

THE BOOKLET: **Get Your Title & Name** **IN PRINT**

**Discover Your Back of the Room
Sales and Marketing Potential**

Alicia White, CEO
Back of the Room Productions
Give Your Audience MORE!™

TITLE OF YOUR BOOK

Subtitle of Your Book

Your Name

Your Company

555-888-3333

your@emailaddress.com

yourwebsite.com

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 ***Back of the Room***
PRODUCTIONS

Back of the Room Productions

PO Box 845, Wylie, TX 75098

800-313-5911 x 304

BackoftheRoomProductions.com

Give Your Audience More!™

THE BOOKLET

The booklet. What exactly is it? The booklet has been used for years as a marketing tool promoting and advertising a product or service. The booklet can be used as tools such as an annual report or workbook or can simply be information for a target audience. Booklets are about half the size of a standard magazine and between 12 and 20 pages.

A well-designed and professionally printed booklet enhances your branding and identity. Booklets establish your credibility in your area of expertise. Booklets add value to your services. Our high-quality booklets are revenue-generating tools.

Why do you need a booklet? Because ...

- You are the expert in your field and want to share some tips of the trade.
- You are a speaker and want to supplement your *Back of the Room* products for your audience members.
- You are an author who distributes chapter books to others to obtain reviews.
- You are a salesperson who wants a different marketing tool to help make sales.
- You want professionally printed workbooks or tutorials.
- You are passionate about a topic that is near and dear to you and wish to create awareness.

This booklet is an example of how YOUR booklet could look. Read further to see how easy the process is to order your booklet. Whatever your reason for writing your booklet, our skilled team at Back of the Room Productions will ensure that you receive a professional, high-quality product. Begin writing down your thoughts and let's get started on your booklet today!

HOW IT WORKS

Imagine having a booklet like this with YOUR name and YOUR title. It's easily within your grasp! This booklet is a working example of how your ideas can be expressed in a booklet of your own.

Building your own booklet is simple. First, select a cover, a set of fonts and a color scheme from our Standard Options. Then, send us your content — your words, logo, and photos or illustrations* — and we do the rest. You may provide your own cover artwork* at no additional charge. Or, for an additional fee, work with our talented designers to create a custom cover for your booklet.

You will find our Standard Options listed on pages five and six. Booklet printing costs and additional fees such as a custom cover design are outlined on page seven.

Each standard font option is showcased on pages eight through seventeen (two pages for each font set) to demonstrate how content will flow depending on which font is used. Stock illustrations and photos have been used to give you an idea of how your images are inserted into your story. All five standard color schemes are represented in the mock-up pages as well.

Though the booklet has a custom cover, a standard font and color option was selected: Font Option 1 with a .25" indent on the first sentence of each paragraph and Color Scheme 3. Your booklet will use the same paper stock as this booklet; a gloss card stock cover is available for a small fee. Also, this booklet is an example of the quality of printing and binding.

Booklets are today's business card and marketing leave behind. It is also perfect for *Back of the Room* sales. **Get your booklet today!**

**Artwork and content must meet specifications or additional fees may apply. See page 7.*

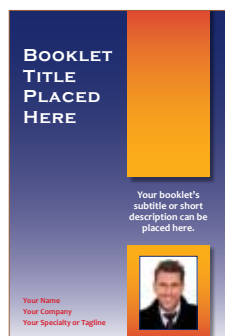
SELECT YOUR BOOKLET COVER

Options 1, 2, and 3 can be modified to reflect your choice of a standard color option on page five. Options 4, 5, and 6 are available as shown or can be slightly modified to represent one color or can be changed to grayscale. Or use your cover artwork at no additional charge. We can also design a custom cover for you.

