



Sales Package Bundle Details

# Tradeshows, Conferences Seminars

## Resources

Tradeshow Datasheet  
Sales Activity Flow Chart  
Benefits of developing sales tools together

## Bundle Package Details

Package Overview  
Impact Movie  
Landing Page  
Case Studies  
Magazine Articles  
Press Release  
Custom Books

AngelCore  
One World Trade Center  
Portland, Oregon  
503-799-4412

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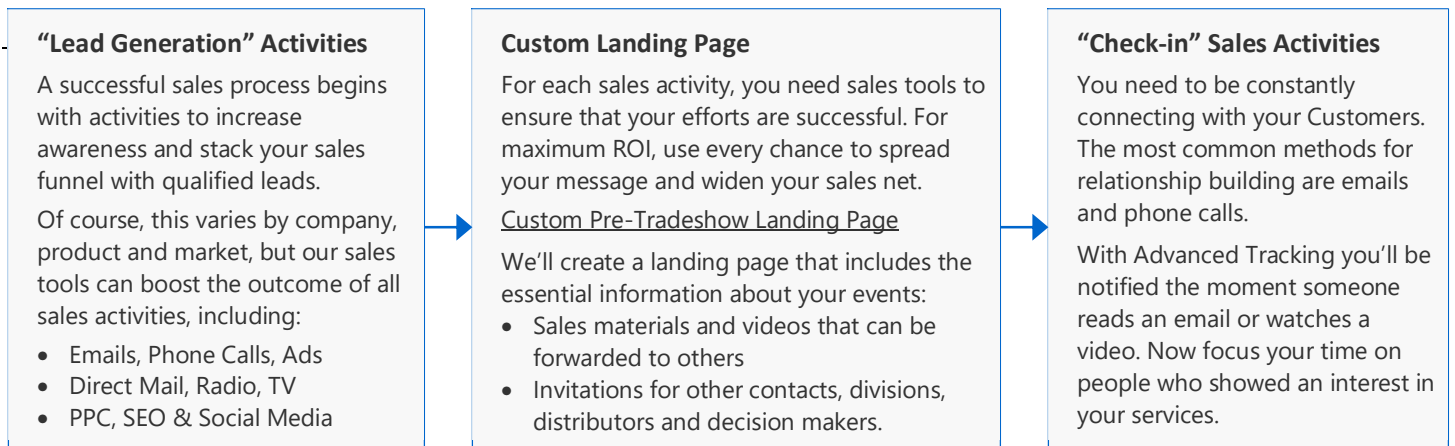


# Tradeshaw Sales Package Overview Flow Chart

Our Customer results show that our services are effective when used alone. However the results are magnified when used together with other sales tools. We offer two sales packages for two of the most common sales programs: webinars and tradeshaws. The chart below shows how and where these tools can be used in your Tradeshaw Sales Process. There are many opportunities before your webinar to boost attendance and results, but these activities need to be planned in advance. The AngelCore Tradeshaw Sales Package includes one of each the following.

- Impact Movie
- Press Release
- Custom Landing Page
- Customer Case Studies (video or print)
- Magazine Articles
- Custom Books, "Best in-booth giveaway"

## Before the Event



## Tradeshaws – Conferences - Seminars

### Maximize your Tradeshaw ROI

If you're going to invest your time and resources in a tradeshaw, then make every dollar count. Get the most out of your marketing investment by speaking with one of our Sales Strategists. Also visit our website to get Webinar Sales Activity Resource Kit.

