and video programs you produced can also prompt useful information for your booklet.

2. Think about how this booklet will market your business. That helps keep you focused by reinforcing concepts related to one aspect of your business, or the most important of several aspects if doing an overview booklet.

3. Keep in mind that everything you are doing is related to everything else. Each product, publication, and service is marketing each other.

4. Carry a notebook, audio recorder, or other recording device with you to capture additional ideas over several weeks. Writing all the tips at once can be harder than it needs to be. Save editing for later. Just get the ideas on paper and into the computer.

5. Enter the tips on computer as soon as possible. This allows greater ease in grouping random tips. Graphic designers need to receive your project as a single word processing file attached to an email.

6. Assume nothing. Just because information is common sense or well known to you does not mean others know it. You have been living, eating, and breathing your own expertise. Be as basic as possible to be useful. There is plenty of opportunity to get more advanced in future products you create.

7. Use this formula for writing the actual tips: Write one statement starting with a positive verb (an action word) telling the reader what TO do, and one or two brief, plain, simple language sentences explaining “why” or “how.” That is all that is necessary or effective for writing this kind of document.

8. Realize that long runs of copy discourage the reader from reading. Using an action word gives the reader specific guidance on what to do.

9. Select positive verbs over negative ones to tell people what TO do. Using words like “don’t” and “avoid” are less useful to the reader than suggesting what TO do. Making a philosophical statement by starting a tip with something other than a verb does not give direction to the reader. You will note this program uses the formula described in this tip.

10. Look through your raw materials (books, special reports, newsletters, etc.) for places that already have the formula suggested in #7. That makes your life easier in creating the booklet. Otherwise distill your longer narrative material by using the formula recommended here.
Selecting a Title — Telling It Like It Is

1. Say what the booklet is in plain, straightforward language. It makes it easier to sell the booklet and draws people to you and your business more readily than if they have to work hard to understand what you mean.

2. Consider using a number in the title, such as 110 Ideas for Organizing Your Business Life. There is no particular magic in any given number. Some people lean toward 101. That can be overdone with many titles using that number. You may find 82 tips or 36 tips to be where you most naturally end. That is fine.

3. Choose your title after the booklet is completed rather than selecting the title first. You will have a better idea of an appropriate title after you have all the information you want to include in the booklet.

4. Review various title formats like How to… or Easy Ways to… or The Secrets of… or Magical Ideas for… Any of these, or others may serve your needs better than one with numbers in it.

5. Brainstorm your title by writing out every possibility you can imagine. Your best title might end up being a combination. Here are some existing titles.

   Divorce: 133 Ways to Diffuse the Battle — Forest Bayard
   Quick Tips for the Busy Software Executive: What You Need to Know to Price, License, and Negotiate Software Deals — Jim Geisman
   65 Parenting Tips from a Collection of Experts
   Things in Place: 83 Tips for Organizing Your Home — Standolyn Robertson
   62 Insider Secrets to Stop Smoking Now — Dr. Terry Gibson
   105 Tips to Keep Your Business Doing Well During Tough Times — Stephen Newton
   Parenting the Troubled Teen — Marian Pobee, M.D.
   When Death Visits a Jewish Home — Rabbi Mel Glazer
   Twenty Steps to Effective Grant Writing: An Introduction to Writing Winning Grant Applications
   — Michael Wyland & Margaret Sumption
   Simplify Your Life: 101 Ways to Create the Life You’ll Love — Linda Buell
   Defeating the Demons of Distraction — Geraldine Markel
   The Birds and Bees with Ease: 106 Guidelines & Phrases to Use When Talking with Young Children About Sexuality — Crystal deFreitas, M.D.
   49 Tips to Create Wealth in Selling: Portable Contemporary Philosophy — Bill Caskey

6. Share your title-selection process with other people. Testing it out that way can also prompt sales of your booklet even before it is produced. You might just get a title that is better than any you identified on your own.

7. Test two titles by splitting a print run using one title for half the run and the other title for the other half of the run, or on two different electronic PDF files. See which title draws more attention to the booklet and to your business. This type of test marketing is done frequently in traditional publishing, as well as in the seminar industry and the public relations and journalism industries with headlines.
Creating a Booklet Instead of or in Addition to a Book

1. Consider the return on your investment of time and money when choosing to do a booklet or write a book. The booklet is the smallest investment of time and money for the greatest return among those choices. And, once the booklet is done, it’s done. It promotes your business now and into the future and can be the cornerstone for an entire product line.

2. Create “author” status for yourself when a booklet is the first (or only!) item in your product line. Think about whether you’d rather write 3500 words in a booklet or 35,000 words in a book to achieve author status. Many promotional doors open more easily when you can add “author” to describing yourself. Note: a participant in a booklet class once coined the term “authorlette” for authors of booklets. Use it if you’d like.

3. Realize that a booklet is the appetizer to whet the appetite of the reader so they will be hungry for more from you. It is the ideal entry point for someone exploring your expertise for the first time. They can ease into your knowledge, digest it, and then be ready for more advanced information which you will have created for that very purpose.

4. Expect a booklet to be used more for future reference than some other forms of information products. The continuing presence of your booklet means you and your business have a continuing presence in the life of the reader. They are more likely to purchase product and service from you when they can easily contact you.

5. Feature the low price of a booklet over a book as more inviting for both individual and quantity purchases. Saving time and money are important benefits to many people. A booklet provides both time and money savings.

6. Decide whether to do one booklet or a series of booklets. Doing a series gives you a new product each time you do one and re-sale possibilities for each of the earlier ones. A booklet can often be sold as a premium (promotional item) or for re-sale.

7. Realize that some readers are more likely to flip through a booklet for tips than read an entire book or a newsletter on the same subject. The tips structure allows for instant success when reading even one tip. That is very different than most books and newsletters. This experience also tells the reader you and your expertise are approachable for easily doing business with you.

8. Remember that large quantity sales are publicizing your business each time a client distributes your booklet for their own marketing purposes! You will find more about that in great detail later in this program.

9. Write and combine several booklets into a book if you feel you want to or have to write a whole book. Doing one booklet at a time gives you products to sell along the way while you are creating the book a piece at a time. It is also ideal if you don’t have the time or patience to create an entire book.

10. Consider that many books are sold for about $20 for a single copy. Imagine the book has twelve chapters that started as twelve individual booklets, each sold for $5 per booklet for a single copy. It’s probably safe to say you would most likely prefer having $60 than $20 for the same information.
Leveraging Your Booklet Contents into Other Products

1. Realize that you have at least a dozen products you can create from a single booklet manuscript. There are many more. These are basics to develop for an entire product line from one booklet:
   a. Booklet as a downloadable PDF
   b. Booklet as printed copy
   c. Audio recording of your booklet as downloadable MP3 file
   d. Audio CD recording of your booklet
   e. Video of your booklet contents as a downloadable file
   f. Video DVD recording of your booklet contents
   g. Autoresponder series of each tip from your booklet
   h. Printed card deck of each tip of your booklet
   i. Book as a PDF expanded version of your booklet
   j. Book as printed copy
   k. Journal with a tip on each otherwise-blank page as downloadable PDF
   l. Journal with a tip on each otherwise-blank page as a printed copy

2. Add one product at a time to your product line. Many of the downloadable versions of your information can cost you literally nothing to produce. You can record your booklet through a teleclass conference line at no cost or through software on your computer.

3. Produce hard copies of your products in small quantities initially. Use these as samples for decision makers who cannot decide on a purchase based only a digital file like a PDF or MP3. Larger print runs only need to be done once you have an order for them. This is the ideal way to manage cash flow and storage space.

4. Realize that people have different learning styles, life styles, and budgets. Having your same content in various formats provides a “yes” answer for whatever best suits your decision maker and gives people the multiple exposures needed for the information to really sink in. Think about the last time you learned something the very first exposure you had to it. There are also times it’s more convenient to listen and other times easier to read or watch a video.

5. Test your market’s interest in the various formats by developing a product sheet before you create the actual products. Your graphic designer can do this for you, including image consistency of the covers of each of your products. You will find examples of product sheets later in this program. The product sheet can be posted to your website as a PDF file and also printed for distribution.
6. Look for examples of card decks in New Age/metaphysical shops. You’ll see things like affirmations and angel cards with text on one side and a graphic on the other. They can be done in any size you like, and packaged in a wide range of possibilities. Everything from a drawstring bag to specialized plastic or cardboard packaging is possible.

7. Think about the last time you got an “out of the office” or “on vacation” reply to an email you sent someone. That reply was automatically generated, and is called an autoresponder. Autoresponders are programmed with whatever content you want. There are numerous resources for autoresponder services, both as stand-alone services and within online shopping carts and in your own website hosting services. An autoresponder series of your tips is a saleable product. More on that later.

8. Consider developing a video version of your material as a full program or as video clips. Both can be of interest for purchase for different applications by large companies and organizations. This is another area where the technology has advanced so video recording products are now reasonable priced and more popular to use.

9. Be open to parts of your content being saleable rather than only the entire thing. This is addressed in greater depth later in the program in the area of licensing.

10. Respond to what your market says it wants. There are endless formats in which to present your content, things you may never have thought of on your own. Explore any and all possibilities that even remotely make sense to you, whether they were in your original plans or not.
Success Stories about Leveraging Your Booklet Content into Other Products

Straight A’s for Product Development

Among the many skills, gifts, and talents that Andrew Chapman of www.AChapman.com possesses, he earned straight A’s in two degrees as an undergraduate, in only three years while working part time. Not long after that accomplishment, he chose to share how he did it by writing a tips booklet, *How to Earn Straight A’s in College: 75 Tips for Academic Success*. He has sold thousands of copies of it, and realized the college market can be a good one for what he has, especially since the market continuously renews itself. Andrew has developed several text, audio, and video downloadable products on other aspects of college life, which he continues to successfully market to large-quantity buyers and licensees to use as promotional items.

Tea, Anyone?

Nancy Juetten’s expertise as a public relations professional in the Seattle area prompted her to write two tips booklets about getting publicity. Little did she realize the information product journey she was starting when she wrote those booklets. You’ll find them at her site www.MainStreetMediaSavvy.com and in the sample product sheet in the Appendix of this program. While looking for and successfully finding large-quantity buyers for her booklets, she simultaneously expanded her product line in a most delightful and appropriate way. She created Publici-Tea™ TO-GO Gifts, which is a bundle of her two booklets, an audio CD of a workshop she presents, a tea cup, tea bag, and some edible goodies all in a lovely basket. Plus she’s donating a portion of her profits from it to a local charity. She expanded her Publici-Tea™ branding to in-person workshops she offers that teach people about getting publicity. The local business journal expressed interest in partnering with her on those workshops, which could be yet another springboard to bigger things for Nancy. She’s on such a roll it’s hard to know where her inspiration and perseverance will take her.

Riches in Niches

When Susan Friedmann and I first connected years ago she was already starting her activities as a booklet author. It was in her days in the well-niched business, The Trade Show Coach. She had written several booklets and books, done hundreds of articles, and consulted and spoken on that topic to companies and associations, worldwide. In fact, she was already on her way to selling over a quarter of a million copies of her booklets, translated into four languages when we met. Her clients were looking for quick, simple, how-to-information that they could easily implement. They still do come to her for that, as she has evolved her business into www.RichesInNiches.com. She and her clients know the power of booklets as she has brought that into her current business.
Pricing Your Printed Booklet and Other Printed Products — Single and Quantity Pricing

1. Create a price list for yourself for each of your products. You are likely to make changes to it over time based on various activities in your business. Many authors find $5.00 to be a price that works well for a single booklet copy if you are selling single copies, online or offline. You might choose to only sell single copies in downloadable version and state a minimum quantity for printed copies. That streamlines your product fulfillment time and costs.

2. Ask your duplicating vendor for their prices at various typical quantities — 100, 500, 1,000, 1,500, 2,500, and 5,000. That means your printing company, and your CD and DVD duplicators.

3. Determine how many multiples of your cost of goods you want to use to create your own price list for each product once you have prices from your vendors. Remember the graphic design is a one-time investment, and duplication/printing costs are for each order you place. Combining graphic design and duplication does not give an accurate basis for creating your price lists.

4. Price your booklet and other printed products higher for a single copy when your content is highly specialized or proprietary. You may also decide for other reasons that you want to charge more... or less. This is a business decision best made by you, for your own reasons.

5. Remember that your booklet and other products are both a marketing tool for your other products and services as well as a direct source of revenue unto themselves. Your booklet, card deck, audio CD, and DVD will sell your higher-priced services and products. Keep this in mind when you are thinking about pricing, especially the single-copy price. Single copies are also known as “list” or “full retail” price.

6. Test your pricing. Your market will let you know whether you are in the right range or not, based on how and if they buy what you are selling. Be willing to change your prices, especially if sales disappear or are very slow after a reasonable period of weeks or months.

7. Consider the following quantity price schedule for booklets as a model for your own. Keep in mind it is based on the size and design elements and non-proprietary content described earlier. It is also presented as a suggestion rather than the only way to create your pricing structure. You will need to do the same thing for each of your printed products.

<table>
<thead>
<tr>
<th>Copies</th>
<th>Per-booklet Cost</th>
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<tbody>
<tr>
<td>1–10</td>
<td>$5.00</td>
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<tr>
<td>11–249</td>
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<tr>
<td>1000–1499</td>
<td>$1.75</td>
</tr>
<tr>
<td>1500+</td>
<td>Request quote</td>
</tr>
</tbody>
</table>

8. Be aware that the above prices are for non-customized copies, and are without shipping cost. There is still room in the profit to negotiate on price if necessary or desirable. Although the profit is substan-
tially more on the single copies, it takes more time and effort to make those single sales. The price list is ideally for your own reference and is not recommended for broad publication because of the variables factored into each order.

9. Determine a company policy about customization. A minimum quantity for imprinting is typically 1,000 copies of booklets. Less than 1000 copies is usually not cost-effective for the printer to set up the press.

10. Decide whether you want to charge for shipping at your actual cost or if you want to mark it up. Remember to consider the labor involved in filling the order. Large orders are shipped directly from your printer’s shop or duplicating house rather than from your own office. Smaller quantity orders are typically shipped from your own office.

11. Have the ability to accept credit and debit cards for the sales you make. It has become expected. It allows more sales to be made and to easily accommodate international orders. You are likely to get orders from countries other than your own. This is a good way to smoothly accept those orders. Shop carefully for a credit card vendor to get the best all-around prices. PayPal has also become a widely accepted payment method and is a good place to start accepting credit and debit card payments.

12. Create a payment policy for your company and state it as such. (“Our company policy is. . .”) Many small businesses find it best to require all orders to be pre-paid, by check, money order, cash, or credit card. That eliminates the need to chase money or have any outstanding accounts receivable.

13. Accept purchase orders only if your cash flow allows for it. Purchase orders (POs) may be a standard method of payment for some organizations. You are not required to accept them. You can still make the sale otherwise by stating your policy clearly.

14. Consider instituting a 50% deposit for large quantity sales, with the balance and shipping paid on receipt of the order. That covers your expenses and lets a large-quantity buyer pace out their payments in a way that may be more comfortable for their cash flow and budget. Many times it is just more convenient for them to make one payment up front in full. Determine what works for you.
Sales Generating Sales

1. Include an invitation to buy something else from your company each time you fill an order for any product you sell. Show people what you have to help them when they are already interested in buying from you. Ideally you have produced the additional products yourself so you have the most control over them and the greatest profit. This can be done by using the product sheet described earlier in the Leveraging Your Booklet section, and is later shown in the Appendix samples section.

2. Consider offering products and/or services developed by other people until and/or instead of creating your own. These things already exist and can add revenue to your business when you buy them at a wholesale discount and re-sell at a mark-up. You can purchase them at discounted prices, on consignment, or you can direct your people to products through someone's affiliate link.

