



# Info Sheets

## Impact Movies®

AngelCore	Sales Process Overview
Impact Movies	Details & Order Form
Impact Movies	Options & Add-ons
Efficiency Discount	Guidelines & Terms

## Other Services

	<a href="#">Page 1</a>	<a href="#">Page 2</a>
Messaging Development	Order form	
Landing Pages	Order form	
PowerPoint's	Order form	
Newsletters	Details	Order from
Magazine Articles	Details	Order form
Whitepapers	Details	Order form
Case Studies	Details	Order form
Press Releases	Order form	
logging & Social Media	Contact us	
Brochures, Logos	Contact us	
Sales Consulting	Contact us	

## Bundle Sales Tools Packages

Lead Generation  
Tradeshows, Seminars, and Presentations  
Webinars, Demos, and Sales Calls  
Affiliate Channel Development and Support  
Impact Movies, Messaging & Branding

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

© 2017, AngelCore, LLC.  
AngelVision and Impact Movies are  
registered trademarks of M. Jingoian.



# Our Sales Process Delivers Efficiency and Results

## Leadership and Experience

We are one of the world's leading providers of sales videos and marketing tools. We provide services that help our Clients educate and connect with their audience. We can rebuild your entire sales process or provide specific marketing tools for the different stages within it.

At the core of our process are Impact Movies. They are the most watched and forwarded sales videos in the world... As a Customer, we'll help you to:

- Use strategies to fill your sales pipeline.
- Integrate your sales tools better.
- Create special incentives to motivate Customers
- Find markets that you were not able to reach before.
- Use your time smarter by letting your tools do the work.
- Focusing on the weakest parts of your process so you're not wasting time where it's not needed.

## Services that Educate and Connect

Impact Movies (Different Types)	Messaging Development	PowerPoint's & Scriptwriting
Landing Pages		Newsletters
Websites		Whitepapers
Case Studies Testimonials		Brochures Datasheets
Magazine Article Placement	Social Media and Blogging	Press Releases and Distribution
CMS and Software Dev.	Custom Books and Journals	Sales Process Consulting

## 1000 Success Stories... We want You to be Next



In fact, we're proud to say that we've now collected testimonials and case studies from over 1000 Clients. Over 1,000 times someone took the time to tell us how we positively affected their companies. We would love the chance to produce these same kinds of results for you.

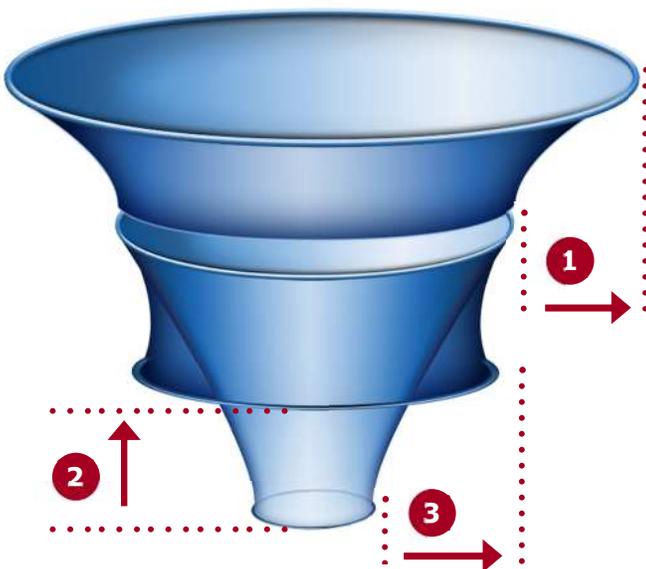
## Get the Facts at our Webinar



Learn all the details at our webinar, "Coffee with AngelCore". It's fast-paced, fun and packed with essential information that every business person needs to know in this new sales environment.

- Sales and marketing has changed... Have you?
- Learn the secrets of our Customers' Success
- Take advantage of special opportunities while they still exist.

## Your New Sales Funnel



## Why are Our Customers So Successful?

We can create a more efficient sales process for your company. We can show you how to boost sales while at the same time reducing your overall marketing costs.

- 1 Increase the Number of Sales Leads by:**
  - Getting more people to hear your strongest arguments.
  - Having them understand how your solutions will solve their problems.
- 2 Shorten your Sales Cycle by:**
  - Increasing contacts in existing Customer organizations.
  - Selling more of your other services to current Clients.
  - Reaching Decision Makers easier and faster.
- 3 Widen your Sales Funnel by:**
  - Having more Customers move through your process.
  - Using the right sales tool at the right time to motivate Customers to want to learn more.