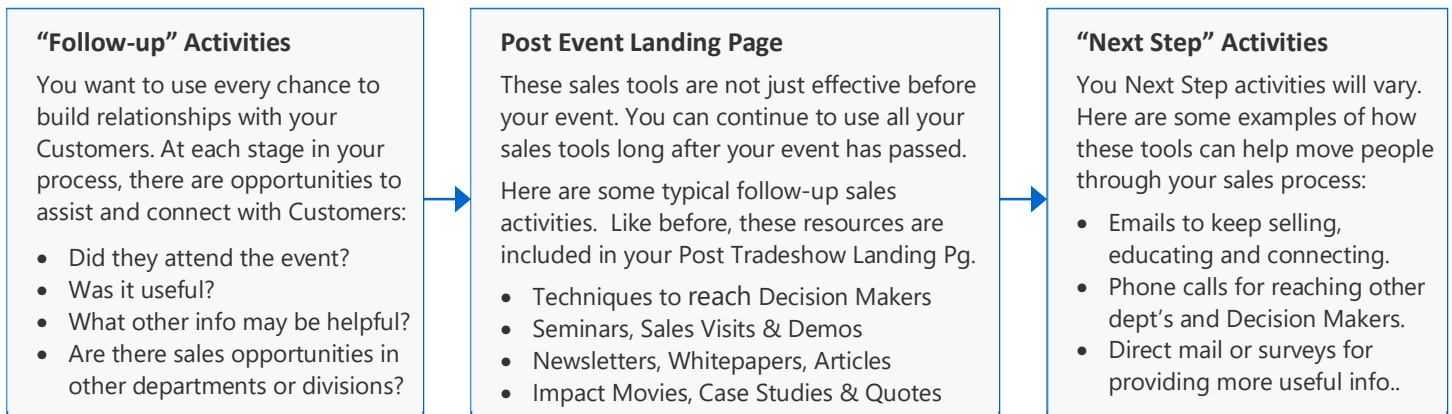


### Maximize Productivity & Efficiency

Let us show you how you can use our services to boost the results for all your sales activities.

- Before to increase attendance,
- During to better connect & educate.
- After the event to sell deeper into companies and build stronger relationships with your community.

## After the Event





# Using with Tradeshows

## Increase Your ROI with Less Cost

As if repeating, "So, what do you do?" a few hundred times isn't bad enough, you gain 20 pounds from eating miniature candies all day. Then you need to pretend to look busy as people walk past your booth since you don't want to look like no one is interested in your products. Oh yes, the joys of working in a tradeshow booth.

Now, imagine playing a short movie playing that tells your story in a more enjoyable and educational way. Even casual passerby's will watch and understand your message because they won't need to speak to a salesrep or try to read a technical (and sometimes hard to understand) datasheet.

### A Process that's Easy, Friendly, and Delivers Superior Results

In this economy, we need to work smarter and more efficiently. This chart shows how you can use our services in all the stages of your tradeshow process. If planned properly, you'll be able to:

- Establish better relationships before the show.
- Get more people to stop by your booth.
- Educate and connect better.
- Execute better follow-up after the show.
- Reach people who didn't attend the show.
- Sell your other services to current clients.
- Sell deeper into existing customer accounts (other teams, departments, divisions.)
- Reach decision makers easier and faster.
- Shorten your sales cycle.
- Close more sales opportunities.

### Use your Impact Movie 8 Different Ways at All your Tradeshows



### AngelVision Services are used at Every Stage in your Tradeshow Process



### Other Uses and Versions

The best sales tools are useless if you don't use them. Whenever possible, we deliver our tools in different formats so that you can use them in these many ways,

- Emails
- Websites
- Demos
- Webinars
- Direct Mail
- Telemarketing
- Sales Calls
- Sales Visits & Follow-up
- Signature Lines & Links
- Partnerships
- Distributors
- Video Sites
- Social Media
- Handouts
- PR & Media
- PPC and SEO
- Foreign Markets
- Training

Call us today to get started along a better path.

Your AngelCore Team  
503-799-4412



# Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

## Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

## Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



## Benefits of Developing Multiple Sales Tools at One Time

### Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

### Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

### Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



## Benefits of Having an Integrated Sales Process

### Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

### Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

### Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

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# Tradeshow & Seminars Sales Tools Package

The AngelCore Tradeshow Sales Kit includes several tools to boost tradeshow effectiveness. These are proven and cost-effective marketing programs that maximize your ROI. Of course, all these tools can be used in all the stages of your sales cycle. Services may be swapped, but there is cost savings when multiple tools are produced at once. Contact your Sales Specialist for a quote on a custom set of sales tools for your company.