3. Provide a separate product sheet about your business services — speaking, consulting, coaching, and writing without including prices. Leave yourself flexibility to price on a case-by-case basis. This information is in addition to the above mentioned product sheet.

4. Realize you can ultimately test 1, 2, or a dozen items. Test one thing at a time to get valid answers. Be clear about your costs and terms of payment from your supplier. Decide if a 20% discount is enough to make it worthwhile to you or if it needs to be 40% to 60%. Find out if you can take goods on consignment, you need to pay for them ahead of time, or can pay 30 or more days later.

5. Test all order fulfillment in your own office before letting an outside fulfillment service handle it for you. If you do not get enough volume to make it worth it, fill all orders from your own office to make it profitable. As mentioned earlier, your printing and duplicating vendors will often ship for you directly from their own company and bill you for the shipping and handling.

6. Plan for extra mailroom supplies for your booklets and other products that you do send out yourself. This includes mailing labels, larger mailing envelopes or boxes, heavy tape, as well as business stationery, envelopes, and business cards. Research the best current prices from various shippers.

7. Change your approach when something is not working or you hear requests for something specific. That’s how your business thrives and you best serve your clients. That may seem like an amazing grasp of the obvious. However, many business owners stay stuck and wither away.
PROMOTION

Promoting Your Booklet and Your Business

Now that the creation and production of the booklet have been addressed, it is time to get on with the primary task at hand — the promotion. You have written and produced an excellent booklet or a series of booklets, well aligned with what you want most to feature in your business. Your marketing efforts for your business and for your booklet will be one. Now the world needs to know about it, about you, and about what you have to offer — your simple solutions for their challenges.

The remainder of this program presents various approaches to promoting your business primarily with booklets. Keep in mind that everything you see here can also be applied to the dozen or more other formats discussed earlier in the Leveraging Your Booklet section. Select the methods that appeal to your purposes, resources, and temperament. You may focus on one method, or on a few methods to the exclusion of others. Or you could decide that all the approaches here are worth doing and are a match for you. Like food, financial investing, and other parts of your life, your purposes will be best served by balancing several methods through a diversified approach. No one concept will bring you all the opportunities you are seeking or the most well-balanced results.

To create balance, do what you can to make a certain minimum number of contacts every business day or week. This keeps you on track, keeps you interested, and increases your results. Identify a realistic and reasonable number for you, allowing you to also do everything else you do within your business. Even if the bulk of this work is being delegated to an assistant, colleague, or some outside vendor, the principles still apply. Balance is still an important goal, whether there is one person putting all their efforts into this marketing, or you as a business owner are doing it (and everything else) yourself.

Consider hiring an assistant for much of the booklet marketing. Many of the tasks can be easily taught to a high school or college student or other part-time worker. Virtual assistants who work solely from their own office in some other town or city are another possibility for you to evaluate.

Keep one basic premise in mind:
Everything you are marketing in your business is marketing everything else in your business.

When you have the opportunity to speak with a prospective client, be prepared to explore the range of products and services you have, seeing what works for them at this time. Things will change for them at some other time. Now is what you are focusing on. You may be surprised once you start speaking with them. They could buy more than you first thought, either in quantity or in a higher priced or wider reaching service. The conversation can often find its starting place in sending or showing them a booklet, either as a PDF attached to an email or purchased online, or a printed copy.

Go back to clients and prospects who bought other products and services from you, or who have yet to buy anything from you. Your booklet or other format of your material can be the right item at the right price at
the right time in going back around to those contacts again. There can be a new cast of characters, new business ideas, new influx of operating cash, and untold elements that can positively influence a sale now.

When you speak with someone in the media, that single connection could grow into an ongoing relationship. They might contact you as an expert resource for future interviews or for a permanent expert spot in a column or for a program. Be as helpful to the media person as you can. By making their life easier, they are more likely to want to deal with you as a first choice in the future.

You never know what possibilities will present themselves in any contact you make, as you have probably already realized in your business. Stay open and alert as you learn how to promote your business with booklets and every form of your material. Regardless of what you ever thought about marketing in the past, it is now time to think about the fun you can have with it from this point forward.

The following pages give you concrete suggestions for promoting your business with booklets, as well as success stories from many other booklet authors. Be prepared for “aha’s” to present themselves to you as the ideas in this program trigger even more possibilities for you, ideas that are unique to your journey and your business development.
Using Booklets with Your Products to Promote Your Business

1. Develop a booklet as a way to start your product line or to expand your already-existing products and services as you saw in the Leveraging Your Booklet section of this program. A booklet can be self-publish in a couple of weeks, start to finish, unlike what it takes most people to write a full-length book. And yes, some people have taken months or years to complete a 3500-word booklet. That choice is yours.

2. Create your booklet as an obvious companion to a book you already wrote. This positions the booklet as a direct marketing piece for the book, while serving as a source of revenue unto itself as soon as the booklet is done.

3. Announce your booklet in your newsletter as an expansion of your business offerings. Include excerpts from the booklet to give your clients and prospects a feel for the contents. Include complete ordering information or any terms you are offering for free acquisition of the booklet.

4. Expect some people to make delayed purchases at the time they are ready to buy, and others to jump on the opportunity immediately. Many clients keep product information around for months and years until just the moment that’s right for them.

5. Package one or more of your publications with your booklet. The booklet can be presented as a “value-added” item, free with the purchase of your book or a new or renewed paid newsletter subscription, or with a first hour of consulting or coaching.

6. Promote the fact you now have a publication (your booklet) that suits any buyer’s budget. There may be prospects that have not purchased your other publications or services because of budgetary considerations. You now have a “yes” answer regardless of a person’s budget. Feature your booklet in the context of its low price. Doing this helps some people get beyond price resistance about buying other products and services from you. Current clients will want whatever you have produced.
Success Stories About Booklets Selling Your Other Products and Services

A Companion Piece

Bill Caskey of Indianapolis, Indiana did a booklet called *49 Tips to Create Wealth in Selling*. The booklet is based on a book he wrote called *Same Game New Rules, 2000*. His booklet is intended as a companion and a prompt to buy his book. He references the book in the back of his booklet, guiding the reader to more in-depth information on the topic being found in his book. The booklet also markets his company’s sales consulting and sales training services at www.CaskeyTraining.com.

Booklet Sold for $200

Michigan-based booklet author, Kathryn Merrow is an expert in relieving the pain of carpal tunnel injury in the hands from repetitive motions. She has given away many copies of her booklet as promotional items at events and has used the content as information as a guide and inspiration to share on her radio show and speaking engagements, and to prompt ideas for new articles and to offer as tips on social media sites. She sold a single copy to someone that triggered a paid speaking gig at a law firm with no further action on her part. The booklet generated a $200 speaking fee plus more exposure for her websites, one of which is www.CarpalTunelPainRelief.com. This all happened before developing any additional products besides her booklet *99 Tips for Relief and Prevention of Carpal Tunnel Pain*. Her booklet directly marketed her speaking services.

Everything Markets Everything Else

During the years she worked as a relationship counselor, Andrea Reynolds at www.AndreaReynolds.com in western Pennsylvania counseled a couple who were contemplating marriage. The couple was having some issues they needed to resolve. After receiving payment for the counseling session, Andrea sent two free copies of her booklet *No More Surprises: 365 Critical Questions You Need to Ask Each Other Before You Marry... and How to Ask Them*. The couple used the booklet to initiate discussions, asking each other questions critical to their situation. Sadly, they found they had very few values in common to sustain a long-term relationship and decided to break up before the wedding. The following weekend, one member of the couple needed several hours of crisis counseling. His questions about his pattern of relationships led him to order a $39 workbook Andrea wrote for single adults called *No More Empty Relationships*.

From the original counseling session, triggered by gifting the couple with her booklet, Andrea sold a workbook and additional counseling services. Instead of $15 for two booklets, her income was $339 for more counseling and a higher priced product, more than 20 times higher than for two booklets.
Test It Out

Creating one booklet based on another one of your own booklets is uncommon. That didn’t keep Jim Geisman in the Boston suburb of Wayland, Massachusetts from doing exactly that. Jim’s company, www.SoftwarePricing.com, focuses on issues related to software product sales and distribution in the United States and Japan. His first booklet was *101 Tips for Software Vendors: How to Price, License, and Negotiate Software Deals*. That booklet is 20 pages. From that, he excerpted a second booklet: *Quick Tips for the Busy Software Executive: What You Need to Know to Price, License, and Negotiate Software Deals*. That booklet has 16 pages. He positions these booklets based on who his target is, using the booklet to prompt training and consulting assignments as well as selling the booklets on their own.
Techniques to Market Your Booklet and Your Business to the Media

1. Realize that media exposure will typically prompt single-copy sales unless you position your publicity otherwise, focusing on bulk sales. Single-copy sales have opened the door to larger sales and other related opportunities, in spite of initially being a highly labor-intensive marketing method when it comes to printed copies.

2. Identify your likely booklet buyer based on the general or specific interest of your topic. Consider whether your buyer is age, gender, culturally, geographically, or industry specific. More importantly, focus on what challenge you are solving for the reader or the buyer (who may not be the same person).

3. Select the magazines and trade publications your buyers read if at all possible. Gather the address, phone, frequency of publication, size of circulation, and editor’s name from resources such as Gale’s Directory of Publications or Ulrich’s Directory in the reference section of your library, from the publication itself, or by searching online. Magazines have much longer “shelf life” than newspapers. At this writing, many newspapers are either becoming Internet-only or going out of business completely.

4. Choose the largest circulation publications first. A circulation of 10,000 to 20,000 will not bring you much results. Start with 100,000 or more. This is a “numbers game.” Bigger circulation and greater frequency are better, no matter how well targeted you feel the smaller publications are. There are times when local media coverage becomes useful to you with direct local sales and as a way for regional or national media to also identify you for their publication.


6. Watch for columns and articles about your topic in magazines you read. You can also research your topic through library and online resources for who is writing about the topic of your booklet. Approach the writers of those columns, offering them the opportunity to excerpt from your booklet. This could also lead to an interview.

7. Send a cover letter (see sample in the Appendix) and a sample booklet to a specific person (i.e., Susan Jones) rather than a title only (i.e., Editor) at each magazine. The editorial staff member will excerpt from your booklet or write publicity copy, with your price and contact information. Customize your cover letter as appropriate.

8. Distribute a press release at the same time. Include a few tips from your booklet in the press release. A cost-effective and efficient way to send out many press releases at once is through a wire service. There is, however, no assurance of how many publications or websites, if any, will actually print your release.
9. Send a separate press packet of your booklet, a cover letter, and some other articles you may have on your business to major and/or local magazines you want to be sure to see your booklet. The additional exposure beyond a bundled press release from their wire service can reinforce what the staff already saw and increase your chances of being published.

10. Contact association newsletters and magazines as a secondary marketing effort. Some may seem logical to contact because of how well targeted they are. Many are small and infrequent circulation and will only run information if you are already part of their industry. Mentions in these publications can prompt sales of your products and services more than sell copies of your booklets in many cases.

11. Include your approach to publications as one piece of your overall marketing and publicity and sales activities. You may or may not be told when the mention of your booklet will run. Many times the only way you know there has been a mention is when you start receiving orders. Usually someone will include the page you were mentioned in the publication when they send their order to you.

12. Be as prepared as you can be with inventory and in your revenue predictions. A speedy response from a magazine could surprise you on the inventory side of things or a delay could frustrate you if you are counting on the income and publicity. You could have a one-year delay or a two-week response. Both are realistic.

13. Do follow-up phone calling carefully. Ask if the person is “on deadline.” Call them some other time if they are. Engaging a staff writer in conversation can be tricky and varies from person to person and from time to time as to how receptive they are to any verbal exchange beyond one fast and well-focused sentence.

14. Read any and all publications with a discerning eye. Notice which ones include complete reference (price, address) to products within their editorial content. Be prepared to add to your publications list and contact them.

15. Expect publications other than who you contacted to pick up your information to run in their own publication. It has happened more than once and actually makes your life easier in gaining additional promotional exposure.

16. Prepare for requests to excerpt your booklet from people who have bought it or seen it. One standard reply is “You have my permission as long as you print how your reader can purchase their own complete copy (price and address).” There is no way of guaranteeing they will do that. You can only state your policy.

17. Be willing to personally talk to anyone who wants to purchase a single copy of your booklet. The time you spend on what may be a very tiny order in that moment can lead to all kinds of things once you and they learn more about what they need and what you have. Think beyond the single copy sale at all times.

18. Look in a publication’s “New Product” section to see if they review books, booklets, or any promotional items there. You may want to approach them anyway even if there are no information products...
in that section. Your booklet could intrigue the publication’s staff member enough to change their own policy about what they review there.

19. Be creative in how you view a magazine’s potential for your booklet. Let an editor determine if it’s a match rather than you choosing for them.

20. Follow up every lead anyone gives you for any publicity, no matter what. You never know where something will lead you.

21. Give testimonials to people who ask you for one for their book, their services, or their web site. The more your name is “out there” attached to your business, the more comfortable people are in purchasing what you are offering. You may even get direct sales from someone reading your testimonial. That has happened.

22. Offer to be interviewed for someone’s book. Having a reference to your story in someone else’s book, with your contact information prompts direct sales of your booklet, your services, and other products. People who contact you because they read about you are already in “buying mode” by the time they reach you.

23. Contact radio stations to book telephone interviews on your topic on their talk shows. Send them the same cover letter and copy of your booklet you would send a magazine or newsletter. Reference their listeners or audience in your letter.

24. Ask whether the radio show will be recorded or live. Do live broadcasts unless you are a novice radio guest and want to refine your skills. Otherwise you risk your contact information being edited out of the interview. Along with your contact information goes the money you could have made on sales.

25. Include a list of questions the show host can ask you about your topic. You will increase your chances of discussing things you think are important about your business services and products.

26. Research radio show promotion campaigns. There are several good online sources. One is the comprehensive materials and services that Alex Carroll has available at his site, www.AlexCarroll.com.
How and Why to Track the Source of Your Sales

1. Assign an abbreviation as a department in your return address for each publication you contact. A letter to *Ladies Home Journal* would be assigned Department LHJ.

2. Capture the codes you assign into your publication database. This keeps you from duplicating any and lets you know the source once the orders start.

3. Use whatever database software that best suits best. Capturing the basic information of when you made contact with the publication, their contact information, when they responded, and the number of booklet orders that came from the particular publication will all be useful to you in the future.

4. Create a database for this part of your marketing activities. You can assess what works and what does not work for better-advised decisions. You may do another booklet or develop additional products or distribute someone else's products. Noting the results will guide you. Be advised there are no guarantees that a publication or other media outlet will respond positively to future approaches from you.

5. Be prepared to share the report of your results with publications you approach a second or third time. Some publications want to know your results so they can continue to make informed choices about what their readers want, including your booklet and your expertise.
Success Stories of What Else Can Happen from Publicity Excerpts

These are some experiences directly from www.TipsBooklets.com.

Targeting Your Market, or Not? THAT is the Question

When your booklet is mentioned in a magazine, it is helpful for you to realize that the publication’s demographics will always have exceptions. It is another example of not really ever knowing who sees your information. Targeting your market is important in finding a starting place, and in later refining your marketing and sales efforts. However, you will likely experience some surprises along the way. My own booklet, 110 Ideas for Organizing Your Business Life, was originally aimed at executives and small business owners for their own individual use within their business. As a result of a publicity mention, after buying a single copy for himself, a small business owner who was a manufacturer’s representative in Puerto Rico decided to order a quantity of my booklets — 2,500 to be exact. He decided that the booklet, imprinted with his company name and contact information, was a good item to use for that year’s holiday greeting from his company to his clients and prospects. It would be instead of a traditional greeting card or an imprinted calendar as he had done in years past. His industry was not especially one I would have identified as being part of my target market. His money cleared the bank account quite fine, however. A single-copy booklet sale prompted the sale of 2,500 imprinted copies. That meant he was introducing my company to 2,500 people and companies I had not known, and he was paying me to market me because he wanted my company’s information to remain in the booklet while we added his!