Thank You  
Your AngelCore Sales Partner  
503-799-4412



# 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



# Impact Movie<sup>®</sup> Options & Add-ons

A basic Impact Movie or Guided Tour is very robust. They include many features and capabilities that have been added over the last 15 years. However, we offer these options to help you maximize your Return on Investment (ROI).

Though we refer to "Impact Movies" throughout this document, all these options also apply to Guided Tours. Unless otherwise shown, prices for these services are the same for both Impact Movies and Guided Tours.

Add-ons and Options Worksheet	Price
Company-wide Messaging Development (beyond Impact Movie)	\$4500 _____
Sales Process Consulting	Varies _____
Landing Pages	\$1000 <u>No cost</u>
Fully Illustrated Versions	Varies _____
Embedded Video	For up to 15 seconds: \$250 <u>No cost</u>
Longer Messages (beyond standard length)	Varies based on style _____
Hosting your Videos	\$100 / year _____
Distributor Versions	Varies _____
Alternative Versions, Messages or Next Steps (call-to-action)	Varies _____
Foreign Translations	IM: Usually about \$3500, GT Varies _____
Additional Narrators	Varies _____
Specialty Music & Sound Effects	Varies _____
Sub-Titles	Varies _____
CRM Integration (for your Landing Page leads)	Varies _____
Rush Charges*	For each week under 2.5 months: \$550 _____

#### Rush Charges

\*Our standard length of time to produce an Impact Movie is three months from the date of your Initial Interview. However, if you require that your movie is completed in less than three months, then note the following:

1. We cannot commit to a shorter deadline unless we are confident that we can produce it within the required timeframe. We must first obtain approval from our production department before we commit to a required delivery date.
1. The rush charge for each week under three months is \$550 per week. Rush projects require a 50% deposit with the remaining balance due 30 days following the Initial Interview.
2. We cannot be held responsible for missed deadlines since most delays are caused by our clients (see "Timetables & Deliverables" on the previous page). However, if the delay was caused by AngelCore, then you will not be charged rush charges for the period of the delay.

Please sign and fax with your order form to 503-217-6036.

Thank You  
Your AngelCore Team  
503-799-4412



# Efficiency Discount Conditions for Qualification

## EFFICIENCY DISCOUNT OPPORTUNITY

We try hard to keep our services affordable. We utilize many techniques and processes to keep our costs low so that you can enjoy the benefits of our sales tools as quickly as possible. Along with our normal cost-cutting practices, we can currently offer an additional opportunity to reduce our prices. We call this our Efficiency or 'Good Client' Discount. The value of this discount is \$3000. There are specific requirements to qualify for this price reduction. These conditions are described below.

## CONDITIONS TO QUALIFY

There are five requirements that must be followed in order to receive this discount.

### 1. Order Before your Deadline

To receive this discount, we must have your order received by a specific date. We must have this deadline for production and scheduling purposes.

- Your deadline to receive this discount was provided to you in your original proposal that you received after attending our webinar.

### 2. Preliminary Activities

There are certain activities that must be completed before the start of your project.

- All of the members of your team need to watch our Getting Started Guided Tour.
- It explains how we work together to create the most effective message we can.
- We require the names and contact details for the other members of your team.
- Your deposit must be received before your first production meeting or initial interview.

### 3. Sequence of the Development of your Tools

The production of these projects must follow a specific order.

- This is to ensure that your sales tools are produced in the most efficient and effective way.
- This order of projects will be determined by AngelCore with input from you.

### 4. Be a 'Good Client'

You are certainly a brilliant and unfettered rebel for becoming a Client of ours, but you also need to be a 'Good Client'. What's involved in being a 'Good Client'? Simply, you need to play nicely with our production team and adhere to the guidelines specified in our production process.

- All decision makers must attend the initial interview and the final script review.
- We must receive your feedback within the timeframe that has been agreed-upon.
- You must be honest and upfront with feedback. Do not hold back criticism as changes made after approvals can delay your projects and add additional production costs.

### 5. Adhere to the following Payment Schedule

Lastly, you must agree to the following payment schedule:

- A deposit of 50% is due at the start of your project.
- The remaining balance of 50% is due at the beginning of the second month.

## ACCEPTANCE

To receive this discount, sign your name below. In exchange for this substantial discount, you hereby agree to accept these terms and follow these guidelines and conditions.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

If you agree with these conditions then sign and include this page with your order form.