## The Base Tradeshow Sales Tool Package consists of the following:

	List Price:	Bundle Price:
<input checked="" type="checkbox"/> <b>One Impact Movie</b> - An Impact Movie can be used 20 ways and in all the stages in your sales process. Reach decision makers and turn all your employees into salespeople.	Call _____	Call _____
<input checked="" type="checkbox"/> <b>One Landing Page</b> - A Landing Page can display important details about your services and upcoming events. Visitors can register for webinars, demos or 1-on-1 meetings; download sales materials, watch videos and broadcast your achievements and successes.	_____	_____
<input checked="" type="checkbox"/> <b>Case Studies</b> - Nothing is more convincing to people than actual testimonials from Customers. We will research, write and publish two case studies. You may also choose to produce Impact Movie (video) Case Studies for an added charge.	_____	_____
<input checked="" type="checkbox"/> <b>Magazine Articles</b> - We can write articles about you and then get them published in the magazines of your choice. 100% guaranteed... You get published or you pay nothing.	_____	_____
<input checked="" type="checkbox"/> <b>Press Release</b> - We will write a press release announcing - well, whatever! We can help you uncover media opportunities to get the word out about you or promote your event. It's also another sales tool to boost your image and connect with your audience.	_____	_____
<input checked="" type="checkbox"/> <b>Custom Books</b> - Exhibitor Magazine named Custom Books, "the perfect in-booth giveaway". You can watch an Impact Movie on the Custom Book's website at: <a href="http://www.CustomBooks.com">www.CustomBooks.com</a> .	_____	_____

## Additional services to boost the results of your Tradeshow investments:

<input type="checkbox"/> <b>Booth Graphics</b> - We can write and design eye-popping signage and graphics that will grab attention and help you stand-out from the crowd.	_____	_____
<input type="checkbox"/> <b>Sales Materials</b> - We can write and publish sales literature that will move prospects through your sales process. We can produce brochures, datasheets, monthly newsletters, whitepapers, and other documents to boost your image and set you apart.	_____	_____
<input type="checkbox"/> <b>PowerPoints</b> - PowerPoints can be used at every stage in your process. We can create just the slides or write the entire script using our award-winning messaging techniques.	_____	_____
<input type="checkbox"/> <b>Other:</b> _____	_____	_____
_____		
_____		
_____		
	<b>List price:</b>	\$ _____
	<b>Discounts:</b>	\$ _____
	<b>Net cost:</b>	\$ _____

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: AngelCore Tradeshow Package      Name: \_\_\_\_\_

Cost: \_\_\_\_\_ (Enter from quote)      Title: \_\_\_\_\_

Phone: \_\_\_\_\_      Email: \_\_\_\_\_

Date: \_\_\_\_\_      Signature: \_\_\_\_\_

**Thank You**

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Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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# Impact Movies<sup>®</sup>

## Details & Order Form

Impact Movies are the most watched and forwarded sales videos in the world. They are used to deliver a consistent and persuasive message to a specific audience. They are carefully-scripted messages based on our award-winning messaging model. They are designed to educate and connect with your audience and encourage the viewer to take the next step in your sales process. You can watch an Impact Movie about our Impact Movies at: [www.AngelCore.com](http://www.AngelCore.com).