Speaking Up

If you enjoy public speaking and count it among the services of your business, it is useful to know that countless speaking engagements can and do come directly from publicity excerpts. There was a professional organization of country club comptrollers who invited me to speak at one of their monthly meetings. This happened after one member spotted a publicity mention of my booklet somewhere and they thought the topic of getting organized would be of interest to their members. They didn’t even buy the booklet, just invited me to speak! From that speaking event, the same local group referred me to the meeting planner who booked me at their annual convention. Someone in the group told their boss about the merits of the conference session, which led to yet another speaking engagement for the boss’s professional organization. Three speaking opportunities came from one publicity excerpt, without anyone ever purchasing a booklet ahead of time. The credibility of having published something and having it mentioned in a magazine, on a topic that was appealing to the group was enough to get these three paid speaking dates onto the calendar. One was at a lovely resort, in season, and the other two were at wonderful country clubs where the regular monthly meetings were held. It was also among the best food a speaker has ever been served.
Expanding Your Product Line and Beyond

Once again, under the heading of “you never know who sees those publicity excerpts,” there are some good stories to share with you to make the point even stronger. A well-known international public seminar company based in the United States ordered a single copy of my booklet one day after someone in their offices saw mention of it in a publicity excerpt. The next day a phone call came in from that person, asking if the order had been filled yet, saying that they were interested in reviewing the booklet to consider building another product based on it. Several months later, after contracts were signed, that company brought me to their headquarters where we recorded a two-tape (yes, that’s how long ago that was!) audio program based on the booklet. They paid an advance and royalties on all units of that program that were sold. I also contracted the ability to sell copies of the program, thereby expanding my own product line, on someone else’s budget, while bringing me revenue immediately. And the story doesn’t end there.

Because this was a well-produced and well-designed product, I was able to pursue a lead a colleague had given me. The lead was to the people who provided all the in-flight audio programming for a major airline in the United States. That lead turned into a 20-minute interview that was aired on all domestic and international flights of that airline throughout the months of November and December that year, exposure that could not have been bought! The original source of this was a publicity excerpt in a magazine. Each step of this process promoted my business in ways I could not have imagined.

Finishing Big After Delivering a Free Teleclass

For many years I presented a lot of free teleclasses on the phone, teaching people how to write and market booklets. It was, ideally, a no-cost marketing opportunity for me to sell my products and services. Too many of these classes went by with no one buying anything. I determined I’d given enough away and was no longer going to do these, at least not as often, anyway. The very day I came to that conclusion, an attendee phoned immediately after the session was over. He said he loved my story and that it would be perfect to include in a book he had just been hired to ghost write. Would I be interested in being one of 24 entrepreneurs whose stories were included in a traditionally published book that had been commissioned by Fred DeLuca, the founder of Subway Sandwiches? Well yes, I sure would! My story has brought thousands of dollars in sales from people who have read that book worldwide. And that came from delivering a free teleclass on the phone, one more time.
Strategies for Finding Large-Quantity Buyers

1. Think of selling your booklet to companies and organizations that want to use your booklet and other forms of your information to promote their own products and services. Your sales will typically be much larger and often easier with that kind of sale than to a group who wants to use your booklet to distribute to their employees. It is a different mind-set when buying for employees, and is a finite, usually smaller number of people than when positioning it promotionally.

2. Contact a company or organization for a sale of booklets for internal distribution to employees rather than for external promotion in some specific situations. One is when the group is a candidate for purchasing your services, and they are not buying those services now. Selling them booklets could be a better match for their current budget or current attitude about what they feel their employees deserve. You made a sale rather than no sale, and probably endeared yourself to this client. Another time to sell booklets for internal distribution to employees is when the sale lands in your lap and you spent no effort to generate that sale!

3. Target your market as a starting place, and then again as a later refinement. Think of who the most likely industries are for your booklet. You need a starting place regardless of how much mass appeal your booklet has. When you believe everyone is your market, no one becomes your market. It is impossible for anyone to reach all the people who would be your clients.

4. Identify your large quantity prospects by considering who else wants to reach the same end-user that you want to reach. Consider what industries and what organizations appeal to your same audience. Those large corporations and organizations are prospects to buy large quantities of your booklet to use for their promotional purposes in reaching those audiences. Office supply manufacturers are a target market for my booklet on organizing your business life.

5. Start with people you know. Look through all your contacts — current and previous clients, friends, colleagues. Think of who among them could use large quantities of your booklet for internal distribution within their business; or, better yet, for promotional purposes. Create your own prospect list on a separate database on your computer.

6. Think of who your contacts know. Your contact may not be a potential client for you. However, they may lead to someone who is. You can also ask someone you know for an introduction. Let’s say you are hired as a speaker by the human resources department. However, you want to connect with the marketing or the sales department. Ask your human resources contact to introduce you.

7. Review each piece of business mail that you get. Look at the direct mail letters, advertising card decks, catalogs, fliers, advertisements in newspapers, trade publications, and magazines. Each topic-related advertiser is a potential customer for your booklet and your expertise. Some of the largest quantity sales have been made to companies prospecting booklet authors’ companies.

8. Identify companies who provide practice development services for a particular industry. Create an alliance with them to promote your booklet to their clients for their clients’ promotional activities.
9. Approach the circulation departments of magazines within your expertise to consider buying booklets to use as a premium for new and renewing subscribers. You may recall seeing offers of “get a free booklet with your paid subscription.” Let a magazine’s next offer be YOUR booklet.

10. Notice who already gives things away free under certain conditions. That means retail stores, manufacturers, banks, catalog companies, charities, radio and television programs, websites, and many others. A few of those conditions are: opening a new account; with a certain size purchase or pledge; with a purchase of a particular item; among the first X number of people to reply. These are companies and organizations that are already receptive to the concept you are presenting, and need new and interesting items to use for their promotions.

11. Identify professional associations who would be good candidates for your booklet topic. Professional associations are often multiple prospects within one organization. They can use your booklet as a “value-added” item to give away free for each new and/or renewed membership, or in a conference packet. Your booklet can be excerpted in the association’s newsletter or other publication. The association may also decide to resell your booklet to their members.

12. Talk with the meeting planner or executive director of an association about one or more of their vendor members sponsoring the purchase of your booklet and/or other information products. This becomes a source of “mission related non-dues revenue” for the association and introduces you and your products to the vendor. Realize that the vendor has other groups that can also use your products. The sale through one association can well expand to many others through a particular vendor. Your consulting and speaking services are also being marketed to the association and each of its members through your booklet.

13. Contact public relations, advertising, and marketing agencies. The account executives often make recommendations to their clients to include a booklet as part of their sales/marketing/advertising campaign. Allowing the account executive to introduce your booklet idea to their client can make the entire process easier, while creating a hero out of the account executive.

14. Create a continuity program by producing multiple booklets or by offering different formats of your product. Make a deal for a client to buy “10,000 copies the first quarter of the year, 10,000 the second quarter,” and so on. This develops good client relationships and good cash flow for your business.

15. Approach meeting planners as you would public relations, advertising, and marketing agencies. Many meeting planners are responsible for creating the packets given to conference attendees, or for providing interesting, unique, appropriate items at meal settings. Meeting planners can recommend you to their other clients.

16. Market your booklet to colleagues within your own field. Your well done booklet will be well received by colleagues who feel you have produced something that saved them the time and money in doing it themselves. Selling to your colleagues may require doing a print run without your own contact information in the booklet, though not necessarily. Your colleagues can be good referral sources.
17. Prospect public speakers on your topic and on related topics to sell them quantities of your booklet. Your booklet can be a ready made item for them to add to their product line for their “back of room” sales. Speakers can also use your booklet as a promotional tool to sell more of their own speaking services.

18. Attend trade shows for leads. A booth might trigger a specific company to later contact or a way to approach a company through a certain product. The people at the booth are not usually the decision makers, so go to gather information, including the name, address and title of who is the decision maker. Keep in mind the people at the booth are there to sell not buy.

19. Think typically in terms of manufacturers more than retailers as your largest quantity prospects. Manufacturers are more likely to buy large quantities than individual dealers or distributors. The manufacturer may turn around and re-sell to the dealers or just make them part of an overall marketing support program.

20. Be alert to all advertising you see anywhere you go. Whoever you see advertising could be a potential customer, depending on your topic. Read ads in subways, buses, bus stops, TV, radio, restaurant menus, airline ticket folders, inserts in your bills, everything everywhere!

21. Consider approaching a company to position your booklet as a vehicle to their introduction of a new program. Such a group could be the local commuter train line, announcing a search for new customer services to install on their trains. Your booklet can help announce the new services once they are installed. When their riders match the demographics of your reader, it can be a match.

22. Identify a particular large and likely industry for a customized version of your booklet. Modify your content to reflect industry-specific language.
The Anatomy of a Large-Quantity Sale

1. Create a basic quantity discount price list. This list will be for non-customized booklets and will be a basic starting point for your pricing. It is based on what it costs you to get your booklet produced and the labor involved in getting the booklet shipped. An order of 500 or more booklets can be shipped directly by your printer. Smaller orders need to be processed in your own office.

2. Be prepared to make changes to your price list. You may find that quantities under 100 take up a lot of your time to process. That is a good reason to make the per-copy price on less than 100 copies disproportionately more than the per-copy charge for 500 or more booklets.

3. Consider the following large quantity sales price list as one of many possible models. It is based on a 16-page booklet, coated cardstock cover, one color ink, no photographs or graphics. Once you change any elements, the price changes. While this is included elsewhere in this program, it’s worth repeating here for your convenience.

<table>
<thead>
<tr>
<th>Copies</th>
<th>Per-booklet Cost</th>
</tr>
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<tbody>
<tr>
<td>1–10</td>
<td>$5.00</td>
</tr>
<tr>
<td>11–249</td>
<td>$2.50</td>
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<tr>
<td>250–499</td>
<td>$2.25</td>
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<tr>
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<tr>
<td>1000–1499</td>
<td>$1.75</td>
</tr>
<tr>
<td>1500+</td>
<td>Request quote</td>
</tr>
</tbody>
</table>

All prices are for non-customized booklets. Shipping and tax are additional.

4. Focus large quantity, promotionally based sales efforts at marketing directors, sales directors, or product managers in large corporations. Gather name and contact information about each of these people by calling the company you are prospecting or researching it online. Ask the company phone operator for the name of the head of marketing/sales or particular product manager, verify the mailing address and get a direct phone number if they will provide it to you.

5. Start where you know people or can get an introduction. That is an easier way to open a conversation about how you and your product can be helpful than contacting someone without knowing them. There are endless opportunities after that to contact people you don’t know. Many people are having success asking for introductions through the various social media websites online.

6. Identify the person at the head of membership services, marketing, or education when contacting professional associations. Get the name of each one of these people, in fact, since you may make a sale to each department before you are through.

7. Think in different terms when approaching an organization for internal distribution of your booklet to their employees. The appropriate person in that case could be the head of personnel, training and development, or a particular department head. The contact person is often less obvious. This sale is frequently a smaller and sometimes more difficult one to make, which is why it is advised to leave them out of your overall marketing plan.
8. Capture all contact information into your database. You are likely to use it over and over again. Use a database software program that is most comfortable for you.

9. Call the person to let them know to expect something from you if you are calling them with no prior introduction. You can add that So-and-so suggested you contact them if you did get an introduction from someone. Tell them that what you’re sending will be in a purple envelope and will enhance their sales. There is no need to get into more conversation with them at that time.

10. Follow that phone call within 24 hours with a cover letter (addressed specifically to that person) and a copy of your booklet. Make note of when you mail it and of each follow-up event. See the sample letter in the Appendix.

11. Begin your telephone follow up one to two weeks after mailing the booklet and cover letter. That phone call is “to be sure you received it and to see how it fits your needs.”

12. Realize you may or may not reach that person you are phoning – for awhile! When you do, they may not remember the booklet, threw it away, have not seen it, it’s not in this year’s budget (even though they have no idea of the price of your booklet!), they may not be the right person etc. etc. etc.

13. Explain in brief terms what it is. Describe what it looks like, that it came in a purple envelope, and how it can benefit your decision-maker. Ask permission to send another packet and for guidance on when you should “touch base” again. Record that information. Call them again.

14. Listen carefully to what your prospect is saying. Though they may be expressing resistance, things change in the months, weeks, days, and even hours later. There is a new use, a new budget, and a new moment’s mood.

15. Call 5 or 6 months later if you hear “call me the same time next year.” They rarely know when you first called them. You may or may not have lost the sale when they say to call back next year. You can be amazed how much can change from the original call.

16. Be prepared with several ways your prospect can use the booklet, and let them know you have three different formats of the product. A few ideas will prompt their thinking more than a laundry list of suggestions. That long list will just overwhelm most people and move the decision-maker more quickly toward dismissing you than considering the merits of an otherwise possible sale. Respect their time as a good start to a strong relationship.

17. Counter the question of “what is the price” by first asking what quantity the person would be interested in. A response of “I have no idea” can then be answered with “are we talking hundreds or thousands or tens of thousands or millions of copies?” That is usually all it takes for the prospective buyer to give you a range of quantity.

18. Gather as much information from your prospect as you can before giving any pricing information. Ask leading questions that will give the person a few more ideas of how to use your booklet. “Are you using it for a trade show or an incentive for increasing sales of a particular product line?” Once the person is enthused about a particular use, be sure to have all the information you need before giving
the price. That information includes the quantity to be purchased, the required date and location of
delivery (causing potential rush charges), additional ink colors or page surfaces or photographs for
customizing the booklet.

19. Tell the person you will “crunch some numbers” and get back to them. The only time to give a prospect
an immediate answer in that phone conversation is when they are buying a specific quantity of non-
customized booklets to be shipped without a rush. Otherwise, give yourself the time to construct the
price quote. You may need to speak with your graphic designer, printing company, and a shipper to
research the costs for this job.

20. Consider possibilities when a client is price resistant. Find out what price works for them. Sometimes
people want to negotiate for the sake of negotiating. Other times they have budget constraints. When
there is a small price difference, determine if you want a smaller profit in order to make the sale. Your
pricing allows space to do that.

21. Suggest that you may be able to group that prospect’s print run with the print run from another sale,
and get lower pricing for that person, whether it is completely true or not. This is a harmless and hon-
orable way to lower your price.

22. Wait as long as you can (a couple weeks) to order large quantities from your printer whenever pos-
sible. Batching orders together gives you a better price on the entire run, giving you more profit or
allowing you to negotiate the price on a particular sale.

23. Create business policies that require at least 50% deposit to initiate the sale, with the balance and
shipping charges due immediately upon receipt of the shipment. You may still have to wait at least 30
days. At least the deposit covers your costs.

24. Plan for 3-4 weeks standard delivery of a large quantity booklet order from receiving the order from
the client. That allows for the printer’s press to break down or for the printer to put someone else’s
job ahead of yours or for the outside bindery to be slow in getting your job back to your printer. It also
allows for a one-week shipping from your printer to your client.

25. Buy insurance and a return receipt request on the orders you ship. Consider buying insurance and re-
cceipt service for orders of 100 booklets or more. This is a good way to track shipments and ultimately
recover costs on any lost packages. Lost deliveries appear to be fewer and fewer.

26. Keep your client informed of any delivery delays. This is good business whether the order is time-
sensitive or not.

27. Phone your client a day or two after the shipment is due to arrive to be sure it did arrive. That client
care pays off and endears the client to you. They are likely to do more business with you when you show
them that kind of attention.