Your AngelCore Sales Partner  
503-799-4412



# Messaging Development Details & Order Form

Superior messaging is the cornerstone of any successful company. It's the most important investment that you can make in your business. The words you choose to use to describe your business determine the way people think about you. It's Customer-centric messaging, not Company-centric. It is told from your Customers own point of view... in ways that your Customers will understand.

## Messaging that Educates & Connects

It's more than knowing what to say. It's saying it in a way that gets the viewer to want to learn more about you. It's educating and connecting with your Customers better than ever.

Most companies rely on just one messaging methodology. However, we use whatever techniques are available to build your strongest message, including Storytelling, Spin Selling and Neuromarketing. It's award-winning messaging that:

- Differentiates your solutions and helps you stand-out.
- Explains why your solutions are the best in your industry.
- Addresses your competitors (subtly or not so subtly).
- Disproves common misconceptions.
- Positions you as the leader in your industry.

## Deliverables – What you Actually Get

We will help create the best overall message and brand for your business. Most often, it includes insights that you couldn't see before because you were too close to your message. Here are the items that we generally deliver in our base package:

- Elevator Pitch. A 30-second "elevator pitch" that you can use to train all your employees and numerous other ways.
- Unique Value Proposition. What are the most important and differentiating benefits that you deliver? What sets you apart?
- No-brainer Argument. This a single sentence that distills your entire value proposition into one simple, "no-brainer" argument.
- Variations on your Message. How does your message change for each unique market and service that you offer?
- Length-specific Descriptions. We can provide descriptions of both your company and services in lengths of 25, 50, 100 and 250 words. They are quick and handy descriptions that can be popped right into online directories, magazine articles, press releases, SEO and PPC listings, Facebook, Twitter, LinkedIn, blogs... wherever you have the chance to tell your story!

## Where to Use your New Messaging?

You can stretch your ROI even further by telling your story in as many places as possible. Here are some places where you can share your new messaging:

- Sales Materials such as websites, brochures, success stories, articles and newsletters.
- Presentations like tradeshows, webinars, demos, videos and sales visits.
- Conversations with Customers, partners and the media.
- Training for salespeople, other employees, distributors and partners.
- Social Media for your company and all employees... tell your story to all your stakeholders.

## Other Deliverables (if needed)

There are other messaging services that we can provide. These depend on your specific market, services and process.

- Competitive Analysis. We'll analyze the websites of your major competitors and share valuable facts that you need to know.
- Customer Profiles. We'll identify your ideal Customers and identify what points are most important to them.
- Market Research. We'll find industry data you can use to bolster the argument and value of your services.

### Pricing - Base Package & Other Deliverables

Our basic messaging services include the items listed above in "Deliverables." The cost for this service is \$4500. We also provide additional messaging services that are listed above. We're happy to develop a custom plan and proposal to meet your specific needs.

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

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

Description: AngelCore Messaging Development Program as described above.

Base Cost: \$4500 Name: \_\_\_\_\_

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

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

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

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

Thank You  
Your AngelCore Team  
503-799-4412





# PowerPoint Slides Messaging and Scriptwriting

We can create PowerPoint presentations that excite, educate and motivate your Customers. These are not much different from our own "Coffee with AngelCore" webinar. We can develop just the slides or create the entire script.

## The PowerPoint Marketing Program consists of the following:

- A 35 slide PowerPoint Presentation that includes:
  - A combination of core slides and interchangeable slides to create alternate versions of your presentation.
  - Interviews and research to collect the information necessary to build a message to achieve our objectives.
  - Designs based on your existing branding or the creation of all new design if desired.
  - Designs that display details and processes visually so that information will be absorbed easier by the viewer.
  - Transitions between slides and animations within slides that can be run automatically or controlled by the presenter.
  - Inclusion of call-to-action options to encourage your Customers to take the next step in you sales process.
- The AngelCore project management process that limits your involvement to the bare minimum needed to complete your project – on time and on budget.
- A complete word-for-word script based on the AngelCore messaging model which utilizes the principles of Neuromarketing and Solution Selling. (Scriptwriting is an optional service and may not be required).
- A list of leading questions that you can use at the start of your presentation as a survey to connect with you audience.
- A list of summary questions that you can use at the end of your presentation to jump-start a Q&A session.
- The source files that went into producing the different versions of your presentation with the exception of any licensed elements such as licensed photography.

### Timelines and Deliverables

Developing a PowerPoint slide deck is a complicated and time consuming process. We work immediately on your project when the ball is in our court. Nevertheless, the most likely factors that could delay a project are: last minute changes, late-addition new features, significant redesigns and slow feedback from our Client. A typical timeline for completion is about 6-10 weeks.