### Types (and styles) of Impact Movies

There are different styles of Impact Movies. The styles apply to your specific message and goals. Obviously, the cost of your movie will vary depending on the style, the length and other factors. Speak with your Sales Specialist to determine what kind of message will best achieve your goals. We will then provide you with a quote for your project. Here are the different styles that we offer:

- Photo Based Uses pictures, images and on-screen text. Good for displaying a physical product or people.
- Silhouette or Icon Based Uses simplistic vector-based illustrations (icons or silhouettes without detailed movements or displayed emotions). Good for helping simplify a more sophisticated value proposition or process.
- Illustrated / Info Graphics Primarily uses vector-based illustrations with charts or graphs. Good for explaining technical details.
- Whiteboard Style Consists of black or colored lines being drawn on a white background while the narration walks you through the value proposition or process. Good for explaining a process.
- Cartoon Oriented Uses more detailed vector-based illustrations such as cartoon characters or backgrounds (with detailed movements, facial expressions, and/or displayed emotions). Good for adding humor and building a friendly connection.
- Motion Graphics Utilizes sophisticated movements and motion. Good for grabbing attention and displaying a product or service that requires showing motion or speed in their value proposition.
- 3D Animation Uses 3D animations (rotating objects to show multiple sides or the interior of objects). Good for explaining complex information and differentiators.
- Guided Tours These are longer messages which have chapters so viewers can choose the topics they want to watch. There used for demos, tutorials, demos, orientation and training.

### An AngelCore Impact Movie includes the following:

- A rich multimedia movie that includes a carefully crafted message, meaningful visuals and professional narration.
- Each Impact Movie is produced in different formats to allow you to use it 20 different ways.
- All source files that went into producing the different versions of your movie.
- No charges for minor changes to your movie for six months.
- One free Landing Page that is customized to your sales activities and process.

### Our Guarantee

AngelCore's fixed pricing is all inclusive. All aspects of production are completed to your 100% satisfaction.

### Timelines and Deliverables

Producing an Impact Movie requires many steps: each having to be completed on time. The most likely factors that delay a project are: last minute changes to the script, late-addition new features, significant redesigns and slow feedback from our Client.

### Script Revisions after Final Recording

We can make any changes to your movie during production. However, once the final audio has been professionally recorded and processed, we reserve the right to charge an additional \$85 per sentence for changes.

### Deposit and Payments

We require one half of the cost at the beginning of the project and the other half at the beginning of the 2nd month. The deposit is due prior to the initial interview. If this will be a problem, then please let us know. By signing below, the Client agrees to these terms and conditions.

Organization: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Description: One Impact Movie as described above Name: \_\_\_\_\_  
Cost: \_\_\_\_\_ (Enter from quote provided) Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Date: \_\_\_\_\_ Signature: \_\_\_\_\_  
Other Instructions: \_\_\_\_\_

Thank You  
Your AngelCore Team  
503-799-4412



# Landing Pages Details & Order Form

A Landing Page can be thought of as a one-page mini website. Its purpose is to capture leads from sales campaigns. These campaigns direct customers to a specific webpage to get information. They include activities like emails, SEO, pay-per-click and direct mail. A good Landing Page will motivate your guests to take the next step in your sales process. You can do this by offering something of value like free trials, webinars, case studies or whitepapers. By creating custom Landing Pages, you'll convert more of your Landing Page visitors into qualified leads.

## Maximize the ROI of All Sales Activities

In this economy, you need to make every dollar count. Every person who visits your Landing Page and doesn't act, is a wasted opportunity. What's more, you should use every chance to connect with your audience.

- Showcase important information like technical data, articles and Customer case studies.
- Promote upcoming events, webinars and tradeshow.
- Announce recent offers and incentives.

## Maximize your Conversion Rates

The bottom-line in determining the success of a Landing Page is the conversion rate. Even the smallest change in conversation rates can make a big difference in your success. That's why it's important that your Landing Pages are as good as they can be.

- We present a compelling offer that speaks to the needs of your Customers and build excitement about it.
- Your videos can play automatically inside your Landing Pages, like Impact Movies & Customer Success Stories.

## Designs and Text that Connect with Customers

Our experienced team will create an overall design that contains headlines that are eye-catching.