28. Contact the buyer six to nine months after the order to inquire about placing another order with you.
That contact can trigger another booklet purchase or a purchase of other products and services you
sell. Engaging the client in conversation about their business helps guide your approach in that call.
Success Stories About Large-Quantity Sales

Giving It Away and Selling It

Many businesses provide samples of their product or service. It is a common practice, a way to encourage people to buy more. This has certainly been done in the booklet business. There are ways booklet authors have given away their booklet to promote their business, and there are ideas to sell your booklet that you may not have considered. Some approaches will appeal to you more than others. See what works for you.

Who You Know Can Help You Grow

A Chicago divorce lawyer, the late Forrest S. Bayard, wrote a booklet called *Divorce: 133 Ways to Diffuse the Battle*. Forrest’s original intention was to use his booklet to expand his law practice with more cases and higher revenue per case. To do that, he provided a free copy of his booklet to professionals like mediators, judges, and therapists who were likely to send him the type of clients he wanted. That proved to be an effective approach. Forrest surpassed his growth forecast within the first six months of distributing his booklet. He also found that some of these same professionals and others were buying quantities of his booklet to use to promote their own related services.

The Check IS in the Mail

One day while looking through the mail there was a direct mail piece from a well-known copying machine manufacturer. They were touting their new model copier that produced a large quantity of copies at very high speed. As an incentive to have a sales person call on me, they offered an executive flashlight as a gift. The entire thing hit my funny bone. I drafted a letter to the senior vice president whose name was at the bottom of the letter: “Dear Mr. So-and-So, Congratulations on your new Model 6000 that produces a gazillion copies in a nano-second. When your new buyers reach the bottom of the pile of copies and see the light with the use of the executive flashlight you’ve provided them, they may find useful a copy of the enclosed booklet on organizing your business life.” And yes, I used those words, verbatim. That company ordered 500 copies of my booklet, to test it against the flashlight to see which offer brought a better response for sales calls. The booklet did not get past the test, though it could have and was very much worth the effort. Checking your mail each day through creative eyes can provide new sales opportunities. And, a sale of 500 booklets was a sale of 500 booklets!

Check the Mail One More Time

While direct mail is currently less used as an advertising method than it once was, advertising card decks shrink-wrapped in plastic can sometimes be a gift delivered right to your door in the daily mail. A company who was advertising in one of those card decks became a large-quantity booklet buyer once they were sent a sample copy of the business organizing booklet. They bought several thousand copies of the booklet, primarily to distribute at an upcoming trade show where they would be exhibiting. The large-
quantity booklet sale was a good one on its own. And it got better. They ordered a highly customized version of the booklet, with their product photography on it, their product line listed on the back cover, and text customization to benignly reference their products. They also wanted to keep my company’s contact information in the booklet and add in their own.

Possibly the best part of the entire thing came when they indicated to me who the sponsoring organization of the trade show would be. It was a group I had approached earlier and was told they would not accept publications into their catalog for promotion or sale from outside their own specific industry. So, this large-quantity buyer of my booklet paid handsomely for 5,000 customized copies of my booklet, with my contact information in it, to go to an organization where I had not been able to gain entry. Each of these booklets directly marketed my company to everyone who received it as well as the company who purchased the 5,000 copies.

**Back to Basics**

*61 Easy Ways to Maintain a Healthy Back* was received well when physical therapist and chiropractor Jeff Kolb of San Jose, California approached some retail stores that sell products related to the health of the back. One store after another bought hundreds of copies of Jeff’s booklet immediately after it got into print. It was used to prompt sales of the stores’ products. The booklet became a new revenue stream for Jeff. Customers of the retail stores also became aware of Jeff’s chiropractic services for themselves and for people they know.

**Coaching People to Use Booklets**

*101 Ways to Accomplish More with Less* is Ellen Samiec’s booklet. This Toronto, Canada-based coach sends it to all her coaching clients as a “thank you” for working with her. When one of her clients, a successful financial advisor, was enticed to move to another financial organization, he used Ellen’s example. As a “thank you” to his clients for switching over with him and filling out his paperwork, he sent them each a copy of Ellen’s booklet. Not only is that a large booklet order for Ellen, it is a good referral for her coaching services. Find more about her booklet and her services at www.EllenSamiec.com/101_ways.html

**1, 2, or More**

Sometimes one booklet is all a person needs or wants to write. It is always important to have multiple products whether they are booklets or other formats of your information. That gives people a choice of which product to buy instead of whether to buy or not to buy. Nancy Juetten debated on publishing and promoting both of her booklets at once when she started her information product journey. She decided to publish them at once, giving customers the option. Ninety percent of her customers are buying both booklets at the same time, as well as other products she’s now created. Each booklet and each product promotes her publicity services and related products at www.MainStreetMediaSavvy.com.
**Write on to Another Pair**

Diana Zimmerman, a professional organizing consultant in Great Neck, New York wrote a pair of booklets for college students: *The Ultimate College Checklist* and *Your First Apartment*. While prospecting for large-quantity sales of her booklets, she got a lucrative offer to write about her expertise for a web site, further marketing her organizing services in the process. Keep up on what she’s got at www.Solutions4Organizing.com.

**Did Someone Say Two Sets of Triplets?**

Many professional speakers and trainers have specific topics on which they present. That is so with Missouri-based Marlene Chism. Marlene has not only created six booklets among her overall product and service line, she teaches her buyers how to use the booklets. There are times a prospective client purchases booklets with her speaking and workshops, and other times buys only the booklets. Marlene has sold hundreds of thousands of her various booklets. www.StopYourDrama.com/Booklets.html You’ll find excellent examples of how she bundles products, how she sets various minimum purchases, and the range of choices she provides that lead to “yes.”

**Learn From Your Clients**

A well-known U.S. public seminar company markets their seminars through direct mail, sending millions of brochures out monthly. Having a “clean” mailing list is important to them. To eliminate duplicate mailings, the company offered my booklet, *110 Ideas for Organizing Your Business Life*, as an incentive for people to indicate receiving duplicate mailings. The company knew their business needs better than anyone living outside their world. I could never have identified this application. Each time the booklet was received, it promoted my products and services. Minimizing paper in your life (getting organized) was the thrust of the seminar company’s decision to use this booklet to clean up their mailing list, making it more profitable for them, and more streamlined for their prospects and clients.

**Feed Your Clients and Your Clients Feed You**

Peter Thomson of Leamington Spa, England knows the value of staying in touch with his clients. Peter’s first of four booklets is *117 Ways to Get Almost Anything from Almost Anyone*. He informed his clients about his booklets and they responded as any booklet author would hope. One client immediately ordered 2,000 copies of each of the four booklets already produced, as well as 2,000 of each of the next seven booklets planned for production! That’s an order of 16,000 booklets from an established client before some of them are even produced.

Peter also used his first booklet as a bonus for his 2000+ *Achiever’s Edge* monthly audio newsletter subscribers. They usually get an audio recording as a bonus, costing Peter about the same production cost as a booklet. The booklet has drawn more interest than the bonus audio recording.
Another way he builds his client base is in how he makes “back of room” booklet sales at his speaking engagements. He mentions the booklets, the price, and that he will take no booklets home with him that day. He tells people to put ONLY their business card in the container at the sales table, take the booklets, and he will invoice them the cost of the booklets. Peter gets the business cards for his client database for future marketing approaches, and avoids getting involved with the actual transactions on site. The audience picks up the booklets they want, leaves their business card, and Peter increases his immediate and future revenue. Like many booklet authors, Peter is forever reinventing himself and his company during the many years we’ve known each other. See the latest at www.PeterThomson.com.

**By the Bundle Aimed at a Target**

Colorado-based personal and business coach Linda Manassee Buell started her product line with an audio program, *Simplify Your Life*. Her next step was to do a booklet, *Simplify Your Life: 101 Ways to Create the Life You’ll Love*. She added a workbook to that. Each product markets each of her products and services with every sale she makes to industries such as financial planners. They often start with one copy of one product and go on to order large quantities, particularly of her booklet. Her newsletter and web site at www.SimplifyLife.com are also important sources of sales.

**Consulting Practice Creates Several Booklets in Different Forms of English**

Jeremy Thorn is a principal of a consulting practice in England. It made sense to him to write a booklet on each key service his practice provides, as a way to educate current and future clients. Jeremy’s booklets are *115 Essential Tips for Better Presentations*, *115 Essential Tips on Pricing*, and *115 Essential Tips on How to Negotiate Really Good Deals*. He created his manuscripts in two versions: one with words spelled appropriately for United Kingdom audiences and another with words spelled for American audiences. This flexibility supports marketing his services internationally throughout the English-speaking world. You can reach him in Yorkshire through his site at www.JeremyThorn.co.uk.

**Contact Those Earlier Prospects**

Work your present and past customer lists often. That is the adage by which Dave Fox of Sheffield, England lives (www.WordCentre.co.uk). He sent his booklet, *113 Easy Tips for Writing in Plain English*, cover letter, and order form to 200 current and past clients, and prospects. From this, results included orders from existing clients, customers he thought had lapsed, old contacts who never converted to sales, new customers who ought to be clients, and new customers who bought from his web site.

Dave said the two most profitable groups were a surprise, both customers he thought had lapsed. One was from an organization he gave one day’s training more than two years before. They trained twelve regional managers. They had 150 more junior staff. The 150 junior staff received booklets! Another organization trained most of its staff in-house over a few years. His mailing brought a 500-booklet sale.
The old enquiries category was fruitful, too. Some enquired more than three years prior. He had tried every incentive to get them to buy and nothing worked. They bought booklets happily. This all reinforces the idea of having a “yes” answer to satisfy whatever a client could want.

**Buying One for Everyone**

Hawaii-based booklet author and professional organizer Ruth Suehiro Wong speaks to many church women’s organizations. She finds that a lot of the groups are willing to purchase a copy of her booklet *How to be the Organized Woman of Proverbs 31* for each person who will be attending one of her presentations. From the speaking engagements and her booklet, Ruth generates additional speaking and consulting opportunities. Ruth also sells other company’s related products through her own business. Her speaking prompts sales of those products, both as “back of room” and later sales.

**Being in the Wrong Place at the Right Time**

Booklet author, Betty Pichon, www.PichonInfoBooklets.com is also a professional speaker. One of her booklets is about professional etiquette. Betty was invited by a dear friend to do a speaking engagement to a very prestigious group in her local Phoenix, Arizona area. That would give Betty the opportunity to showcase her booklets to some movers and shakers who could actually write a check. She arrived at the time, date, and location she was told. When she got there, two other groups were having meetings, and her friend was nowhere to be found. The friend who invited her apparently dropped the ball by giving Betty wrong information. Striking up a conversation with someone from one of the other two groups in the building at that time, Betty opened the door to a potential sale of 1,300 copies of her booklet right then and there! In the follow-up conversation with the decision maker, a couple weeks later, that person said they’d only want 500 copies, and casually mentioned there was a $10,000 sponsor for the event where the booklet would be distributed. Betty quickly seized the moment with that piece of information and suggested the sponsor pay for the booklets rather than the original group. Betty knew that getting her booklet in front of the sponsor would be good for everyone. The organization wouldn’t have to pay for the purchase; the sponsor has other events and campaigns where the booklet could be useful; and Betty would make the first of what could be several sales from the event where she was originally invited to speak and didn’t. Obviously Betty was supposed to be in that building at that time, just for a different reason than she first thought.
Licensing Reprint Rights to Your Booklet Manuscript

Quantity Sales with the Client Doing Production

1. Introduce the idea of offering a re-print license usually when a client is interested in 10,000 or more printed copies of your booklet. Many client companies have a large print function within their business activities. They can usually get better print prices than you can. You will save them money on production and on salary time for them to research and design the booklet than if they fully develop it on their own.

2. Think of who your prospects are for your booklet. You may find that doing licensing deals becomes a primary or sole marketing approach for you when your prospects are all or mostly very large organizations.

3. Approach the same titled person for this kind of sale as you would for a quantity sale where you are producing the booklet for the client. The decision-maker for a licensing deal is still a marketing director, head of sales, product manager, head of membership for an association, or a department chairperson.

4. Have your attorney draw up a formal licensing agreement or buy our package of three different tried-and-tested licensing agreements. We have effectively used ours and have had literally dozens of attorneys review each of the contracts. See additional information about Licensing Your Booklet for Huge Profits in the products section of www.TipsBooklets.com.

5. Find out how the client wants to use your booklet. Learn whether the client intends to re-sell your booklet or distribute it free. These things can influence how you financially structure your deal and what rights you include.

6. Grant specific rights for how your booklet can be used. One way is to allow the client to reprint the booklet contents only in the form of a booklet in the original language it was created. Additional uses in other formats warrant a different pricing structure and different terms in the license.

7. Consider the amount of profit you would make when you sell the fully produced printed product that you deliver to your client. Develop your licensing pricing based on that profit or slightly lower. Since you do not have to oversee the printing, you can provide a cost-effective solution for your client with this kind of deal. This license is based on granting the right to re-print a specific number of copies of the booklet and other stipulations detailed in the licensing agreement.

8. Design the license to receive royalties when your client intends to re-sell your booklet. The royalties can be a percentage of each sale or a flat amount of money for each copy the client sells. This is usually a less attractive way to structure your arrangement than getting a flat fee up front.

9. Be clear about when payments are due to you. Payment can be made on a monthly or quarterly basis, or when a certain minimum amount of royalty has accumulated.
10. Decide what things are non-negotiable for you in this and any licensing arrangements you do. Two things to require as non-negotiables are (1) your keeping the copyright and (2) your name appearing somewhere in the booklet. These two things assure that every booklet distributed by your client will continue to market you. It is easy for you to be found through a search on the Internet, just from your name and your area of expertise, even when no other contact information is in your client’s version of your booklet. This is also true for most other formats of your content.

11. Consider what other items are important to you. Use them to negotiate your deal if you need them. One concession you may want to make about the copyright is when your client is interested in making enough substantial changes to your original booklet, with your approval. In that case, you can consider a joint copyright limited to that particular version. Otherwise keep the copyright.

12. Grant exclusive rights sparingly if at all. A client needs to pay a substantially higher fee to you for any kind of exclusivity since that would limit other sales you could make. The exclusivity could be for rights within a certain industry or a particular geography. Put a time limit on all your licenses, particularly on any exclusive ones you grant. That allows you to terminate an agreement that is not profitable and lets you re-sell the license into that industry or territory.

13. Give your client the fully executed written licensing agreement, a hard copy of your booklet, and an electronic file of your booklet. Collect your payment from them, either all at the beginning of the deal, part at the beginning and the rest over time, or all of it as scheduled payments.

14. Keep in mind there are many ways to construct any licensing deal, whether it is for an exact duplication of your booklet or modified versions of it. Like everything else in your business, it has to be a good deal for you and for your client in order for it to be a good deal at all.

**Foreign Language Licensing**

1. Find prospects for foreign language deals in places you already market. Candidates for this sale exist among corporations who market to people who speak other languages, consultants who have international business activities, and people who are based in the country where they want to distribute your booklet.

2. Expand the sales of your booklet manuscript and other product formats by licensing foreign language rights to an individual or an organization. This has some similarities to the large quantity licensing discussed earlier, and has some added elements to it as you’ll read in this section.

3. Keep in mind that a foreign language version of your booklet promotes your business even when you think your business is locally based. Everyone has a business that goes beyond the limits of their immediate area. Consider the mobility of someone moving from another country or another part of your country. When that person moves and is looking for what you offer, they are likely to ask for a referral from someone or someplace. Your booklet in a foreign language can appear in their search. Without your leaving town, your booklet in a foreign language brought a client right to you.
4. Use the sale of a foreign language license as an opportunity to generate publicity for your company. Announcing that your booklet is now in another language can prompt sales of your services and products, and even inspire someone to approach you about licensing your booklet into yet a different language.