### Technology and Limitations

We work hard to ensure that all problems and compatibility issues are minimized. PowerPoint presentations are widely used in business today. There are few issues we expect to encounter.

### Stock Photography: Costs

\*We will purchase the first \$400 worth of royalty free photography. After this amount, we ask that the Client purchase the rights to additional imagery. (Please note that this is rarely an issue).

### Stock Photography: Industry-Specific Imagery

We do our best to provide suitable photography from our image library and we purchase photos from online sources. However, it is up to the Client to provide Industry or Product Specific photos that cannot be found through standard online vendors. (We may be able to conduct a photo shoot of your product, if it can be shipped to us).

### Deposit and Succeeding Payments

We require a deposit of \$4,500 to begin the project with the remaining \$3000 balance due at the beginning of month 2. The deposit is due prior to the Initial Interview. With approval, the Initial Interview may be conducted before funds arrive.

### 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. Thank you for your understanding. We are committed to the success of your objectives and marketing efforts.

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

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

Description: One PowerPoint Slide Presentation as described above

35 Slide Deck: \$6,000

#### Options

+ Add'l. Slides: \$200 per slide

+ Scriptwriting: \$2,500

**Net Investment \$6,000** Other: \_\_\_\_\_

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

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

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

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

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

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

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

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

Thank You  
Your AngelCore Team  
503-799-4412



# Newsletter Program Program Details

With our Newsletter Program, we will produce professionally-designed newsletters for you on an on-going basis. Our objective is to create better informed Customers while minimizing the time and cost that is involved in creating newsletters. Our goal is to educate your Customers, then motivate them to take a desired next step in your sales process.

The AngelCore Newsletter Program consists of the following:

## First Newsletter: \$4300

Newsletters can be a valuable tool in your sales process. Businesses rely on them to attract leads and convert prospects to Customers. We will need to know your mailing frequency, but before we ask you to commit to an on-going subscription, we are happy to let you give it a try. We now provide the option of ordering just one as a way for you to measure its success for your company.

Your Initial Newsletter includes:

- First edition of newsletter (electronic version)
- Conception, strategy, selection of articles
- Research, interviews, copywriting and editing
- Design, layout and publishing of electronic version
- Database setup, programming and testing

## Hard Copy Versions (optional)

- There are two graphic design options for producing a hard copy version of your newsletter.
- The Hard Copy prep fee is charged per newsletter.

Design Type	Price
Basic Layout	\$250
Fully Designed	Varies

## Subscription Program (Does not apply to 1-off newsletters)

We will produce your Newsletter at your desired frequency. This can be monthly, bimonthly... whenever you need to connect with your Customers or generate new leads. We can help you determine the schedule that works best for you to maximize your sales effectiveness and ROI. Here are the common subscription choices and their costs.

Ongoing Management includes:

- Strategy, Planning and Scheduling for each subsequent edition
- Idea creation, article assembling and image preparation.
- Research, Copywriting, Interviews, Editing and Revisions
- Programming, Testing and Distribution
- Marketing and contact list assistance

## Desired Newsletter Frequency

- Select a desired subscription schedule.
- Send frequency can be adjusted at any time with 30-day notice.

Frequency	Monthly Fee
1-off only	n/a
Monthly	\$2,150 / mo.
Bi-monthly	\$1,550 / mo.
Quarterly	\$1,250 / mo.

Your First Newsletter consists of the following:

- The First Newsletter as described above.
- 2 feature articles (800 words or less).
- 3 supporting articles (500 words or less).
- Additional sections or newsletters can be added based on an approved quote.
- Buttons for opt in, opt out and forward to friends.
- Call-to-action with up to 3 "next steps", such as Impact Movies, whitepapers or quotes.

Ongoing Subscriptions include these additional services:

- Distribution to up to 200k contacts Larger lists will be accepted with prior approval but an additional fee may be required.
- Ongoing Marketing Assistance We're committed to your success. We have years of experience which we want to share with you. Here are the areas where we can provide the greatest assistance:
  - Expanding your prospect and Customer database.
  - Uncover hidden opportunities to use your newsletter.
  - We'll show you how to use your newsletter 20 ways in your sales process.
- Actionable Customer Sales Data Real-time tracking through online software, send history reports, and Customer response evaluation. (Optional to use your send platform or ours.)

Thank You  
Your AngelCore Team  
503-799-4412



# Newsletter Program Order Form

The purpose of the AngelCore Newsletter Program is to produce quality newsletters for our Clients on a regular basis. Our objective is to help you connect with your Customers by providing them with educational and interesting articles to help them become more successful. In some cases, we may utilize the services of a strategic partner to provide the best solution possible. Your account manager will explain this to you. The newsletters will follow the successful AngelCore approach for messaging. You will also enjoy a streamlined and efficient process designed to limit your time.

