

## Essential Business Print Documentation & Marketing

This is a list of essential print documentation for your business for use in correspondence or conversation with customers or prospects during the sales process. Most of the content should be the same or similar to what is on your business' website and can also be used quite powerfully for lead follow ups, in email marketing & in social media.

When these documents are branded well, and well designed, these essential business documents can be extremely powerful marketing. They show a tremendous amount of organization and industry understanding – **a mastery of your business** – that is very reassuring and will help you demand top dollar for your company's services.

1. Business Logo
2. Business Card
3. Business Letterhead
4. Industry What to Avoids
5. Photo Galleries or Portfolio Samples
6. Company Services List with Prices (1 Sheet)
7. Company Services Flyer
  - a. List of Services with Prices
  - b. Bullets for Each Service
    - i. Processes, Timelines
    - ii. Features Advantages, Benefits
    - iii. Prices
8. Flyer for Each Service
  - a. Features, Advantages, Benefits
  - b. Process
  - c. Cost
  - d. Testimonials
  - e. Exclusions
  - f. Contract
9. Testimonials List
10. List of References with Phone Numbers
11. FAQ's
12. How To's
13. Best Practices



With these documents in available at all times – in your hand, on your website and in PDF for email – your clients, prospects and partners will know you take your work seriously and that they can count on you to deliver.