5. Be specific in the rights you grant. Issue a license for a Spanish version in Spain so you can sell yet another license to someone else in Mexico, and yet another for the Spanish population in the United States. Do an English version license for the United Kingdom and Australia, and another for English-speaking Europe. There are enough cultural differences as well as spelling and vocabulary differences to warrant a foreign language license in each of those regions.

6. Draft the foreign language license so the individual or company licensing the booklet from you does all the work and pays you for the right to do it. This means they will be responsible for all the translation, editing, typesetting, printing, marketing, selling, delivery — and payment to you for each copy they sell or distribute for free.

7. Verify the quality of the translation by getting a copy of the foreign language version translated back to your original language, by someone who never saw your original booklet. This tells you how good a translation your licensing client created. The quality of the translation reflects on you and your business.

8. Hold the copyright jointly with the person who licensed the foreign language rights from you. Specify that the joint copyright ownership pertains to that product and that product alone.

9. Be aware of the adage of getting as much money up front as you can in foreign language deals, since it may be the only money you ever see. It can be very difficult to monitor the sales in this kind of deal when the licensee is in a far-off land where you have no one representing your interests.

10. Include a clause in your agreement that limits the time of the license. The license can be for one year and renewable based on a reasonable amount of sales. When a reasonable amount of sales has not occurred, the license can revert to you and you can re-sell the agreement in that language and that geography to someone else.
Licensing Your Booklet Contents into Other Formats

1. Stay alert to find other publishers of information products. They can be prospective clients for licensing your booklet contents into their format. This means granting specifically defined rights to use your manuscript in the format they produce. There are publishers of laminated information guides, audio programs, calendars, posters, software, bumper stickers, tee shirts, coffee mugs, and many other physical formats. Each of these is a licensing prospect for your booklet manuscript.

2. Remember the concepts presented earlier about the terms of your licensing agreement. Keep the copyright and require your name to appear somewhere on or in the physical product. That is how this type of licensing deal continues promoting your business. Once your name is missing, the licensing sale you made is generating revenue unto itself, and not directly promoting the rest of your business.

3. Talk to advertising and public relations agencies about bringing your booklet contents to their clients for use in their advertising and publicity campaigns. Your material could be licensed for an “info moment brought to you by . . . (the agency’s client)” for radio or TV advertising or for print purposes. Your tips can be used on product inserts, scattered throughout a catalog, on billing statements, or for endless other applications.

4. Ask advertising or public relations executives for guidance on pricing this kind of a deal. Once you have their suggestion you can decide how you want to proceed with your price. Pricing this can be a bit of a challenge. Some applications in arrangements like this will be impossible for your name to be included with your materials. It is a sale that adds money to your business and introduces you and your company for future business dealings with them.

5. Use deals like this to promote your business. Just the way you announced your booklet going into a new language, use licensing sales in the same way. Send out notices about your booklet contents being used in this new format. It can prompt additional licensing sales, sales of your basic booklet or other products, or sales of your services.

6. Think creatively about what other products and venues would work for your booklet contents. There was once an airline that had random information on a video screen at each person’s seat in the main economy cabin. That airline seemed to be a good prospect to approach with additional content. It turned out they were not expanding and ultimately withdrew the entire service. This is the kind of opportunity to watch for as you travel through your day.
Success Stories About Licensing

Catalog Gives it Away

A once well-known consumer mail-order catalog company in the United States, the Lillian Vernon Corporation, was a vendor member of a professional association in which I was involved for many years, the National Association of Professional Organizers (NAPO). At an annual convention, I chatted with the Lillian Vernon executive representative to the association as he looked through my organizing booklet. His next comment became legend: “You ought to license us the right to print your booklet for us to use as a premium.” That was my introduction to licensing agreements. The catalog company positioned a customized version of my booklet that they produced “free with any purchase” in one edition of one of their numerous catalogs. They reported a 13% sales increase, tracked directly to offering that booklet in that way. They were happy. I was happy. Each of the several hundred thousand copies of that booklet they distributed had my name and company name in it. Every time someone got a copy free, they learned of my company as a source for organizing services at that time. Not only was the licensing sale a financially profitable one unto itself, additional sales of products and services came for my company because the booklet had my name, my company name, and location. The Lillian Vernon Corporation was so pleased with the results they went on to do a booklet a year for many years, with different authors. One year they did an organizing booklet in Spanish, in fact. Over the years, the company was sold and is now largely an Internet presence.

Sold Hundreds of Thousands of Booklets from Mock-Ups

Kevin Martyn is an information product developer in southwest England. In addition to audio and video programs, one of the product lines he produces is booklets about road safety. Kevin sold over a million copies of his booklets without ever printing up a single booklet. Yes, you read correctly. He never printed any booklets at all and sold over a million copies with only a mock-up as a sample booklet to show his prospective clients. He approached large organizations with nothing more than a mock-up of his booklet so they could see the content and get a general idea of the format. While this is not the usual advice, it worked for him. His individual sales have been in the 10,000 to 50,000 copy range in most cases. By going to organizations that make that size purchase, he was able to sell hundreds of thousands of copies within a very few months, and ultimately over a million. Many of those sales came with expressed intentions to repeat the same or even larger orders in following years as well as to make purchases of other products that Kevin’s company produces.

Keep Your Friends and Colleagues Informed

Within two weeks of each other, two friends of mine from different parts of my life introduced me to two different companies who each ended up licensing the contents of my booklet to create new versions of the product. Each of these companies produced a series of information products, each in a unique format,
and on various topics. One way their products were positioned in the marketplace was as premiums and incentives for companies to promote the sale of products and services. My deal with each company looked like a traditional publishing arrangement, with a small four-digit up-front payment and then royalties on all copies of my booklet contents that they sold. I also had the ability to sell their version, thereby expanding my own product line. Because I kept the copyright and required my name to appear somewhere in the product, each copy continued promoting my own business. Having my name included was particularly noteworthy here. Standard operating procedure in the advertising specialties industry (which is the primary distribution channel for both companies) excludes any reference to the manufacturer so the distributor does not get undermined in the sales process. By standing my ground on this and being willing to walk away from the sale, I was able to have my name on the product that each of these companies produced.
Online Marketing and Sales of Booklets

1. Think of the online world as a mirror to the offline world when seeking ways to market your booklet and your business online. You will need to make some modifications in how you approach some online entities both in what you send and how you contact people. The concepts will otherwise remain similar.

2. Market your booklet and your business both online and offline, rather than only one or the other. Online marketing provides additional sales channels, expands your geographic limits, usually costs more time rather than as much money, and allows your business to expand while staying a small business in terms of personnel and physical location.

3. Consider online newsletters, discussion groups, social networking sites, blogs, relevant company web sites, chat rooms, and even the signature file on your emails as having counterparts in the offline world. Offline, there are print newsletters and magazines, billboards and banners of all kinds, networking organizations, professional groups, and promotional lines of copy on your business stationery. Each of these online mechanisms is a place to go with your booklets in the process of promoting your business.

4. Keep in mind that blatant sales approaches are usually as unwelcome online as they are offline in many situations. Focus on the informational content of your booklet whenever you present yourself and your business. Make the content your front line approach. Mentioning some contact information about your booklet and your business is completely acceptable in your correspondence.

5. Write informational articles for online newsletters (known as ezines). Send a query email to the ezine publisher to explore the publisher’s interest in receiving articles from you. See the Appendix for a sample ezine query and an example of an informational article. Do an online search for ezines that accept articles in your field. Sending these articles is similar to the offline publicity excerpting discussed earlier in this program. Instead of sending the booklet to the ezine publisher, you are sending a ready-made article that is based on your booklet.

6. Offer these same informational articles to web site owners. Many web sites have a section where they post articles that are relevant to their visitors’ interests. The same elements hold true that your articles serve to promote your business, your booklets, and your other products in the way those articles would when they appear in an ezine.

7. Place your articles on article directory websites. Some very successful ones are www.EzineArticles.com, www.SelfGrowth.com, and www.IdeaMarketers.com. Website owners and ezine publishers often go to these directories to find articles to publish. Realize that article marketing has become a popular and effective way to promote your work, especially online.

8. Participate on discussion boards, blogs, social networks, email listservs, and forums. Positioning yourself as an expert in a particular field draws people to you and to the products and services you have to solve their challenges.
9. Utilize the place that discussion boards, social networks, and blogs have where you can enter a link to your own web site. This is usually at the end of your post or response. That link brings people directly to your web site.

10. Post individual tips on social networking sites. It is an ideal way to promote your work while generously giving useful information and creating a new product all at the same time, a minute at a time. Short tips of about twenty words fit into the writing style described earlier in this program.

11. Explore the creative and easy uses of autoresponders as a marketing tool as well as a delivery format for your content. This is a device that automatically sends a reply to an email sent to its email address. It can be a useful interim mechanism if you do not have a web site or even if you do have one. You can put an article or two onto an autoresponder and use the email address for it to direct people to you for more information. You can alternatively put one tip into each of a series of autoresponders to create a new product unto itself.

12. Create your own website. Keep it simple and direct. Start with whatever you can and build it as you go. It is easier than it’s ever been to quickly, easily, and inexpensively have an Internet presence of your own by creating a blog or an individual social network, either of which is available at no cost. A web site is an ever-changing entity and will grow over time as your needs and budget require. Web sites are available for free, or for hundreds or thousands of dollars.

13. Offer online seminars, either fee-based or for free. Seminars can be done in several ways. They can be a series of emails (e-courses) to a specifically registered group of people. They can be done in real time online as webinars with simultaneous online visuals and audio transmission. Or seminars can be offered completely on the telephone as teleclasses. Each of these formats is an opportunity to present the information found in your booklet, and to further promote the entirety of your business and to sell or give your booklet as hard copy or a download to the seminar students.

14. Sell your booklet as a downloadable, digital, fully automated electronic booklet, known as an “e-booklet.” A popular format for e-booklets is the PDF file. An e-booklet allows you another format for selling or giving away your booklet, for all the reasons identified throughout this program.

15. Remember that an e-booklet is one of numerous sales channels and marketing methods for your booklet. One method markets other methods. You may find that someone sees your booklet promoted as an e-booklet and only wants it in hard copy, or wants to know what else you have.

16. Use your e-booklet as an instant sample to a large quantity prospective client. The prospect can see the content of your booklet immediately and start considering how much of a match your booklet is for their requirements. By the time you overnight a hard copy of your booklet to the prospect, they will already be familiar with your content.

17. Test your market through an e-booklet. Promote the booklet to specific audiences before printing the booklet in hard copy. That promotion sells both electronic and hard copies of your booklet, prompting sales of your other products and services at nominal publishing expense.
18. Establish your e-booklet presence on your own web site and on other people’s sites. Many sites are now creating entire catalogs to sell e-booklets and e-books.

19. Seek out relationships with reliable resellers. Formal and informal affiliate programs are all over the Internet. Like any relationship, be clear about the terms of the agreement, including what rights the reseller has to your material, the payment structure, and payment schedule.


21. Place your booklet on www.Amazon.com or www.BarnesAndNoble.com as additional ways to sell and promote your booklet. Selling your booklet on these sites provides direct sales while adding to your credibility and giving you and your business additional exposure online.

22. Watch for opportunities to get free publicity. There are more ways to do this than ever before, both online and offline, including free and fee-based services. By having your story about who you are and how you got here readily available in article format as a Word document or a PDF, you can send it along as an email and gain additional exposure for your services and products. Be cautious in quoting prices of your products or services in your articles, even in price ranges, since your prices will change over time.
Success Stories from Online Experiences

Traveling Without Getting on an Airplane

My booklet was published three years before I ever got a modem and entered the online world. Can you even imagine that today? About 50,000 booklets were sold offline by then. Three days after getting online, I saw a post on the Public Relations and Marketing Forum on Compuserve, a service that only few even recall at this point. The post was placed by a guy in Milan, Italy who owned a marketing company. I emailed to find out who his client base was. Eighteen months later, I got several thousand dollars wired directly to my checking account for the sale of 105,000 copies of the Italian version of my booklet. The entire licensing transaction was done by email, fax, earth mail, and electronic wire transfer. We never spoke a word out loud to each other or met in person. That was the first non-English language version for my booklet, providing direct revenue and an opportunity to promote the booklet in Italian.

Traveling by Getting Onto a Plane

Discussion boards, forums, blogs, and now social networks can be a wealth of information and a wealth of opportunity. These all attract people from around the world. I participate on some of them fairly often. Someone in the United Kingdom had read posts I was placing on a particular discussion board where I answered people’s questions or offered suggestions to improve or enhance their situation. One day I received an email invitation to participate in a three-day information product development conference to be held in London, England, all expenses paid. This was my first trip to Europe. At this writing I have been three times, and am making plans to return for a fourth. Each trip has been an opportunity to share about how to write and market booklets through seminars and individual meetings. It also became an opportunity to open new distribution channels for my products and services, which, indeed it has done. The initial source of this was my participation on other people’s free discussion boards.

Telling the Tale Increases the Sale

The story of how I licensed my booklet to someone in Italy made sense to share with the readers at the Compuserve forum where this all happened to begin with. One day I posted the story about how it all happened three days after I first got online, and that it came from reading a post someone from Italy placed on the bulletin board of the Public Relations and Marketing Forum. My story told how the relationship unfolded and ultimately landed. People who then read that story of the Italian transaction approached me to discuss doing similar deals in other languages, other countries, and other formats. It was clearly a case of publicity feeding on itself, promoting my business and my products each time someone read the story of what had already happened. The initial Spanish license of my booklet happened just that way, by someone reading about the Italian version. The Spanish licensee lived 30 minutes away from me, and saw the story online. The funny thing was that I posted the story more as a testimonial of what was possible than any conscious thought of prompting more inquiries and potential sales. You just never know what can happen by sharing your enthusiasm anywhere you can.
APPENDICES

Booklet Flow Chart

1. Do a “data dump” of information for tips.
2. Sort/organize tips under subheadings.
3. Write short biography, benefit-laden introduction, conclusion, and choose title.
4. Proof copy — hire professional editor.
5. Hire professional graphic designer — proof again.
6. Print 500–1,000 copies, if printing any.
7. Do Marketing Plan — including product sheet to pre-sell other product formats.
8. Send copies of booklet/PDFs to online and print publications for excerpting.
9. Send sample copies and product sheet to large quantity and licensing prospects.
10. Write and send articles to online newsletters and websites.
11. Identify fulfillment resources for in-house or external order fulfillment.
Order Tracking

Capture at least the following information from each sale that you make into the database software of your choice. There may be other things you want to add. Feel free to do so. Set these up as column or section headings.

1. Date of purchase
2. Date shipped
3. Invoice number (if you use them)
4. Name and position of contact person
5. Company
6. Address
7. City
8. State/Province
9. Zip/Postal code
10. Country
11. Phone
12. Fax
13. Email
14. Web site URL
15. Individual Products — by name or other identification
16. Number of units sold
17. Price per unit
18. Tax
19. Shipping
20. Payment method (check, credit card, money order, cash)
21. Source of sale (article, direct mail, speaking, referral, reseller, and client)

Having this information tells you what marketing methods work best for you; what parts of the country and which countries are best sources of sales; what the buying patterns are of clients in quantity, time of year, and payment method; what products are biggest sellers; and how much money made overall. This helps plan your business throughout the year, and from year to year.

By capturing all the contact information, you have options in contacting clients for additional sales and to ask their input about what they need. Their input can prompt you to make changes in your pricing, in bundling certain products together, or in developing completely new products. Be sure to honor any requests people make about removing their name from your mailing list. Keep a back-up copy of your list in a safe off-premises place. That list can be worth its weight in gold, regardless of how you choose to use it.
**A Disclaimer to Use**

An attorney who once attended an in-person booklet class provided the following disclaimer. He uses this disclaimer in his own publications. He has given permission for this to be modified and used by you if you’d like.