## First Edition – Projected Delivery Date

The first company newsletter will be delivered within 45 business days of the date of the startup meeting. We will meet this deadline so long as we receive all requested information from the Client in a timely manner.

## Client Involvement

Though producing newsletters of this quality can be very time consuming, your involvement will be limited to about one to two hours per newsletter.

## Approvals

Approvals will be required to approve any marketing communications in writing before we can perform the send process. Client has 100% sign off and approval and will be exclusively responsible for all final content prior to your newsletters being distributed.

## Duration of Agreement

Either party reserves the right to cancel this agreement with a 60 day notice. Upon conclusion of this partnership, both parties agree to return to the other party any information or materials that belong to the other party.

## Confidentiality

All information provided by the Client will be held in the strictest confidence. Both parties agree not to disclose confidential or proprietary information about the other party to anyone not involved in the newsletter program.

## Contact Database

Client is always the sole owner of its contact list. All contact lists used for distribution will be returned to the Client at the end of the marketing program. Client can send to purchased business lists, however, we reserve the right to turn down certain lists based upon their origin. (We will not accept or mail to purchased consumer lists).

## Servicing and Payments

All fees will be invoiced on a net-30-day basis. Client agrees to make their monthly payments regardless of Client delays or skipped newsletters, since developing newsletters is an ongoing project in which we reserve production space and are consistently assembling and preparing upcoming newsletters.

## 100% Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are no additional charges or hidden fees. All aspects of production are completed to 100 % satisfaction. By signing below, the Client agrees to these terms and conditions.

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

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

Description: Newsletter Marketing Program as described above

First Newsletter: \$ 4500

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

Frequency: Check one      Monthly Fee

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

One Time      none

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

Monthly      \$2,150

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

Bi-monthly      \$1,550

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

Quarterly      \$1,250

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

Option: Hard Copy Version: \_\_\_\_\_

- There are two graphic design options for producing a hard copy version of your newsletter.
- Basic layout = \$250, Full design = call AngelCore for a custom quote.

Option: 1-page Announcement: \_\_\_\_\_

- A one-page announcement for lead generation, new-product intros, tradeshow, seminars and other important information. Call us for a quote that includes copywriting, design, programming, distribution, and reporting.

Net Investment: \_\_\_\_\_

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

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



# 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



# Whitepaper Development Program Details

Whitepapers can be a valuable addition to your marketing program. Whitepapers distill complex information into an easy-to-follow narrative. Our goal is to provide useful information to your market and Customers, to enhance your exposure, and credibility. Whitepapers can help you generate more leads and help existing prospects through your sales process. For example, they can be used as an incentive to attend a webinar or downloaded from your website by filling out a form. Whatever you need to say, we can communicate it in a way that enhances your image and advocates your message and solutions.

## Sample Whitepaper Topics

- Spotlight an important issue that places your business in a more favorable light.
- Explain common problems that can occur without using your solutions.
- Overcome common misconceptions or showcase industry trends.
- Provide independent viewpoints on industry topics.
- Explain changes or advancements in your industry that enhance your value proposition.

## Key Benefits from Our Whitepaper Development Service

- We'll help you select topics that will generate maximum attention and interest.
- Our writers are exceptionally skilled at researching, interviewing, and writing about complex business topics.
- We offer experience in diverse industries, such as financial, high-tech, medical, consumer goods, manufacturing and service sectors.
- We are particularly focused on presenting the facts in a way that builds an argument for your service.
- We can publish your whitepaper in whatever format you need: hard copy or digital.
- We can show you how to use your whitepaper to generate more leads. For example, you can use it as an incentive to fill out a form or attend a webinar.
- We'll help you use your whitepaper in as many ways as possible to accomplish your objectives and maximize your ROI..

### 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



# Whitepaper Development Order Form

Whitepapers can be a valuable addition to your sales process. You can provide them as a free giveaway at tradeshows and on your website. You can use them as an incentive to watch your Impact Movie or attend a webinar. We will interview your staff, create an outline, and produce a professionally written whitepaper packed with useful information for your Customers and prospects.