- Our writers will compose text that gets people to take action. We make sure your Next Step is not too pushy, but is strong enough to achieve the desired results.
- Designs that position you as a leader in your industry.
- Reach the decision makers and other contacts inside your prospect organizations.

## Superior (Customer Centric) Messaging

The optimal Landing Page involves a combination of tasks. It includes a useful offer, a persuasive next step and messaging that is "Customer-centric." Here are some examples of Company-centric versus Customer-centric questions:

### Company-centric

- "What is being offered?"
- "What are the benefits?"
- "What is the urgency?"

### Customer-centric

- "What's in it for me?"
- "Why can't I live w/out this?"
- "Why do I need this now?"

## Pricing - Base Package & Options

The cost for a base AngelCore Landing Page is \$1000. It includes all the services listed above with the following exceptions. These services must be quoted separately. Contact your Sales Strategist for details and availability.

- System Integration - Send your captured leads directly to your sales database or CRM system and integrate your Landing Pages directly into your sales process.
- Online Surveys - Add surveys and questionnaires to gather data and encourage visitor engagement.
- Online Chat - Add online chat directly into your Landing Pages to better connect with your visitors.
- Analytics - Add analytics to better measure the success of your Landing Pages with programs such as: Google Analytics and KISSmetrics Analytics.
- A/B Testing - We experiment with alternate designs and messages to increase your conversion rates.
- Variations - Create variations of your Landing Pages or add new ones for additional sales campaigns.

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: AngelCore Landing Page Program as described above.

Base Cost: \$1000 Name: \_\_\_\_\_

Additional Cost: \_\_\_\_\_ (Enter from Quote) Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please complete and fax this form to: 503-217-6036.

Your AngelCore Team  
503-799-4412



# Case Studies & Success Stories

## Program Details

According to studies on consumer behavior, one of the most effective sales tools available to businesses are case studies and success stories. But, collecting and compiling this data is a lot of work...from securing positive comments, to developing compelling studies. That's where we come in. We do all the work. Our writers are expert interviewers, researchers, and writers. To view sample case studies, see our own Client Results Booklet.

### Case Studies are Effective Because they...

#### Drive Consumer Behavior

- Proof your solutions work is the most effective way to move Customers through your sales process.
- Customer testimonials ease sales resistance and eliminate skepticism building instant credibility.

#### Can be Used Many Ways

- You can publish your case studies in all your other sales materials.
- You can use pieces of your case studies throughout your sales process. For example, include Customer quotes from within the case studies in all your sales tools and presentations.

### Reasons to Partner with AngelCore for Case Studies:

- We've successfully completed 1000's of projects. As a result, we've developed an efficient process that reduces costs and saves you time and money.
- We're experienced at writing case studies that engage and motivate readers to take the next step in your sales process.
- We help your Customers articulate their positive experiences. By asking them insightful questions, we elicit forthright, honest, and believable testimonials that prove that your solutions work.
- People relate better to data when evaluating results, therefore we focus on presenting quantitative and measureable data. We are particularly adept at converting subjective responses to hard numbers that your Customers can understand.
- We can publish your case studies in whatever format you need: hard copy, digital or even produce Impact Movies that feature the successes you Customers have had with your solutions.
- These "Success Story" movies are usually used as a follow-up to the initial Impact Movie.
- We'll assist you in using your case studies in as many ways as possible to accomplish your objectives and maximize the return on your marketing dollars.

#### Superior Results

We've assisted over 4000 companies with their marketing and sales. Many of these are among the fastest growing companies in the world. We've received over 300 awards for internet advertising, marketing and ROI. With so much riding on every dollar, your best option is to partner with a company with a proven track record of success.

#### Targeted & Effective Messaging

We use the same proven messaging model for all our services. We maintain a knowledge base of successful messages, designs and other techniques. These have been collected from 10 years of testing and evaluating diverse messages across many industries and services.

#### Reduce Marketing Costs

We'll show you how to use your sales resources to optimize your sales process. In most cases, these changes will generate more leads, shorten your sales cycle, and increase sales. Best of all, many Customers actually reduce their overall sales costs by using their resources more effectively.