**DISCLAIMER**

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that neither the author nor the publisher is engaged in rendering legal or accounting advice or any other professional services. If such legal advice or other expert assistance is required, the services of a competent professional should be sought. From a Declaration of Principles jointly adopted by a Committee of the American Bar Association and a Committee of Publishers. Publisher and author cannot in any way guarantee that this material will be properly used for the purposes intended, and therefore, assume no responsibility for its proper and correct use.

**COMMENT:** The last sentence is optional. If, however, you are giving directions, providing forms, or suggesting some manner of intended use, it is prudent to include it. If practical, the generic term “material” should be replaced with language identifying the particular piece, e.g. book, website, CD, video, booklet, etc.
Teach Your Clients to Buy — The Last Page of Your Booklet

Consider using the following text as the last page of your booklet if you have room and it appeals to you. It can help your clients learn to buy more from you. This page sells more booklets than an order blank. Modify it as appropriate for your business. Keep in mind that these suggestions can also be included in/on any other format of your material.

10 Tips to Promote YOUR Business with this Booklet!
(It can even be customized for you.)

1. Send this to your clients at year-end, thanking them for their business.
2. Use it as a “thank-you” for a sales appointment.
3. Mail this to your prospect list to stay in touch with them.
4. Offer it free with any purchase in a specific time, for a certain amount, or with a new account.
5. Distribute this to prospects at a trade show.
6. Give it as an incentive for completing a questionnaire or survey.
7. Include this in a mailing of your invoices, as a thank you.
8. Package it with a product you sell as a “value-added.”
9. Deliver a copy to the first “x” number of people to enter a drawing or come to your store.
10. Provide copies to people and organizations that can refer business to you.

What are you waiting for????

Teach your clients how to buy more booklets from you and they will keep coming back for more.
Sample Letter to Publications for Publicity

Excerpts

PDQ Enterprises
123 Calm Lane
Quietude, WA 98765
503-555-1212
PDQEnterprises@UKnowWhere.com
www.UKnowWhere.com

June 20, 2010

Mr. Knowalot, Editor
Nation’s Business
P.O. Box 666
Anywhere, VA 20001

Dear Mr. Knowalot,

Your readers are introverts or know people who are introverts. It has probably been awhile since you published an article on this topic... if ever! Now we can help.

Here is a review copy of a brand new booklet, Tips for Introverts and the People Who Love Them: How to Thrive in a World Full of Extroverts. It is a jump-start for issues often faced by the successful people who are your readers.

You have our expressed permission to use selected tips within the editorial content of your publication, including a reference directing your readers to us for their own complete copy of the booklet. It is nominally priced at $5.50, including postage.

We look forward to a positive response from you, and from your readers at the above address. All best wishes for continued successes.

Sincerely,

Patty Dowling Quigley

P.S. — Our publishable mailing address is:
PDQ Enterprises
123 Calm Lane, Dept. NB
Quietude, WA 98765
Sample Letter to Large-Quantity Prospects

PDQ Enterprises
123 Calm Lane
Quietude, WA 98765
503-555-1212
PDQEnterprises@UKnowWhere.com
www.UKnowWhere.com

June 20, 2010

Mr. Ordersome,
Director of Marketing
XYZ Company
1 XYZ Drive
Lotsabucks, CT 06830

Dear Mr. Ordersome,

How would the enclosed sample of *Tips forIntroverts and the People Who Love Them: How to Thrive in a World Full of Extroverts* best support your promotional activities at XYZ Company and help you sell more of your coffee products?

Among the many possibilities, it can stand as is, imprinting the cover and an XYZ message on the copyright page. It can also be customized in content and/or format to more focus on your products.

This booklet can be positioned as a premium to encourage your sales activities, as a thank-you to your clients, distributed at trade shows, and packaged as a value-added item.

The contents can also be licensed for various uses - radio/TV advertising campaign (“a wake-up moment brought to you by XYZ Company”), excerpting into product inserts or other print applications, to name a few.

Once you review these materials, let’s talk about how this would best suit your purposes. Please expect my call the week of July 10 if we have not heard from you sooner.

All best wishes for continued success,

Patty Dowling Quigley

Patty Dowling Quigley
Testimonial from a Licensing Sale

(Note: addresses have changed)

September 1, 1994

Paulette Ensign
26 Winding Lane
Bedford Hills, NY 10507

Dear Paulette:

We were very pleased with the organizing brochure you did for our recent catalog. It increased sales by 13%. Among our existing customers, the brochure generated an 8% increase in average order as well as a 7% increase in response rate. Among our rental lists, there was a significant increase in average order.

Thank you for being so easy to work with.

Very truly yours,

David C. Hochberg
Vice President/Public Affairs

Lillian Vernon Corporation, 543 Main Street, New Rochelle, New York 10801/Phone: 914-576-6400/Fax: 914-637-5740
Publicity That Sold Booklets

These pages represent the core of how it all started. Each one is different. The smallest one got the greatest results!

Not one penny was spent to purchase this space. Each one, without exception, came as a result of sending a sample booklet and a cover letter granting permission to excerpt from the booklet.

The editors of the publications made the choices of which tips to include and created the copy for their own mentions. Very few even checked for accuracy before printing. In some cases, the decision was made without any further contact once they received the original packet. Some publications picked up the excerpt from other publications that ran it. Those are even more fun and are more cost and time effective.

This is a small sample of what was printed. Hundreds of publications of one sort or another excerpted my booklet as well as booklets of other authors throughout the world.

Beat The Clock

You may need the advice of hundreds of experts to stay organized, but it’s often the quirkiest tips that really save the day. Organizing consultant Paulette Ensign’s booklet, 110 Ideas for Organizing Your Business Life, offers some off-the-wall ideas sure to straighten you up... or at least crack you up.

• Tip #14: Square up your piles. Seen in quadrants, they’ll seem less overwhelming.
• Tip #76: Keep a minimal number of seats in your office to discourage drop-in visitors.
• Tip #78: Drop the words “you know” from your vocabularly. You’d be amazed at the time you save in conversation.

To order the booklet, send $3 and a double-stamped envelope to Organizing Solutions Inc., Box AC, Katonah, NY 10536.

Think “creative” when you cut through the paperwork.

November 1992
Clips and Quips

“Don’t worry. I know my desk looks messy, but I really do know where everything is.”

GETTING ORGANIZED

Last month, we discussed the concept of saving time through smart planning. That idea goes hand in hand with good organization. Finding ways to be more organized can lead to having more time, less stress, greater satisfaction and more choices. Here are a few tips to help you better organize your business life.

• Keep whatever you use often at arm’s reach — no further and no closer. After a work session, rearrange things so they are ready for your next work session. It will be more inviting and less time-consuming to get started again.

• Move items on a bulletin board periodically so you continue to actually see what is posted.

• Purge your telephone file while on hold on the phone, leaving a paper clip in the last card you reviewed. This accomplishes several things at one time: purging the cards, which never reaches a high enough priority to actually do; minimizing the stress of waiting on the phone; and utilizing otherwise wasted time.

• Declare a toss-out date for publications and reports. If you haven’t read something, your life has probably continued fine without it. Today’s information is coming so quickly, much of it is outdated before you read it or shortly after.

• Create a tickler file, assigning a specific time to deal with each piece of paper. Keep two dividers (one labeled 1-31 and the other January through December) in a file drawer to review and act on that day or in that month.

• Recycle “error” pages from the copier or printer as scrap paper. It’s environmentally smart and a savings.

• Write the date and circumstance of a meeting on the back of each business card you collect. The frame of reference can be useful when speaking to that person in the future.

• Place a colored page in your stationery to indicate when it’s time to reorder. This creates a smoother relationship with you and your printshop, giving you what you need when you need it, instead of pressure when you reach the last sheet.

• Schedule cooperative time among secretaries. If each secretary’s phone is covered by others for an hour or two a day, the productivity and satisfaction of the secretaries and their bosses will greatly increase.

• If a person has voice mail, indicate the best time to reach you when you leave your message. This can cut down on delays — saving time, stress and “telephone tag.”

• Postdate and label an envelope for business receipts on a weekly basis or for a trip. Receipts are together in one place — for reimbursement, taxes or general record-keeping.

• Carry a small spiral notebook in your purse or briefcase for ideas or messages when out of the office. This reduces the places for storing random information.

We can all benefit from constantly being on the lookout for better and more efficient ways to organize our lives, both in and out of the office.

110 IDEAS FOR ORGANIZING YOUR BUSINESS LIFE is available from Organizing Solutions, Inc. For your copy send $3.00 with a legal-sized, self-addressed envelope to O.S.I. P.O. Box 41, Dept. B, Katonah, NY 10538. A list of other O.S.I. publications is also available.
THE ORGANIZATION EQUATION

If you’re the sort who can retrieve any word-processing file in seconds, keep track of every colleague’s birthday and have your FedEx account number memorized, you may not need “110 Ideas for Organizing Your Business Life.” Then again you might.

The booklet is jam-packed with tips on filing, sorting, time management, desk-top organization and handling interruptions. For example:

- File by asking, “Where would I look for this?” not “Where should I put this?” The “putting” part is easy; it’s the retrieving that can be tricky.
- Square the piles on your desk so they’ll seem more workable. Take large items out of the pile first to reduce it faster. Instant results can inspire continued effort.
- Purge your file card index while a caller has you on hold, leaving a paper clip in the last card reviewed.
- When leaving phone messages, indicate the best time to reach you; it prevents “phone tag.” If a planned phone call takes about seven minutes, an unplanned call takes at least 12.
- Schedule cooperative time among the support staff. If each one’s phone is covered by the others for an hour or two a day, everyone’s productivity and satisfaction from uninterrupted work will increase.

For the other 105 equally valuable ideas, send $3 and a double-stamped, self-addressed business envelope to Organizing Solutions, Inc., Box AC, Dept. FDX, Katonah, NY 10536.
Sample Customized Covers

The following pages give you ideas of how some of our large-quantity clients chose to customize this product. Most kept the standard cover color, without photography. Several used both the front and back cover surfaces for displaying information. One client added photography to the cover and also changed some inside copy to reflect more directly on their product line.

Request “camera-ready art” (also referred to as “press-ready art”) from your clients for their cover imprint. If they do not provide this to you, be sure you send them a proof of what your designer creates for their approval before printing their order. It’s a good idea to send them a proof even when they have sent you camera-ready art, to be sure everything is positioned the way they want it. If they do not like what was done for them, and you run the order, it could be an expensive oversight for you.
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Where America Conducts Its Business

110 Ideas for Organizing Your Business Life

By Paulette Ensign

Compliments of...

HAMMERMILL PAPERS

Where America Conducts Its Business
Organize your Business Life with Products from

MOD-SYSTEMS, Inc.

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IDS®
Interchangeable Drawer System
Provides Maximum Paper Storage in Minimal Space to Save You Time and Money!

Styrotop®
Desktop Organizers
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Styromega®
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Combine Front-Office Looks with Work Room Durability to Meet Your Specific Needs!

Other Quality Products
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Reference Display Pockets
Computer Media Storage
Multi-Task Chairs
Modern Office Furniture and Lamps

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1-800-637-2937

110 Ideas for Organizing Your Business Life

By Paulette Ensign

Compliments of
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P.O. Box 585 • Greer, SC 29652
1-800-637-2937
Customized Cover for Licensee

Automatic Power Inc

P.O. Box 250738
Houston, Texas 77223-0738
215 Hutcheson Street
Houston, Texas 77003
Phone: (713) 228-5208
Fax: (713) 228-3717

P.O. Box 414
1340 Westbank Expressway
Westwego, Louisiana 70094
Phone: (504) 547-2384
Fax: (504) 548-2906

P.O. Box 2349
1240 Logan Ave., Suite H
Costa Mesa, California 92626
Phone: (714) 540-6845
Fax: (714) 557-4954

204 Parkway Drive
Williamsburg, Virginia 23185
Phone: (757) 253-2817
Fax: (757) 220-8166

Rm. 413, Southern Sq. Kakogawa,
522-1, Kishi, Nishi Kanki-cho,
Kakogawa City, Hyogo-Pref. 675 0045,
JAPAN
Phone: 81-794-31-9327
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110 Ideas for Organizing Your Business Life

Compliments of

Automatic Power Inc

Your Marine and Aviation Aids to Navigation Company
COMPANY HISTORY

Automatic Power, Incorporated was originally started in 1947 under the name of Lighthouse, Incorporated. The company served the Gulf of Mexico coastline and in 1948, the company provided the first oil rigs with aids to navigation equipment off of Sabine Pass, Texas. The lights and fog signals were purchased from Wallace and Tiernan, Incorporated of Belleville, New Jersey, who were providing marine aids to the U.S. Coast Guard and other lighthouse authorities around the world. At this point, the Lighthouse became a distributor for Wallace and Tiernan equipment. Soon afterwards, Humble Oil and Refining Company (Exxon) started drilling off Grand Isle, Louisiana and by 1949 had expanded further into the Gulf of Mexico. As Exxon went further out into the Gulf, the Coast Guard required a two-mile fog signal system to warn mariners traveling in deeper waters. At this point, The Lighthouse had to develop their own two-mile fog signal since Wallace and Tiernan had only a half-mile system.

The two-mile fog signal system consisted of two diesel powered compressors supplying air to Cunningham fog horns. Two engines and compressors were used to that in case of failure of one of the systems, the other would immediately switch on and keep the horn functioning. This system was patented in 1949. The Lighthouse then, through continued engineering, perfected the horn into an electric steel diaphragm sound signal using battery power which occurred in 1950.

The diesel generator was retained after the development of the electronic horn to be used as a power supply in remote areas. Its advantages included the automatic switch on standby second generator as well as the alterations made by The Lighthouse, allowing the system to operate for prolonged periods without maintenance. This system was used by Western Union in its transcontinental microwave relay stations.

Progressing further in the marine aids to navigation business, The Lighthouse, Inc. saw a buoy market as markers for pipelines connecting offshore structures. The RA-2 buoy was developed to provide this service for United Gas out of Shreveport, Louisiana. Soon, other buoys were being sold ranging from the original RA-2 to the large BL-826 which was eight feet in diameter and twenty-six feet tall.

CONTINUED ON BACK INSIDE COVER

110 Ideas for Organizing Your Business Life

By Paulette Ensign
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For information on ordering this booklet
contact
Cohn Marketing, Inc.
(502) 529-8045  FAX (520) 529-8061
Email: cohnmarketing@web.net
COMPANY HISTORY CONTINUED

Our marine aids to navigation business was doing so well that in 1966, we had expanded to five separate small companies throughout the world. We discussed with Wallace and Tiernan the possibility of purchasing their worldwide distribution centers for aids to navigation. However, we resulted in merging with Wallace and Tiernan, becoming the aids to navigation company. At this time, all five of our companies became known as Automatic Power, Incorporated and we took over distribution, manufacturing and assembly of the combined Wallace and Tiernan and Automatic Power line of aids to navigation.

Wallace and Tiernan and Penn Salt Chemical began discussing a merger in 1969. Upon finalization, Automatic Power, Inc. became a member of Pennwalt (the name resulting from the merger) group.

While Automatic Power, Inc. presented its identity as a separate corporation, it was operated as a wholly owned subsidiary of Pennwalt. This arrangement made possible the growth of Automatic Power, Inc. into one of the leading marine aids to navigation manufacturers and contractors in the world. Our head offices remained in Houston, Texas at the original site with divisions in Westwego, La Rose, and Lafayette, Louisiana, as well as in Costa Mesa, California; Corpus Christi, Texas; Williamsburg, Virginia; Panama City, Panama; Rio de Janeiro, Brazil and Osaka, Japan.