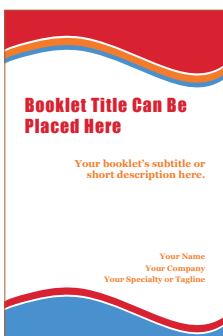
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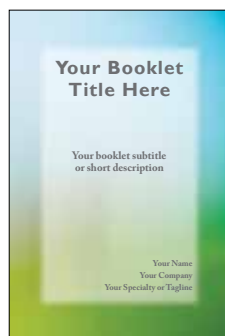
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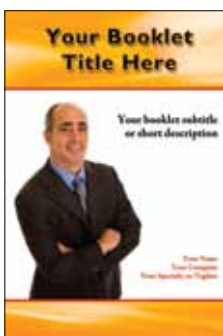
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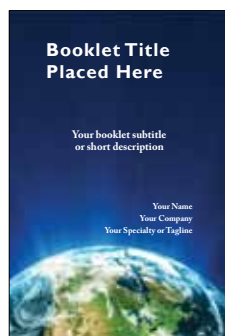
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5



6



SELECT YOUR FONTS

Choose a font set and first sentence indent preference. If you prefer to use different fonts, supply the font family in a Windows compatible file and pay a \$50 font swap fee; maximum of two fonts.

	<u>HEADING</u>	<u>SUBHEADING</u>
1	GILL SANS BOLD ABCD E M N O P Q R S T	Adobe Caslon Pro AaDdEeMmOoRrSsTt
2	FUTURA BOLD ABCD E M N O P Q R S T	Book Antiqua AaDdEeMmOoRrSsTt
3	IMPACT REGULAR ABCD E M N O P Q R S T	Georgia Regular AaDdEeMmOoRrSsTt
4	COPPERPLATE BOLD ABCD E M N O P Q R S T	Candara AaDdEeMmOoRrSsTt
5	PALATINO BOLD ABCD E M N O P Q R S T	Legacy Regular AaDdEeMmOoRrSsTt

SELECT YOUR COLOR SCHEME

Select a color set to be used in your booklet. Want to use your company's colors? Tell us the PMS or CMYK values and, for only \$50, you will have a custom booklet; maximum of three colors.

	1	2	3	4	5
Headings Book Title	Dark Blue	Green	Dark Blue	Light Green	Red
Subheads Page #s	Light Blue	Brown	Red	Gray	Light Blue
Bullets Quotes	Red	Yellow	Yellow	Dark Blue	Orange

WHAT DOES IT COST?

100 Booklets for only \$650!

All booklets are 5.5" wide by 8.5" tall, printed in full color, double sided and saddle-stitched. Paper is 80# gloss text weight, with the option to upgrade the cover to a 100# gloss card stock weight for \$15 per order. Choose between 12 and 20 pages.

To secure this low price, Microsoft Word files must be finalized and require no further editing. Photos, graphics, logos, charts, graphs and other illustrations provided must be print ready. See Artwork Specifications below.

Purchase minimum is 100 booklets. Higher quantities and reprints quoted separately. Price does not include shipping or 8.25% taxes for sales in the state of Texas.

Booklet Customization Menu

- Custom Cover: \$250, 2 concepts and 2 rounds of revisions on a selected concept
- Font Set Swap: \$50
- Color Scheme Swap: \$50
- Custom Bullet: \$50
- Graphic Design and Illustration Services: \$95 per hour; form, chart, and diagram creation is considered a graphic design service
- Search for stock photo and/or illustration: \$25 per hour, 1 hour minimum; does not include purchase price
- E-book Conversion: \$85
- Document Revisions: \$50 per hour, 1 hour minimum

Artwork Specifications

- TIFF, JPG, EPS, AI, and Press Quality PDF files accepted.
- Photos should be at a 300 dpi resolution at the specified image size. We do not guarantee the quality of images with less than 300 dpi when printed at the specified size.
- Convert all spot, Pantone, and RGB colors to CMYK color mode.
- For EPS or AI submissions, supply all linked photos and images and convert fonts to outlines.
- Do not include bleeds, trim, or any other printer marks.