## Whitepaper Development Service consists of the following:

- Publish one 5-7 page whitepaper that meets your objectives.
- Initial interview to identify intent, content, format, goals and other details.
- Identification of your internal and external subject matter experts.
- A detailed, but easy to follow production schedule.
- Prearranged interviews with contributors.
- A detailed outline and procedure for making changes and approving content.
- Research followed by a first draft of the whitepaper
- Revisions, edits and fine-tuning until it is approved.
- A Customer centric format designed to help you connect with and educate your prospects and Customers.
- A dedicated team of experts whose work saves you time, money and ensures the best use of your resources.
- Final content (including outline and notes) in a MS Word document for you to format and use as you see fit.
- 100% satisfaction guarantee (see below).

## Cost for Whitepapers

Quantity	Price
First Whitepaper	\$3,800
Additional WPs	\$3,000
Longer Whitepapers	Varies
Graphic Design	Varies

Note: 7 pages = approx. 2,000 words

## Your Involvement & Requirements

Our process has been refined to be efficient and effective. It limits your involvement while delivering the best possible outcome for you. However, there will be times when your feedback is needed. To keep your project on schedule (and as a courtesy to our staff), we ask that you reply to requests within 24 hours. If this will be a problem, then please let us know in advance.

### Longer Whitepapers

The standard AngelCore Whitepaper is 5-7 pages in length. They are written in a Customer centric format and designed to connect and educate your audience. For Whitepapers longer than 7 pages, an additional fee of \$300 will be charged per page.

### Format of Final Deliverables

Your final Whitepaper will be delivered to you in a Word document. This includes the outline, notes and any other data that was collected during the research gathering phase. If requested, we can typeset your completed Whitepaper to your branding and specifications. Call us for pricing.

## 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.

### Deposit, Payments and Milestones

The first payment of \$1900 is due at the time we get started on the project. The remaining balance of \$1900 is due upon approvals of the final draft of the Whitepaper. For subsequent projects, the same proportions and milestones apply.

### 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: Whitepaper Services as described above.

Whitepaper: \$ 3,800

+ Add'l Pages: \$ \_\_\_\_\_ (\$300 per page)

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

**Net Investment: \$ 3,800** Other: \_\_\_\_\_

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

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

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

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

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

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

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

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

Thank You  
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: \_\_\_\_\_

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

**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



# 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



# Marketing Activities Sales Tools Bundles

## Contents

Lead Generation Activities	Sales Tools Package
Tradeshows & Seminars	Sales Tools Package
Webinars, Demos, Sales Calls	Sales Tools Package
Affiliate Channel Dev & Support	Sales Tools Package
IM, Messaging & Branding	Sales Tools Package

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

© 2017, AngelCore, LLC.  
AngelVision and Impact Movies  
are registered trademarks of M. Jingoian.



# 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**

**ANGELCORE**  
503-799-4412

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.

© 2017, AngelCore, LLC.



# Lead Generation Sales Tools Package

The AngelCore Lead Generation Sales Kit includes several tools to create leads in the front of your sales process. Of course, all these tools can be used in all the stages of your sales cycle. These are proven and cost-effective marketing programs aimed at maximizing the return on investment (ROI) of whatever is the primary sales anchor in your process. This can be inside sales, webinars, sales visits, needs analysis, demos, tradeshow and so on. These services may be swapped, but there is a substantial cost savings when multiple services are ordered at one time. You are welcome to contact your amazingly wonderful AngelCore Sales Specialist for a quote on a custom set of sales tools to help you achieve your sales goals.

## The basic Lead Generation 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 written case studies. You may also choose to produce Impact Movie (video) Case Studies for an added charge.	_____	_____
<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 upcoming events. It's also another sales tool to boost your image and connect with your audience. Attach it to emails and add on your landing pages and social media sites.	_____	_____

## Additional services to boost the results of your sales activities:

<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>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> .	_____	_____
<input type="checkbox"/> <b>Sales Materials</b> - Sales materials that are useful and professionally-designed will boost your image. We can produce brochures, monthly newsletters, whitepapers.	_____	_____
<input 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 type="checkbox"/> <b>Other:</b> _____ _____ _____ _____	_____	_____
	<b>List price:</b>	\$ _____
	<b>Discounts:</b>	\$ _____
	<b>Net cost:</b>	\$ _____

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

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

Description: AngelCore Lead Generation Package      Name: \_\_\_\_\_

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

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

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

**Thank You**

**ANGELCORE**  
503-799-4412

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.

© 2017, AngelCore, LLC.



# Impact Movie, Messaging & Branding Sales Tools Package

As you know, most of our Clients have had positive results from our services. We would like all companies to have the opportunity to achieve these same results. To make it easier to get these tools into your hands, we decided to offer the following package for first-time Customers. This bundle represents a 49% discount off the cost of buying these services individually.