#### Maximum ROI

For many of our Clients, our services pay for themselves almost immediately. All our services are produced in a way that allows them to be used multiple ways (usually 10 or more). We will help ensure that all your sales activities work together so you can get the greatest benefit from your marketing dollars.

#### Customer-Focused Development Process

We've completed 1000's of projects. As a result, we have fine-tuned our development process to save you time and money.

- We limit your involvement to a bare minimum.
- We know what we need to do... there's no guess-work.
- We drive the project so it gets done, so that you can start using it as soon as possible.

#### Low Cost Business Model

We try hard to keep our costs down in order to provide our Customers with the lowest prices possible for our services. Our low cost structure includes a lean business philosophy, economies-of-scale, and an efficient development process.

Thank You  
Your AngelCore Team  
503-799-4412





# Case Studies & Success Stories Order Form

Need Customer testimonials, case studies and success stories but don't have the time to make this a priority? We can help. We produce these critical marketing communication tools that make great second or third stage messages in your sales process. They feature the successes that your Customers have had and provide a useful way to show the benefits of your solutions to current and future Customers. Our writers have 16 years of experience in writing corporate content for thousands of companies.

## Case Studies and Success Stories Program Consists of the Following:

- Initial interview to identify intent, content format, details and goals.
- Identify target audience to interview as needed.
- Contact and interview potential success story Clients.
- Convert Client successes into objective, quantifiable data.
- Create first draft.
- Modify case study, get approvals and perform additional research as needed.
- Edit, rewrite, as necessary, and publish a 1 page case study.
- 100% satisfaction guarantee (see below).

## Cost for Case Studies:

Quantity	Price
First Case Study	\$2,800
Additional CS's	Call
Longer (2-3 pages)	Varies

## Final Delivery Formats (4 options):

You can choose the format of your completed case studies based on how you plan to use them. Here are the available options:

Delivery Formats	Description	Price
Text Only	Plain text in a MS Word file for you to use as desired.	Included
Graphic Design	Graphic designed to your preferences. Appropriate for handouts.	Call for quote
Digital Ready	HTML format for use on the internet. Designed to your preferences.	Call for quote
Case Study Movie	Impact Movies that feature your best case studies.	Call for quote

## Your Involvement & Communication

Our process limits your involvement to the bare minimum and delivers the best product possible for you. To keep your project on schedule (and as a courtesy to our staff), we ask that you reply to requests within 24 hours.

## Deposit, Payments and Milestones

The first payment of \$1500 is due at the time we get started on the project. The balance is due upon completion of all the case studies. For subsequent projects, the same proportions and milestones apply.

## Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

## Payment Terms and Delays

In exchange for our hard work and commitment to the success of your goals, we ask that payment is made as soon as an invoice is received. If this will be a problem, then please let us know.

You may terminate this agreement at any time, however, you must pay for all work completed on your project. Thank you for your understanding. We are committed to the success of your objectives and marketing efforts.

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: One Case Study

Case Study: \$ 2,800 Name: \_\_\_\_\_

+ Options \$ \_\_\_\_\_ List: \_\_\_\_\_ Title: \_\_\_\_\_

+ Options \$ \_\_\_\_\_ List: \_\_\_\_\_ Phone: \_\_\_\_\_

**Net Investment: \$ 2,800** Other: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Other Instructions: \_\_\_\_\_

Please complete this form and fax it to 503-217-6036.

Thank You  
Your AngelCore Team  
503-799-4412



# Magazine Articles Program Details

An article about your company can enhance your image and generate more sales leads. Articles can be an effective way to increase visibility, credibility and name recognition. Through our Article Writing and Placement Service we will help you identify newsworthy story ideas and persuade editors to publish your story. We assign talented writers to research, draft, and perfect your story. We maintain mutually beneficial relationships with editors, which leads the way to placing any number of articles you wish to publish.