LOOKING FOR MORE?

So you're ready to order your booklet and take advantage of this unique method of keeping your message going forward. This is your first step toward *back of the room sales and marketing*. If you want to make a big impact on your audience and drive home your value and expertise, have high-quality, professionally designed marketing materials available for distribution at the back of the room.

Back of the room products are necessary tools for building your business image. When you stand before an audience, your mission is to inspire and teach others. After your presentation is over, what better way to give your message legs outside of the lecture hall than to give your audience something they can take away and refer to at a later time?

Inspire your customers with customized motivational posters, bookmarks, or magnets displaying YOUR words of wisdom that will be referred to on a daily basis. T-shirts and mugs are also a great way to carry your message. Or if you have written a book, package your book with other products and earn additional revenue!

Back of the Room Productions makes this easy for you. We offer four packages in which you get customized design, tailored to your needs using YOUR WORDS and YOUR NAME!

Discover your *Back of the Room Sales and Marketing Potential* and learn about our products at: BackoftheRoomProductions.com. Give Your Audience MORE!™ and select a package that fits your needs. Register online and enter the code Inspire2012 for instant savings! This code expires in 15 days.

 **Back of the Room** BackoftheRoomProductions.com
PRODUCTIONS (800) 313-5911 x304



FONT SET OPTION I

Color Option 2

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FONT SET OPTION 2

Color Option 1

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FONT SET OPTION 3

Color Option 3

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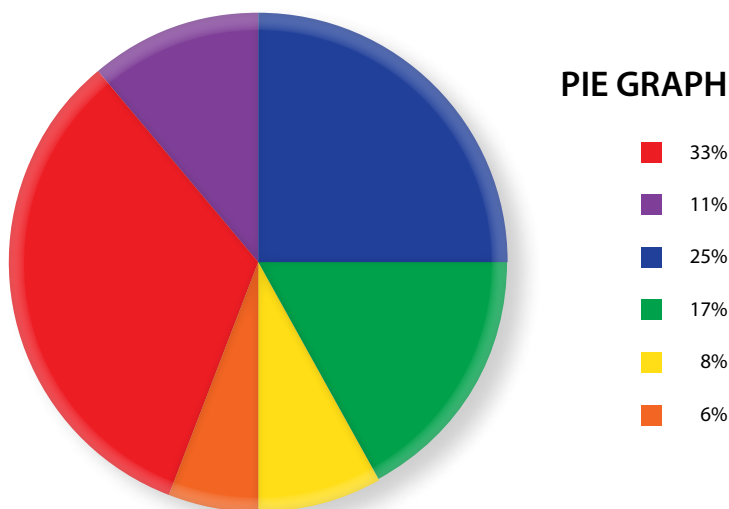
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FONT SET OPTION 4

Color Option 4

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FONT SET OPTION 5

Color Option 5

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ABOUT BACK OF THE ROOM PRODUCTIONS:

Back of the Room Productions was founded by Alicia White, an owner of a successful graphic design business, when she saw a need that wasn't being met. Speakers, authors and business coaches who were just starting out did not take advantage of back of the room marketing or sales at their speaking engagements.

Many times, the presenter would give a flawless speech, receive a round of applause, and then simply leave the room. They lost a wonderful opportunity to give their message legs—to give their audience more!

Back of the Room Productions offers four packages to help you achieve back of the room marketing and/or sales success. Each package delivers professionally designed and printed materials consistent with the client's brand and business image. Two packages offer an opportunity to generate revenue!

Visit our website to compare the packages. Or if you are ready to order your booklets, place your order request online. One of our representatives will contact you and get you started soon!



Give Your Audience More!™

BackoftheRoomProductions.com

Booklets are a perfect supplement for your back of the room program.

Discover your *Back of the Room Sales and Marketing Potential* and learn about our products at: BackoftheRoomProductions.com
Go online and enter code Inspire2012 for savings! Expires in 15 days.