The Impact Movie & Messaging Bundle consists of the following:

List Price:	Bundle Price:
Call _____	Call _____

**One Impact Movie** (photo-based style) – These are the most watched and forwarded sales videos. They are the easiest way to get people to understand your message and benefits.

- Your Customers will hear an engaging, persuasive and targeted message that educates and encourages them to learn more.
- They can be used 20 different ways, for many years and are easily updatable.

**One Landing Page** – We will produce one custom Landing Page intended to motivate your Customer to take the next step in your sales process.

- Our goal is to connect with your guests by offering something of value, such as a demos, webinars, case studies and whitepapers.
- We'll create a design that's eye-catching and encourages people to take action.
- Your videos can play automatically inside your Landing Pages which will boost your results and set you apart from your competition.

**Messaging Development** - Superior messaging is the cornerstone of a successful company. It's the most important investment that you can make in your business. It's more than knowing what to say. It's saying it in a way that gets the viewer to want to learn more. It's award-winning messaging that will differentiate you and make you stand-out. Here's what you get:

- Elevator Pitch - A 30-second "elevator pitch" that you can use to train your employees, use in all your messaging and in numerous other ways.
- Unique Value Propositions - What are the most important benefits that you deliver and how does this set you apart?
- No-brainer Arguments – A single sentence that distills your entire argument into one simple sentence that is undeniable or just common-sense.
- Variations on your Message targeting each unique market and service that you offer.

**One Press Release** - A press release spotlighting your company news is a simple yet effective marketing tool when executed properly. Our experienced writers will uncover media opportunities to get the word out about you

- Share your news with the media, employees, Customers or visitors to your website.
- Promote special offers, incentive and upcoming events.
- Announce achievements, advancements and other landmark milestones.
- A Press Release will enhance your SEO and click-back rates.

**Other:** \_\_\_\_\_

<b>List price:</b>	\$ _____
<b>Discounts:</b>	\$ _____
<b>Net cost:</b>	\$ _____

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

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

Description: Impact Movie & Messaging Package Name: \_\_\_\_\_

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

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

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

**Thank You**

**ANGELCORE**  
503-799-4412

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.

© 2017, AngelCore, LLC.



# Webinar & Presentations Sales Tools Package

The AngelCore Webinar Sales Kit includes several tools to boost tradeshow effectiveness. These are proven and cost-effective marketing programs aimed at maximizing your ROI. Services may be swapped, but there is a cost savings when multiple services are ordered at once. The terms and conditions for each service apply. Contact your Sales Specialist for a precise quote on a custom sales solution for your company.

## The AngelCore Webinar Sales Package consists of the following:

- |   | List<br>Price: | Bundle<br>Price: |
|---|----------------|------------------|
| <input checked="" type="checkbox"/> <b>One Impact Movie</b> (photo-based style) – These are the most watched and forwarded sales videos. They are an effective way to have people understand your message. It can be used eight ways in a single tradeshow. Use it before the show to increase attendance at your booth, during the show to educate and connect with booth visitors and after the show to reach people who didn't attend and sell deeper into Customer organizations. | Call _____     | Call _____       |
| <input checked="" type="checkbox"/> <b>One Landing Page</b> - A Landing Page that plays your video automatically is an effective way to connect with your audience before the event. Encourage your Customers preregister for one-on-one meetings, download sales materials, watch videos and invite others to your booth.  | _____          | _____            |
| <input checked="" type="checkbox"/> <b>Case Studies (Video or Written)</b> - Nothing is more effective at convincing people of the value of a services than actual testimonials from Customers. We will research, write and publish two case studies. As an option, we can publish them as Video Impact Movies.   | _____          | _____            |
| <input checked="" type="checkbox"/> <b>Press Release</b> – You should always be making news. We can help you uncover media opportunities to get the word out about you, as well as promote your special event. At a minimum, it's another tool to boost your image and educate your audience. Attach it to emails and add on your landing pages and social media sites.   | _____          | _____            |
| <input checked="" type="checkbox"/> <b>PowerPoints</b> - PowerPoints can be used at every stage in your sales process, including before, during and after your event. They're a great tool that can be used during all the stages in your sales process – not just at your webinars.  | _____          | _____            |