## Ways to Maximize Your ROI from our Article Writing and Placement Service

If you are planning on placing an advertisement in a magazine, then consider this. For the same cost of your advertisement, you can have an article appear in a respected trade publication – an article that carries more weight. In addition, it minimizes your involvement. We'll show you the many ways that you can use your article in order to get the most from your investment. For example:

- Create hard copy reprints that you can distribute at tradeshow and include in your sales package.
- Feature them on your website, include them in emails, and play them at your sales presentations and webinars.
- Provide them to your salespeople, distributors and affiliates to help them sell your services.
- Articles are a great way to improve your SEO page rank. Regularly published articles and blogs keep the content of your website fresh. This will increase your authority and hence your search rankings.

## Why Partner with AngelCore for Your Article Writing and Placement Needs

- We've written 1000's of articles that have been published in over 600 publications.
- We'll help you select story ideas that will generate maximum attention and interest.
- We establish and maintain long-term relationships with editors.
- We use the talent of experienced journalists who understand marketing and media relations.
- All articles conform to the editorial guidelines required by the target publications.
- We'll assist you with using your published articles in as many ways as possible, such as tradeshow giveaways, in email links, on your website, in sales materials, in targeted PR campaigns, or as an incentive to watch an Impact Movie.
- We guarantee that we'll get your article placed or you pay nothing.  
We have a 100-percent success rate in getting Clients published in the media they target.

### Superior Results

We've assisted over 4000 companies with their marketing and sales. Many of these are among the fastest growing companies in the world. We've received over 300 awards for internet advertising, marketing and ROI. With so much riding on every dollar, your best option is to partner with a company with a proven track record of success.

### Targeted & Effective Messaging

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We've completed 1000's of projects. As a result, we have fine-tuned our development process to save you time and money.

- We limit your involvement to a bare minimum.
- We know what we need to do... there's no guess-work.
- We drive the project so it gets done, so that you can start using it as soon as possible.

### Low Cost Business Model

We try hard to keep our costs down in order to provide our Customers with the lowest prices possible for our services. Our low cost structure includes a lean business philosophy, economies-of-scale, and an efficient development process.

Thank You  
Your AngelCore Team  
503-799-4412



# Magazine Articles Order Form

With our article placement service, we arrange to have articles featuring your company to appear in selected publications within your industry. We do all the work from finding the editorial opportunities, to writing the articles, to working with the publishers to ensure it's printed. This program is managed by our partner company, Trade Press Services, who will handle the writing, placement and invoicing.

## Article Writing and Placement Service consists of the following:

- A project management process that delivers the best outcome possible and limits your involvement to the bare minimum.
- A custom developed media list of publications that reach your prospects and Customers.
- Identification of compelling story ideas to communicate to your target markets.
- Contact with editors on your approved list to get commitments for articles written and submitted on your behalf.
- A writing process that includes preset interviews, outlines, research, rough drafts and edits.
- Submission of approved articles to your target publications.
- Status reports that include updates to work, feedback from editors and/or changes to target publication dates.
- Notification when your article appears in the target publications.
- 100% guarantee that your article will be placed or your entire investment will be refunded.

## Services and Prices

Services	Description	Prices
First Feature Article	Writing & Publication	\$4,000
Second Feature Article	Writing & Publication	\$3,800
Additional Articles	Writing & Publication	\$3,500
Article Placement Only	No Writing	\$2,600
Feature Article Writing Only	No Placement	\$2,600

### Our 100% Guarantee

All aspects of production are completed to your satisfaction. In addition, if we cannot place your article in your approved publication list, then we will refund 100% of your investment.

### Your Involvement & Communication

Our process limits your involvement to the bare minimum and delivers the best product possible for you. To keep your project on schedule (and as a courtesy to our staff), we ask that you reply to requests within 24 hours.

### Reprints for Handouts

Reprints of your articles can be made as a marketing tool to support your sales efforts. You may order reprints from the publications, or we can provide these to you for an additional fee.

