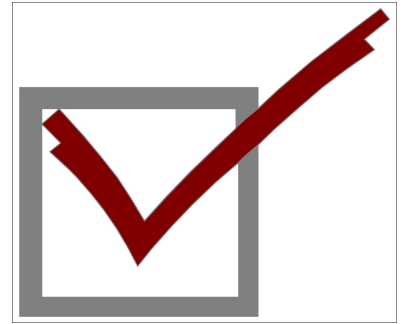


Corporate Communications Package Instructions

THE CONSULTANTS BUREAU

*The National Trade Association
for the Consulting Profession*



Overview: A consulting practice must have a professional, businesslike appearance and demeanor, and that includes an original and professional logo, professional corporate stationery (business cards, letterhead, memo, invoice, envelope and mailing label) and a prospectus (a printed piece that describes the services you offer, the benefits you deliver, and information about your consulting practice). **THE CONSULTANTS BUREAU** can provide these at a very affordable cost!

► **Logo:** We charge just \$400 to design an original logo for your consulting practice. Working from your company name and the information you provide us, we will present you with three logo concepts. You select the one you like, and we will make any modifications you want to that design to finalize it. You will receive your logo in both a vector file as well in .jpgs in several different sizes. You will own the logo, and it will be yours for your exclusive use in your stationery, website and printed materials.

When you submit your Order Form, you can specify the colors you want and do not want, as well as any information you want to provide us that will help our designers create a logo that best represents your consulting practice.

► **Stationery:** We charge just \$200 to design a set of professional stationery that includes business cards, letterhead, memo, invoice, envelope and mailing label. These will be supplied as both camera-ready art that you can take to a local printer and in Word templates. From a Word template, you can print business cards in small quantities using **Avery 8371** Business Cards for Inkjet Printers or **Avery 5371** Business Cards for Laser Printers. These are 10-to-a-page, laser-perforated stock that you run through a color inkjet or color laser printer to produce attractive, professional business cards quickly and affordably. You can also use a Word template to produce attractive, professional business letters, memos, invoices, addressed envelopes and mailing labels instead of having them commercially printed.

Your personal e-mail address (abrooks@millenniumhumanresources.com, for example) should appear on your business card, while a general e-mail address (services@millenniumhumanresources.com, for example) should appear on your letterhead, prospectus and any other marketing items.

► **Prospectus:** This is the primary printed marketing piece for your consulting practice. A prospectus is generally produced in three formats.

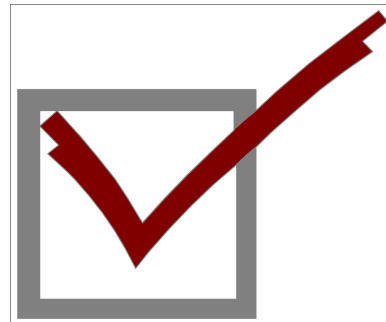
- ◆ **Tri-Fold:** The prospectus is printed on both sides of 8-1/2 x 11 card stock, and folded twice to produce a finished piece that is 3-2/3 inches wide and 8-1/2 inches high. There are six panels – a cover, back, flap and three inside panels. This is an affordable and practical format for a new consulting practice. It can be mailed in a No. 10 envelope. It costs \$400 to have a Tri-Fold designed for your consulting practice.
- ◆ **Gaud-Fold:** This format is slightly larger. It is printed on both sizes of 8-1/2 x 14 card stock and folded three times to produce a 3-1/2 inches wide by 8-1/2 inches high piece with eight panels – a cover, back, left flap, right flap and four inside panels. It can also be mailed in a No. 10 envelope. It costs \$500 to have a Tri-Fold designed for your consulting practice.
- ◆ **Tabloid:** This format is quite a bit more impressive. It starts with 11 x 17 card stock that is folded once to form four 8-1/2-inch wide by 11-inch-high pages – a cover, two inside pages, and a back. The tabloid format prospectus should be mailed in a 9 x 12 envelope, and it makes a considerably more significant impression. It is also ideal for enclosing addition marketing materials, such as a reprint of an article or a client testimonial. It costs \$600 to have a Tri-Fold designed for your consulting practice.

You must provide a logo (either one designed by **THE CONSULTANTS BUREAU** or one that you supply), and you must supply copy for your prospectus since only you know the services your consulting practice can provide and the benefits you can deliver to clients. We suggest you refer to the **Website Order Form** Instructions for guidelines for writing copy. Take note of the pages that each format includes, and provide copy for each page. For example, for the Tri-Fold, you will need to provide copy for the cover, back, flap and three inside panels. For the tabloid, you will need copy for the cover, two inside pages, and the back. For the tabloid, each inside page should include 400 to 600 words.

One of our designers will work from your logo and copy, and produce a prototype prospectus of you to review. We will make whatever changes you want, realizing that once you see your copy in print you may decide to make a few changes to it. Once you finalize the copy, layout and design, we will send you camera-ready art you can take to a local printer or that you can use yourself to produce prospectuses desktop.

Corporate
Communications
Package Order Form

THE CONSULTANTS BUREAU
*The National Trade Association
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Complete This Form and Return It with All Required Attachments

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____ - _____

Telephone: _____ - _____ - _____ Fax: _____ - _____ - _____

Web Domain: www._____

E-Mail: _____ @ _____ (to reach you and that will appear on business card)

E-Mail: _____ @ _____ (that will appear on letterhead and prospectus)

Logo: Give us the colors you want and do NOT want in your logo, and provide any other input regarding what you want your logo to reflect. Feel free to attach samples of logos that you find attractive and that you would like us to emulate.

Corporate Stationery: If you are not using **THE CONSULTANTS BUREAU** to develop a logo for your consulting practice, attach a hard copy of your logo. We will e-mail you when we are ready for it in digital format. If you need business cards for additional staff, attached a list of each person's name and contact info.

Prospectus: Let us know if you want your prospectus in Tri-Fold, Quad-Fold or Tabloid format. Attach a hard copy of your copy for your prospectus. We will need the copy in a Word file, and we will e-mail you when we are ready for it. If you are not using **THE CONSULTANTS BUREAU** to design a logo for your consulting practice, you will need to also attach a hard copy of your logo. When we are ready for your logo as a digital file, we will e-mail you.

Item Selection: Please accept my order for Logo Design (\$400) \$ _____
 Corporation Stationery (\$200) \$ _____
 Trif-Fold Prospectus (\$400) \$ _____
 Quad-Fold Prospecus (\$500) \$ _____
 Tabloid Prospectus (\$600) \$ _____
Total: \$ _____

1. Complete the Corporate Communications Package Order Form.
2. Compute the total that you owe, and enclose a check payable to "The Consultants Bureau" for the appropriate amount.
3. Attach all required documents detailed on this form, such as copy for your prospectus, and your logo if **THE CONSULTANTS BUREAU** is not designing one for you. If you have a document or artwork that you wanted scanned or photographed for your prospectus, be sure to enclose a clean, crisp originals. *Do not fold them, but mail flat!*
4. If you have a specific look that you want for your prospectus, feel free to work up a draft of what you have in mind. It can be hand-drawn to software-generated. Or you enclosed a sample of a marketing piece that has features or design elements you would like us to emulate.
5. Mail everything in one envelope to: **The Consultants Bureau**

Post Office Box 10057
New Brunswick, New Jersey 08906-0057

If you are mailing us an original that you want returned to you, send in your order form via Certified Mail, and enclose a note indicating which items or items you want returned.