## Additional services to boost the ROI of your Webinars, Presentations & Seminars

- |  |                             |       |
|--|-----------------------------|-------|
| <input type="checkbox"/> <b>Guided Tours</b> - These are longer Impact Movies that include more detailed information about the benefits of your services. Take your booth visitors on a quick tour of your product or service. Then use it as a follow-up for those who attended the event and for those who could not attend. | _____                       | _____ |
| <input type="checkbox"/> <b>Custom Books</b> - Exhibitor Magazine named Custom Books, "the perfect inbooth giveaway". You can watch an Impact Movie on the Custom Book's website at: <a href="http://www.CustomBooks.com">www.CustomBooks.com</a> .  | _____                       | _____ |
| <input type="checkbox"/> <b>Sales Materials</b> – Sales materials that are useful and professionally-designed will boost your image. We can produce brochures, monthly newsletters, whitepapers and have articles about you published in magazines of your choice.   | _____                       | _____ |
| <input type="checkbox"/> <b>Other:</b> _____<br>_____<br>_____   | <b>List price:</b> \$ _____ |       |
|  | <b>Discounts:</b> \$ _____  |       |
|  | <b>Net cost:</b> \$ _____   |       |

Organization: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 Description: AngelCore Webinar Sales Package      Name: \_\_\_\_\_  
 Cost: \_\_\_\_\_ (Enter from quote)      Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_      Email: \_\_\_\_\_  
 Date: \_\_\_\_\_      Signature: \_\_\_\_\_

**Thank You**

**ANGELCORE**  
503-799-4412

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.

© 2017, AngelCore, LLC.



# Reseller Channel Distributor Sales Tools Bundle

Here at AngelCore, we are experts in developing distribution channels. We would be delighted to discuss these potential opportunities with you. It's easy to find people or companies who want to represent your products. However, in most cases, these companies produce very little in terms of sales. What's important is to find the most motivated partners. Then, make it easy for them to sell your services. With our Reseller Channel Bundle, we provide a set of sales tools that will help you recruit and support a successful distribution channel. Do to the vast number of partnership possibilities, we cannot assign a standard price for these services. Please contact your Sales Strategist to receive a custom quote for the sales tools listed here.

## The AngelCore Reseller Channel Sales Bundle consists of the following:

	List Price:	Bundle Price:
<input checked="" type="checkbox"/> <b>First Impact Movie</b> – The first message is designed to recruit partners and distributors. You can explain why your solutions are superior and how they will benefit by representing them.	Call _____	Call _____
<input checked="" type="checkbox"/> <b>Second Impact Movie</b> – This second video is for you to give to your partners to help them sell your solutions to their customers. If we have already produced an Impact Movie for you, we may be able to provide a cost savings when we make this version for your resellers.	_____	_____
<input checked="" type="checkbox"/> <b>Landing Page</b> – To further support your partners, you should have a specific place where they can access resources that they will need. This includes all your Impact Movies, up-to-date sales materials, demos, pricing sheets, contact information, upcoming events and so on. Remember, the more assistance that you provide to your partners, the more they will produce for you.	_____	_____
<input checked="" type="checkbox"/> <b>Distributor Versions</b> – As part of this bundle offer, we will customize the second Impact Movie for your resellers. This includes using their name and branding. It also involves reprogramming the video so that the leads go directly to the affiliate, if you so desire. Speak to your Sales Specialist about the details and how many Distributor Versions we can produce.	_____	_____
<input checked="" type="checkbox"/> <b>Press Release</b> – We will write a press release announcing your new partnerships. Press Releases have many uses. Learn all the ways to use these in the Press Release datasheet.	_____	_____

## Additional Services to Support your Affiliates, Resellers and Partners

<input type="checkbox"/> <b>Magazine Articles</b> – We can write articles about your new partnerships and other news worthy events. We will do all the work including researching, writing and having them published in the magazines of your choice. This service is 100% guaranteed. Your article will be published or we don't get paid.	_____	_____
<input type="checkbox"/> <b>Website Development &amp; Maintenance</b> – We can plan, design and create an entire new website for you. We can also update specific sections. This would be a good opportunity to announce new services, case studies and news events. Take your visitors on a quick tour of your services, unique benefits, and other news that is special and exciting.	_____	_____
<input type="checkbox"/> <b>PowerPoints</b> - We can produce PowerPoint presentations for you to give to your new partners. We can update slides or write the entire script. We can record narration and create self-running presentations for your resellers to include on their website or in emails.	_____	_____
<input type="checkbox"/> <b>Other:</b> _____ _____ _____	<b>List price:</b> \$ _____	
	<b>Discounts:</b> \$ _____	
	<b>Net cost:</b> \$ _____	

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

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

Description: AngelCore Reseller Channel Package      Name: \_\_\_\_\_

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

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

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

**ANGELCORE**  
503-799-4412

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.

© 2017, AngelCore, LLC.