### Deposit, Payments and Milestones

The first payment of \$1,200 is due when your media list is developed. The second payment of \$1,200 is due when we generate the first placement commitment, and the balance of \$1,100 is due when we submit the completed article to the editor. For subsequent projects, the same proportions and milestones apply.

### Payment Terms and Delays

In exchange for our hard work and commitment to your success, we ask that payment is made as soon as an invoice is received. If this will be a problem, then please let us know.

You may terminate this agreement at any time, however, you must pay for all work completed on your project. All fees are due when we generate a placement even if you decide not to pursue the article placement that we created for you. Thank you for your understanding.

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: Article Placement Services as described above.

First Article: \$ 4,000

+ 2<sup>nd</sup> Article: \$ \_\_\_\_\_ (\$3800)

+ Options: \$ \_\_\_\_\_ List: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Net Investment: \$ 4,000** Other: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Other Instructions: \_\_\_\_\_

Please complete this form and fax it to 503-217-6036.

Your AngelCore Team  
503-799-4412



# Press Release Details & Order Form

A Press Release is a simple yet effective marketing tool when executed properly. Our experienced writers will produce a press release that spotlights your achievements, advancements, milestones and other noteworthy news.

## A Press Release can be used Many Ways

- Share it with employees, Customers, partners and other important stakeholders.
- Post it on your website to show the world that you are succeeding and moving forward as a company.
- Use it as another sales tool to consistently connect, educate and get useful information in front of your Customers.
- It can improve your SEO page rankings and click-through rates.
- Try to get it published in traditional media outlets (see below) and in on-line resources.

## Press Release Development Process

We will provide a short questionnaire for you to complete. This will help you frame the content surrounding the news that you'd like to share. This will be followed by a telephone conversation to discuss the goals, ask questions and get clarification about the facts. Once completed, we will develop a one page press release (typically 400-500 words). This will be shared with you to get your comments and feedback. We will then rewrite and edit the press release as needed until we all feel that it best represents what is newsworthy and needs to be communicated. This process typically takes 1-2 weeks.

### Optional: Press Release Wire Distribution Price

- |   |         |
|---|---------|
| <input type="checkbox"/> National Press Release Wire Distribution (400 words):  | \$ 1500 |
| • Each Additional 100 words:  | \$ 200  |
| <input type="checkbox"/> Regional or New York City PR Distribution (400 words): | \$ 1100 |
| • Each Additional 100 words:  | \$ 150  |
| <input type="checkbox"/> Single Market or Metro Area (400 words):               | \$ 800  |
| • Each Additional 100 words:  | \$ 100  |
| <input type="checkbox"/> Add Multimedia Asset (photo, video, etc.):             | \$ 600  |
| • Each Additional Asset:  | \$ 250  |

### Optional: Media Relations Direct Contact \$ 2000

- This includes direct distribution of the press release to up to 10 key media outlets, such as local and national newspapers, magazines, trade publications and local television.
- Services include phone and email follow-ups to ensure the media contact received your press release.
- Placement of your press release is not guaranteed. Whether it's picked up and placed is at the discretion of the various editors and publishers around the country.
- Nevertheless, your press release will be out on the Internet, which will enhance your SEO rankings and overall click-back rates.

## Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

## Payment Terms

In exchange for our hard work and commitment to the success of your sales goals, we ask that payment is made as soon as the invoice is received. If this is an issue, then please let us know.

Organization: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Description: Press Release Development: \$ 800      Name: \_\_\_\_\_  
Cost: \$ 800 (Add cost for options)      Title: \_\_\_\_\_  
Phone: \_\_\_\_\_      Email: \_\_\_\_\_  
Date: \_\_\_\_\_      Signature: \_\_\_\_\_  
Other Instructions: \_\_\_\_\_

Please complete this form and fax it to 503-217-6036.

Your AngelCore Team  
503-799-4412