In 1988, The Pennwalt Corporation sold Automatic Power, Inc. in a leveraged buyout and in 1989, it was sold to AB Pharos of Sweden. The Automatic Power/Pharos Marine combination is now the largest supplier and maintainer of aids to navigation in the world.

For fifty years, Automatic Power has strived to provide state-of-the-art quality equipment to lighthouse services and the offshore oil industry throughout the world.
Sample Covers of Booklets by Various Authors

The following pages contain examples of cover and inside designs used by other authors for their booklets. Variations of type faces, fonts, placement, color, photography, and illustrations represent individual authors’ styles. Each cover was designed to leave space for a large-quantity buyer’s logo and contact information be printed on the cover.

You will see how some authors included their own contact information on the back cover or inside. Others included a publicity photograph of themselves and other did not. Some booklets have a Table of Contents, though most do not. One booklet’s inside pages are designed to invite reader interaction.

Each booklet does represent the creativity and personality of the author and of their designer. Many booklet authors have chosen to use the exact format of my own booklet, right down to the purple ink printed on the white cover and a very simple design overall. The possibilities are endless when it comes to design. Keeping it simple will be the best route you can go in giving you and your buyers the greatest flexibility.
Plain English writing guide

113 easy tips for writing in plain English

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About the Author

Linda Manasse Buell is a Master Certified Coach, a Certified Mentor Coach, and a Group Coaching Specialist. She coaches people both individually and in groups to help them simplify their lives, start their own businesses, define their career desires, develop their leadership and interpersonal relationship skills, and begin living the lives they truly want. She is a member of the International Coaching Federation, a graduate of an NYU program for Coach University, and founder and owner of "Simplify Life."

"It is an authentic reality that we can actually live and play in the life we generally just dream about. This truth is solidly evident to me as I am living my dream life today. To help others find and live theirs is why I created my business, 'Simplify Life.'"

— Linda Manasse Buell

Simplify Life
Linda Manasse Buell, Founder and Owner
PO Box 1480
Poway, CA 92074
Phone: (858) 813-0180
E-mail: Linda@simplifylife.com
Web site: http://www.simplifylife.com

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Sample Inside Front Cover and First Page
Few family law attorneys have taken an active interest in resolving their clients’ problems in the context of their lifetime commitments. Forrest S. Bayard has done just that in more than 25 years of experience dealing with marital breakdowns, transforming conflict into responsible, nurturing solutions.

Bayard has extensive trial experience in a wide variety of legal areas. In the last 12 years, he has concentrated on developing new methods to resolve disputes between warring parties in family law matters. He emphasizes people’s commitments in life, their true responsibilities. Bayard uses his trial experience and the courts as a consequence for the parties’ inability to agree.

He is a frequent speaker and has written on the subject of divorce and relationships. He has appeared on numerous television shows as a family law expert. He serves on the Chicago Bar Association Matrimonial Law Committee and the Chicago Bar Association Referral Panel for Divorce and Adoption, is a Cook County Arbitrator and a trained mediator.

His education includes a B.S. in Mathematics from Purdue University and a Juris Doctorate from John Marshall Law School in Chicago.

Bayard has been actively involved in a wide variety of community service projects and organizations in the Chicago area for almost two decades. He consistently supports people in resolving their problems without compromising their integrity.

Bayard has a special interest and concern for children. He has chaired committees in the Justice for Youth program of the Chicago Bar Association which is committed to the children at risk who pass through Juvenile Court in Cook County. Bayard is a devoted father and has maintained an excellent relationship with his former wife in raising their primary school age son.

When not practicing law, Bayard can be found immersed in interests that include motorcycling, photography, travel, coin collecting and sports. He participates in and has lead self-development seminars.

For information about quantities of this booklet, other publications or Forrest S. Bayard’s availability for speaking engagements, contact his office today at (312) 236-3828!
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117 Ways to Get Almost Anyone to do Almost Anything!

by

Peter Thomson
Ask God What He would have you do each day

Is 24 hours not enough time to do all that you want to do in a day?

Since God created the 24-hour day, that must be enough time to do all that He wants you to do each day.

The secret is to begin each day with prayer, asking God what His priorities are for the day. By focusing on what He tells you to do, you can get done those important things, and avoid wasting time on trivia or mere busy work.

Beautify yourself early in the morning

Make it a point to get dressed and groomed early in the morning whether you have to go to work or not.

The way you look affects the way you feel, and the way you feel affects the way you act. And the way you act affects how much you get done!

By beautifying yourself early, you will feel better about yourself, be prepared for whatever comes your way that day, and be more productive.

God's Priorities for me today:
1. ____________________________
2. ____________________________
3. ____________________________

Today I got dressed and groomed at ____________.
113 Tips for Recruiting Valuable Employees

107 Tips for Keeping Valuable Employees

By Joan Stewart
Bricks To Clicks
Getting Your Business Online

By
Bob Cortez & Billi Perry

Bricks To Clicks: The Business Of Doing Business Online

By
Bob Cortez & Billi Perry
Examples from Licensing Deals

The next pages are from licensing deals done with the manuscript of *110 Ideas for Organizing Your Business Life*. First, you will see the cover of the booklet that was done for the Lillian Vernon catalog and how it was presented in their printed catalog. The content of the booklet manuscript was modified to focus on home organizing rather than business organizing. My own name, company name, and address were shown on an inside page of the booklet opposite the inside back cover and is not illustrated here.

The next example is the audio tape program that came directly from the business organizing booklet. The seminar company who contracted me to do this audio program with them selected the title of the program. It is just close enough to the title of the booklet to sometimes cause confusion. You can see how the program was also used as a premium by this company, offered free with orders above a certain dollar amount. The audio program was also sold by this company, directly to their clients as well as to other companies as resellers.

Two companies who each produced laminated guides on various subjects licensed my booklet content. The covers of those products are shown. One is a mini-booklet with a plastic spiral across the top. The pages flip up and there is a thumbnail index along the right side of the product. The other guide unfolds and is hinged. Each of these products was produced by the company who licensed from me the specifically defined use of my content. My name appears on each of them.

Next you will find the cover for the Italian, Spanish, and Dutch language versions of my booklet. I have no idea what any of these booklets say. My former hairdresser said the Italian version is a good translation.
Mass Market Licensing to Major Retailer Lillian Vernon

Please write or call for our free catalogs:

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OVER 100 IDEAS FOR ORGANIZING YOUR LIFE!

LILLIAN VERNON
the organized home
101 IDEAS TO ORGANIZE YOUR BUSINESS LIFE

by Paulette Ensign

Do you admire “organized” people? Wish you were one of them?

Here’s your chance! 101 Ideas To Organize Your Business Life gives you practical tips for sorting out details and keeping them that way.

You’ll find that being organized isn’t a personality characteristic. It’s a skill and a state of mind you can achieve with a little help. Not to worry — these 101 ideas aren’t complicated or gimmicky. They’re subtle behavior shifts that easily become routine. They’ll help you save time, money and aggravation. Plus, you’ll gain the satisfaction (and rewards) of being more productive.

Some of what you’ll learn:

• Easy, inexpensive ways to create an effective, inviting work space
• Knowing the difference between temporary and permanent storage
• Tips to ease decision-making when sorting
• Specific, commonsense filing systems
• How saving “pennies of time” easily buys an hour a day
• Color-coding as a time saver
• Graceful ways to minimize interruptions
• Painless techniques for thorough follow-up
• Staying organized when you’re away from the office.

2-cassette audio

C10142 $24.95

HOW TO ORDER TAPES

Improve your concentration and build a steel-trap memory

MEMORY POWER

by Steve Moidel

Would you like to recall facts, numbers and names with ease? Remember what you said to whom? And where you were supposed to be when? You can improve your memory. And gain the confidence and self-assurance that comes with improved memory skills.

Steve Moidel has spent years studying how the mind works. His proven methods can help you remember anything, without cumbersome mental tricks. The principles of Memory Power are simple, fast — they’re even fun. Free yourself from forgetfulness with this skills-intensive audio program.

Some of what you’ll learn:

• A fail-safe system for remembering lists
• A simple technique to help you remember long, multidigit numerals (perfect for recalling phone numbers instantly)
• The best way to remember where you put things
• Mnemonics: how to use all 5 senses to help you remember anything
• Brain food: how to drastically increase your memory and energy just by getting the right nutrients
• Specific relaxation exercise that can put your mind to rest — and make it more efficient.

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110 idee
per organizzarsi meglio
sul lavoro e nella vita

di Paulette Ensign
Edizione italiana a cura di Flavio Grassi
110 Ideas para Organizarse en su Negocio

por Paulette Ensign

Edición castellana publicada por PS Consulting
110 ideeën om uw zaken op orde te krijgen

BROEKHOFT
Fireworks International

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Sample Signature (“Sig”) File for Emails

It’s rare to have business email go out anymore without a signature (sig) file. In fact, many people have multiple sig files that each represent a particular part of their business or promote something specific, or they change it to keep presenting fresh new content. A sig file is simply information that automatically appears in each email (usually at the bottom) you send out.

Check your email manager software to learn how to create your own sig file. The sig file promotes your business, your booklets, and all your products with each email you send and every post you place on a discussion board, social network site, or anyplace else online. The number of lines shown in this sig file (below) is about the maximum that is generally acceptable in the online world. Some people merely put their name, one website address, and their phone. Others have extensive copy about their products and services. Think about how quickly you read email, and realize less is more. It’s not uncommon for people to ask me for my phone number when they have my email right on their computer in front of them.

Notice the various sig files on emails you receive, as to which ones appeal to you and which ones don’t. Experiment with yours.

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Paulette Ensign
www.TipsBooklets.com
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858-481-0890
San Diego, CA 92130
~~~~~~~~~~~~~~~~~~~~~~~~~~
Email Query Sample to Send Online Newsletters (Ezines)

Good Morning,

As you know, articles are a powerful way to bring information to your audience. And as powerful as they are, many people don’t have the time to write all those good articles I’d like to offer you some articles that are already written and are relevant to your audience. You can publish them on your site, at your blog, or in your ezine as long as you include my resource information at the end of the article.

In the past several years, I have sold well over a million copies of a tips booklet 110 Ideas for Organizing Your Business Life, in four languages, all without spending a penny on advertising.

Everyone has something they want the world to know about and a tips booklet can be a great way to do that.

The following articles tell how the above results were achieved. Which of the following titles below interest you for your consideration?

All articles are available at no cost to you. I will be happy to send them to you or you may retrieve them and 50 more at www.EzineArticles.com.

1. The Booklet Business — an overview (approx. 1,700 words)
2. 15 Key Questions to Ask Yourself in Writing a Tips Booklet (approx. 750 words)
3. Online Booklet Results — Overwhelming Results (approx. 1,500)
4. Making Money from What You Know — recycling your contents (approx. 750 words)
5. Tips for Growing Your Business (approx. 500 words)
6. Choosing a Booklet Topic (approx. 750 words)
8. Size Matters... When Doing a Booklet (approx. 400 words)
9. Help Your Clients Buy More of Your Tips Booklets (approx. 750 words)
10. Why Booklets Are Valuable Marketing Tools (approx. 450 words)

I look forward to your positive and prompt response.

Paulette Ensign

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“Everyone has something they want the world to know about. A tips booklet helps position you as an expert.”
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Paulette@TipsBooklets.com
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~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~
Everyone has something they want the world to know about and a tips booklet is a great way to do that. More than a million copies in four languages of a tips booklet called *110 Ideas for Organizing Your Business Life* have been sold, all without spending a penny on advertising.

Here are some questions to get your tips (and cash) flowing. You can mine your own field of gold by looking at any promotional literature you have created, audio or video programs you have produced, press releases or articles about or by you, your product catalog and even your business card.

1. What is the single most important subject from your experience or knowledge that you want the world to know about? If there are several topics, which one is most compelling to you right now or can you combine multiple related topics into one booklet?

2. How would you narrow that subject down into segments? Do those segments create additional booklets to develop a series?

3. What do you want the booklet to accomplish for you? Do you want to altruistically spread the word about something? Will a booklet be a marketing tool for your business? Can it be a profit center for you? Would you like it to be a marketing tool and a profit center?

4. What are you often surprised by that people do not know about your subject area? Is there something that seems so “common sense” to you, while being highly helpful or enlightening to others?

5. What is the single most outstanding thing you want people to know? Is it a new skill, perspective, attitude, expanding general knowledge?

6. Does your information need to be presented sequentially or can it be random? Can a specific entry stand on its own or does it need whatever came before it so it makes sense to the reader?

7. What do you want people to do or be as a result of your booklet? How will this information benefit the reader?

8. Who besides the reader can benefit from this material? Are there manufacturers, suppliers, and distributors whose business activities can profit by distributing your contents?

9. Is there language that is peculiar to your topic? Have you considered how you will monitor and treat that in your content?

10. What surprised you most when you learned about your topic? Is that useful to pass along to your readers in some way?
11. What resources are needed to implement any of your suggestions? What are the easiest ways to accomplish what you are recommending to your reader?

12. What do people need to know about you? What gives you the credential to write about this topic?

13. What other products and/or services do you have to assist the reader in this topic? Are they products and services of your own or of someone else’s?

14. How would short anecdotes be useful in supporting your materials? Would they get in the way or enhance your content?

15. Do your tips need visual support with graphics to allow them to be more fully understood? Is clip art adequate or do you need original art?

Paulette Ensign is the founder, CEO, and Chief Visionary of Tips Products International. Her company’s products and services match your needs and budget with self-study programs and teleclasses for the do-it-yourselfer, consulting services for those who are interested in partnering and complete services for the delegator.

“Everyone has something they want the world to know about. A tips booklet helps position you as an expert.”

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Sample Product Sheets

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As an Ordained Minister of International Religious studies for over ten years, and Certified as a Life Energies Coach through Maria Nemeth’s Academy for Coaching Excellence, I have coached and counseled people from various religious and spiritual backgrounds on the power of forgiveness.

I have learned and taught that life is more fulfilling without the limitations of recycled fear permeating the consciousness – fears inherited from parents. In learning to change your mind, you become more open to life’s possibilities without those fears. You become more aware of your own greatness. It can be as easy as simply changing your mind.

Charlette Manning

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Joan Stewart, The Publicity Hound

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"Solid, sound advice from writing an ezine to handling a media interview. Nancy Juetten’s booklets give you a quick checklist of everything you need to know about doing a publicity campaign."

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Paulette Ensign
110 Ideas for Organizing Your Business Life

by Paulette Ensign
Organizing multiple priorities is on the minds of many people. Use this booklet as a jump-start in successfully getting organized. These tips are the result of directly working with individual clients and speaking with audiences for more than eight years.

As this booklet is a catalyst for you, so has it been for its author. Originally a professional organizer, now Paulette Ensign is known for “all things booklets.”

For information about quantity purchases of this booklet, or publications, classes, speaking services, and consulting services on how to write and market your own booklet, use the contact method that suits you best.

Everyone has something they want the world to know about. An informational tips booklet can be a great way to do that.

**DESKTOP/SURFACES**

1. Use a spiral notebook to capture random ideas, to-do lists, and notes of phone conversations. The notebook creates reliability and consistency for storing information and is far superior to “the back of an envelope.”

2. Move desktop items an inch or two closer to you for greatest ease and use. Sometimes a minor adjustment can make a major difference in the effectiveness of the products and your productivity.

3. Hang the phone on a wall to create more workspace at your desk.

4. Keep whatever you use often at arm’s reach — no further and no closer. After a work session, rearrange things so they are ready for your next work session. It will be more inviting and less time consuming to get started again.

5. Be sure the heights of the desk chair, desktop, and shelves are comfortable for the greatest productivity. This is another area where an inch or two can mean the difference in something working better.

6. Use a vertical step rack for “hot files” or current project files, making them vertical, in view, and quickly available. Storing paper in divided, upright piles makes projects more approachable and controllable.

7. Keep an in/out basket only if you tend to it often. Once something is second in a pile, it is temporarily lost. Traditional in/out baskets can often become a magnet for paper in a moment of indecision.

8. Install lighting at your workspace that is adequate and appropriate for your needs. Inadequate or overpowering light can each have a negative impact on your performance.

9. Create your “systems” based on your own common sense needs. Modify whatever you read, hear, or see to accommodate your own requirements.

10. Move around items on a bulletin board periodically so you continue to actually see what is posted.

11. Display something personal at your desk to make working there more inviting to you — a photo, piece of art, or some item of memorabilia.
12 Purge the Rolodex™ while on hold on the phone, leaving a paper clip in the last card you reviewed. This accomplishes several things at one time: while purging the Rolodex (which never reaches a high enough priority to actually do) you minimize the stress of waiting and utilize time appropriately.

13 Sort in measurable, non-overwhelming units for greatest success. Everything we do is actually in units of one: one page at a time, one pile at a time, etc.

14 Square-up piles, defining a surface in quadrants. Once you see what is really there, it can feel more workable and less overwhelming.

15 Declare a sorting area for yourself. This will keep everything contained and not creeping all over your life.

16 Take large items out of a pile first to reduce the pile faster (catalogs, binders, large folders). Instant results can inspire continued effort in sorting.

17 Declare a toss-out date for publications and reports. If you haven’t read something, your life has probably continued fine without that information. Today’s information is coming so quickly, much of it is outdated before you read it or shortly thereafter.

18 Throw it out, when in doubt. You can usually get it again.

19 Avoid reviewing individual items in detail when doing a large sort. You will get through the initial sort faster and with greater satisfaction.

20 Make notes to yourself for details that come up while sorting. You can then address those notes one at a time with the attention each deserves.

21 Be realistic with yourself when considering what to discard and what to keep. Do you really think you will ever need that item again, or do you only think you “should” keep it?

22 Divide paper, supplies, and materials in ways in which you are most likely to use them. This will save time, prevent the stress of searching, and save you money as you reorder fewer duplicates.

23 Create a tickler file to assign a specific time to deal with each piece of paper. Keep dividers labeled 1 to 31 and January through December in a file drawer as a reminder to review and act on papers filed under each of those days or months.

24 Use colored paper to distinguish copies or drafts from final forms of written materials. With a fast glance, you’ll know which is which.

25 Decide if you really need a hard copy of everything on your computer. Sometimes a backup disk is enough. You will save money, time, and space by running a hard copy only when you really need it.

26 Be discerning about who needs to be on each routing list of memos. Hopefully, someone will return you the favor.

27 Ask yourself how your business would be affected if you threw out some specific item. If you think, “Not at all,” throw it out.

28 Consider whether less is more when sending correspondence or answering requests for information. How would you feel if you received a large packet containing more information than you ever wanted to know?

29 Use the phone rather than written communication whenever possible, especially for short messages. It can be more economical in both time and money.

30 Place large Post-it™ note pads near each phone. Then stick the notes into your spiral notebook. This is the perfect crossover between tracking random, floating slips of paper and carrying the spiral notebook everywhere you go.

31 Throw out envelopes when opening the mail, instantly reducing a considerable amount of paper in your life. While you’re at it, do you really read the inserts that arrive with much of the mail?

32 Staple or tape small slips of paper that cross your path onto an 8 1/2” x 11” paper to avoid losing them.

33 Recycle “error” pages from the copier or printer as scrap paper. This saves trees and additional paper costs.
**FILES**

34 Use hanging binders to store appropriate materials in a regular filing system. They come in several colors and have adequate binding for labeling.

35 Store additional useful information (birthday, secretary’s name, special interest) on a large-size Rolodex card. It allows for greater rapport.

36 File by asking, “Where would I look for this?” not, “Where should I put this?” The “putting” part is easy — you don’t even need a clear surface. It’s the retrieval that can be tricky.

37 Zigzag title tabs of files down only one side of the file drawer, on the front folder flap. This way your eye grabs basically one calm row of titles and nothing is hiding anything else.

38 Use internal manila folders for multiple-user systems or to subdivide a title. Interior folders add bulk to the files and don’t always need to be there.

39 Color-code your filing system by major areas of your business: one color for vendors, another for invoices, etc. This adds clarity and is much more attractive to the eye.

40 Title a file according to however you first identify the information. That is what you will think of next time.

41 Write the date and circumstance of meeting on the back of each business card you collect. The frame of reference can be useful when speaking to that person in the future.

42 Unfold paper before filing it into folders for the best use of space in your filing system. Folds add unnecessary bulk.

43 Use expanded box-bottom folders for large-volume files. They are available in many colors and expansion widths, with or without sides.

44 Color-code computer disks or labels for easier and faster identification. This also makes your work station more attractive to your eye.

**STORAGE**

45 Centralize related things together. This reduces time and is a money-saver.

46 Store items near wherever they are used. Keep excess, duplicate supplies in a less convenient storage place.

47 Label manila folders along the scored bottom for easy access when stacking them. If some files are better suited to being piled, this will allow you to continue seeing what you have.

48 Be creative with unused “air” space on the walls, ceiling, and under furniture. A tablecloth can create instant storage under any surface. Hanging things on walls or from the ceiling may stretch the space many times over.

49 Install dividers into desk drawers for maintaining supplies. They are available for customizing to the space you have.

50 Label all binders stored on shelves. Label them in the same direction whenever possible. You will see what you actually have much easier.

51 Keep a secondary Rolodex card file for names used infrequently. It can be stored somewhere off your desk, in a drawer, or on a shelf.

52 Label “dead storage” clearly for later access. Be as complete and detailed as possible in labeling the contents.

53 Use interesting containers or wastebaskets for temporary storage. Your workspace can be more attractive with such simple additions.

54 Staple instead of paper-clipping to avoid unnecessary attachments. This is also a space-saver in the files.

55 Store by height so all contents are readily visible, placing the tallest items behind shorter ones.
TIME

56 Schedule large projects in short segments. One of two things will happen: either you will accomplish that much of the project, or you will be motivated to keep going past the allotted time.

57 Know that there are always several ways to accomplish anything. Once you see the results, you will probably also see choices in how to get there.

58 Create an ongoing mini-agenda for colleague communication. This works well for phone, in-person, or written communication and is a great time-saver.

59 Plan your phone calls. A planned phone call can take about seven minutes. An unplanned call will take at least twelve minutes.

60 Schedule regular time for reading when the day is winding down and the office is quiet. Even if you only read once or twice a week, you will have at least accomplished more than if you had not scheduled the time.

61 Delegate summarizing of reading materials among colleagues. Everyone stays better informed with each person spending less time.

62 Spread your to-do list over several days or a week rather than a day. The to-do list captures ideas as they come to mind so that you don’t strain your brain to remember.

63 Set a time limit on your involvement in a task. The task will seem less boring or overwhelming if you know you will stop at a certain time.

64 Place a colored page to flag re-ordering of stationery. This creates a smoother relationship with you and your printer, giving you what you need when you need it instead of pressure at the last sheet.

65 Tape-record correspondence into a recorder while commuting. This saves your time and your secretary’s and can defuse the stress of commuting.

66 Schedule “high brain” tasks during peak energy and “low brain,” mechanical tasks during lower energy time. Working on a major proposal is “high brain.” Purging a file can be “low brain.”

INTERRUPTIONS

67 Eliminate “drop-in” visits by using a visual barrier at your workspace. Placing tall plants in the direct line of sight of a door or window is one of many ways to accomplish this.

68 Use a phone headset to free your hands while on the phone. Lightweight headsets are now available.

69 Know that we are better at giving advice to others than to ourselves. You will come up with just the right answer to move through your own procrastination if you think in terms of what you might tell someone else.

70 Estimate the time for a task and double it to accommodate interruptions. If you finish earlier than you estimated, it will feel like a bonus and a breather.

71 Schedule cooperative time among secretaries. If each secretary’s phone is covered by the others for an hour or two a day, the productivity and satisfaction of each secretary and their boss will greatly increase.

72 Allow voice mail or an answering machine to take your calls when you want uninterrupted time. That is one of the many reasons the technology exists.

73 Use another office, conference room, library, or somewhere other than your office to work uninterrupted.

74 Write yourself a note about where you left off for easier re-entry when you come back to something. The time you take writing the note will often be less than reading back into where you left off.

75 Inform a caller that you would like to talk to him or her and ask, “When would be a better time than now?” You will be both gracious and in control of your time in this way.

76 Keep a minimal number of seats in your office to discourage “drop-in’s” and long visits. People are less likely to hang around if they are standing.
77 Work earlier or later than others in your business to minimize interruptions. The adjustment might well be a minor enough inconvenience.

COMMUNICATION

78 Count how many times you say a particular phrase (i.e. “you know”) in the course of a day. You may actually recover more time than you ever realized by eliminating or reducing it from your language.

79 Ask the listener to repeat his or her understanding of your directions for the sake of accuracy. Less time is spent repeating the directions than redoing an incorrect task or project.

80 Ask, “What can I do to help?” when experiencing resistance to a request. This will disarm the other person and allow a flow to occur.

81 Avoid changing deadlines unless absolutely necessary. Frequently changing deadlines can be both frustrating and lead to a loss of credibility and cooperation.

82 Request a solution or suggestion when locked horns with someone. They may just come up with something new to you.

83 Schedule regular, short, status staff meetings once or twice a week for more effective overall results. The time spent can increase productivity and office interaction.

84 Hold status meetings even if everyone is not available. Update whoever was missing upon his or her return. This keeps the meetings from being postponed until the rare moment when everyone is in.

85 Leave the best time to reach you if the person you are calling has voice mail. This can cut down delays and save time and stress.

86 Ask if you have called at a convenient time. If not, find out when would be better. You want to have the full attention of the person you called. If you will have it later, call then.

87 Reply to short memos and correspondence in the margin of the same page whenever possible. This saves paper, time, and brain power.

88 Be as direct and complete as you can when issuing requests and directions. Indirect communication can cost dearly in time and stress.

FOLLOW-UP

89 Color-code your calendar for quick identification of type of function or personnel on a project. It works well for clarity and creates a more attractive calendar.

90 Keep only the number of calendars you really need. Be sure one calendar always contains everything and is the most current and reliable.

91 Track multiple or large projects on a wall chart. Be sure the chart is at a height and distance where it can be easily read and reached for additions and deletions.

92 Generate lists. “Write it down so you can forget it.” The lists are best kept in the spiral notebook or calendar to minimize duplication and so you’ll always know where they are.

93 Assign one page of a notebook or calendar as “delegated/waiting for.” Add to this page each time someone has promised you something or you have requested something. Once the item is completed, it can be eliminated from your list.

94 Mark an article of interest with a Post-it note and write a key word on the note for later reading. The key word makes it easier to identify the contents.

95 Write the phone number next to the person’s name on your phone call list or appointment book to save time later. This also works well if you are meeting someone. You have a contact number for confirming or letting the person know of any change in plans.

96 Assign only one follow-up system for each function of your life. Too many systems become more cumbersome than helpful. Use the computer, index cards, calendar, or tickler file for a given function.

97 Make a note of the results after a phone call: left message, will call back, etc. This is an easy way to recall how something was left.
98 Group phone calls to return or initiate when you are most alert. Your tone of voice and energy can be an asset in accomplishing what you actually intended.

99 Place a note where you are certain to see it for an especially vital reminder. It does not matter how ridiculous the spot may be if you are sure to see it.

OUT OF THE OFFICE

100 Carry a folder of articles to read while delayed in traffic, at your child’s music lesson, or while waiting for an appointment. This makes a dent in your reading pile and diffuses the potential frustration of the delay.

101 Store business cards or anything else you want to find easily in a zipper pocket of your purse or briefcase. You will save time and have a smoother flow in searching for it.

102 Use waiting time for planning. Even short periods of time can be extremely useful if you focus in on something you want to solve.

103 Stay in touch with your office while you are out. This can be a time-saver in many ways. It eliminates stockpiling of calls to return and you can learn that an appointment has been changed or be updated on something you can handle easily while you are out.

104 Arrange stops as logically as possible. This saves time, stress, and money by planning ahead.

105 Use recorded books on tape for professional development while driving. They can be a valuable use of time when you can’t seem to read.

106 Pre-date and label an envelope for business receipts on a weekly basis or for a trip. Receipts get where they need to go to make the best use of your money — for reimbursement, taxes, or general record keeping.

107 Carry vital and frequently used phone numbers with you when out, saving much frustration. They can be contained in written form or in an electronic device.

108 Attach a mini-clipboard to the car dashboard for quick notes while driving. It’s great for brainstorms that come up in traffic jams or quick reminders of things that flash into your head that need to be remembered.

109 Keep file tubs on the seat or in the trunk when using the car as a traveling office. Many variations of portable equipment now exist to make working out of your car as organized an experience as sitting in your office. Similar containers are made for keeping groceries or other items upright in the trunk.

110 Carry a small spiral notebook in your purse or briefcase for holding ideas or messages when out of the office. This reduces the number of places for storing random information.
OFFICE SUPPLIES

- Stationery - letterhead
- Paper - note, draft
- Post-it notes
- Spiral notebooks
- Folders
- Labels
- Pens/pencils
- Markers
- Stapler
- Staple remover
- Tape
- Paper punch
- Scissors
- Paper cutter
- Rulers
- Rubber bands
- Paper clips
- Pencil sharpener
- Stamps - postage meter
- Stamps - endorsements
- Postage scale

WORK SPACE EQUIPMENT

- Desk/writing surface
- Blotter/non-slide pad
- Supplies storage
- File storage
- Computer/typing platform
- Copier
- Fax machine
- Paper sorting area
- Wall organizers
- Shelves
- Bulletin boards
- Chair(s)
- Lights
- Phone
- Answering machine/voice mail
- Business card file/Rolodex
- Drawer dividers/containers
- Calculator
- Clock
- Calendar
- Wastebasket
- Step rack

CREATING A FILING SYSTEM

- Assign colors to areas
- Choose legal/letter size
- Buy file cabinet(s)
- Buy folders/labels
- Square-up piles to sort
- Sort a pile at a time
- Ask, “How would I use?”
- Title files with nouns
- Zigzag tabs down drawer
- Place tabs on front flap
- File front most recent
- Discard duplicates
- Discard outdated materials
- Store supplies nearby
- Maintain ample supplies
- Create a list of files

DESK SPACE ARRANGEMENT

- Writing surface size and height
- Chair comfort
- Lighting adequacy
- Desk near window (or not)
- Wastebasket size/location
- Step rack placement/size
- Shelving location
- Excess supplies storage
- Calendar size/location
- File drawers/easy access
- Bulletin board location
- Clock visibility
- Traffic pattern
- Temperature comfort
- Copier ventilation
- Fax machine and computer location
10 Tips to Promote YOUR Business with this Booklet!

(It can even be customized for you.)

1. Send this booklet to your clients at year's end, thanking them for their business.

2. Use this booklet as a “thank you” for a sales appointment.

3. Mail this booklet to your prospect list to stay in touch with them.

4. Offer this booklet free with any purchase during a specific time, with a certain purchase amount, or when opening a new account.

5. Distribute this booklet to prospects at a trade show.

6. Give this booklet as an incentive for completing a questionnaire or survey.

7. Include this booklet as a “thank you” gift when mailing your invoices.

8. Package this booklet as a value-added bonus with a product you sell.

9. Deliver a copy of this booklet to the hands of the first “X” number of people who enter a drawing or come to your store.

10. Provide copies of this booklet to people and organizations who can refer business to you.

What are you waiting for?