

Benefits before features

(tri-fold brochures)



Whether or not you're planning to do a trifold (useful as handouts, leave-behinds, and mail pieces), this project type lends itself nicely to showcasing marketing strategy.

I did this piece for a family psychologist's private practice. Rather than going on and on about *her* and her credentials (i.e., "features," and the way SO much marketing writing often does), I suggested we paint a picture of *the ideal outcome of her work*.

That begins with the headline and tagline on the cover. It gets into the head of the reader, who, by the time they've reached out to someone like her, are at their wit's end with a problem child, and absolutely ready for "some good days."

The folded-in flap at far left creates a picture of what they deeply, earnestly want.

Imagine a family where...

Everyone truly enjoys being together...

Parents feel successful and competent in their parenting...

Parents and children have a warm and connected relationship...

Parents are in charge...

Parents stay calm yet firm when children misbehave...

Children do what they're asked when they're asked...

Parents and children genuinely like each other...

Your child's future looks bright and promising...

*This can be your family.
It's happening every day.
Let's get started...*



Rita T. Bostick



- Master of Arts in Counseling Psychology
- Licensed Professional Counselor
- National *Triple P* Training Consultant
- Experienced (since 1994) in child, adolescent, and family mental health services
- Directed county mental health center, offering full family services
- Parent for over 25 years

675 Seminole Avenue, NE
Atlanta, GA 30307
(404) 873-6840
www.ritabostick.com
rita@ritabostick.com

Call for appointment



Peaceful Families, Happy Families



Isn't it time for
some good days?

Rita T. Bostick, MA, LPC
Licensed Therapist
Parent Educator

INSIDE
FLAP

BACK
PANEL

FRONT
PANEL

In the list at left in red, we remind the reader of the challenges they're facing, letting them confirm: "Yup, check, check and check."

NOTE: It's not until the final paragraph of this first inside panel that the piece even starts talking about her. Up till this point, it's all about THEM, what they're wrestling with and the changes they want to see.

I'd have used less copy here, but the client wanted all of it. Using subheads, bullets and other colors, we make it more readable.

The call-to-action at the bottom of the third panel revisits the front cover tagline.

Tantrums

"Scenes"

Chronic misbehavior

Back-talk

Constant excruciating tension

Low family cohesion

Overreaction on all sides

Lack of respect

Sound familiar?

These are signs of a family in trouble. They can drain the joy and fulfillment out of parenting (and the fun out of being a kid). Life feels out of control – for everyone. You wonder if you dare hope for better days...

The good news?

Families like yours with problems like these are getting better every day. They're rediscovering the warmth, connection, and mutual respect that have eluded them for so long. Dark, difficult, and stressful days are giving way to brighter, happier sunnier ones.

I'm Rita Bostick, a licensed therapist, parent educator, and parent for 25 years. Parenting is hard. We aren't born knowing how to do it, children don't come with instructions, and there's no one right way to go about it. But with your understanding of your child's behavior and how it affects you, and my knowledge, training and experience in promoting good behavior (and managing the difficult kind), together, *we'll help you find the family peace you dream of...*

A Framework for Change

While creating change in a family is hard work, there is a proven path to measurable improvement – one with predictable outcomes and a high success rate. It's so effective I've made it the foundation of my approach. And it gets results. Often dramatic results. It's called...

Triple P (Positive Parenting Program)

Triple P is a parenting and family support strategy designed to promote good development in children. By enhancing the knowledge, skills, and confidence of parents, the program helps those parents identify, manage and prevent behavioral and developmental problems before they become more serious.



Developed over 25 years by the School of Psychology at the University of Queensland in Australia, Triple P has been used successfully by countless therapists, parent educators, and parents in countries around the world (including the U.S.).

Triple P is built around core principles of positive parenting:

- Creating a safe, caring, supportive, and positive learning environment for children
- Prompt, consistent discipline when necessary
- Realistic expectations of children
- Caring for your own needs as a parent

What will you learn?

- Causes of common child behavior problems
- How to encourage acceptable behavior and healthy development in your child
- How to manage your child's misbehavior in constructive, caring, and non-hurtful ways
- The secrets to healthy communication between you and your child

An old saying reminds: "If we always do what we always did, we'll always get what we always got." When it comes to parenting that's not going well, truer words were never spoken. Remember: we only get to raise our children once. If what you're doing isn't working, doesn't it make sense to try a different approach?

The First Step

It's simple: when families are functioning well, children are more confident and have fewer problems. And that's good for them, their families, and the community as a whole.

A happy, healthy family may seem out of reach right now, but it's closer than you think. In the work we do, it's not at all uncommon for parents to see significant changes in a matter of weeks – or even days! Call me and we'll work together to make it happen.

Isn't it time for some good days?



CENTER
SPREAD

PB

This brochure (and self-mailer: see middle panel) for a company selling hair extensions – explains an affiliate program for hair stylists.

For the front cover, given the audience, I used a fun play on words (Ready for Your “Cut”?), followed by few short benefits-oriented lines – outlining what’s in it for them and their clients.

In the far-left panel, my client establishes – with a few ego strokes – that he understands his audience’s world.

At Next Level Hair, we know a few things about you...

- *You work hard every day, and every extra dollar counts.*
- *You want to "do right" by your clients, so they'll "do right" by you, and keep coming back.*
- *If you're going to steer your clients to a product line, it **must** offer top quality and great prices.*
- *You want a program that requires as little of your time as possible.*



Next Level Hair delivers...

NEXT LEVEL HAIR

Affiliate Program

READY FOR YOUR "CUT"?

High-quality and affordable hair extensions for your clients!

Faster and easier money for you!

Your Job: Hand clients a card. Make money. Period.

Our Job: Everything else.

*The **best, easiest** and **most profitable** affiliate program in the industry.*

www.nextlevelhair.com

NEXT LEVEL HAIR

290 Hilderbrand Drive Suite B-14
Sandy Springs, GA 30328

**INSIDE
FLAP**

**BACK
PANEL**

**FRONT
PANEL**

At left, we pose a question designed to have them respond, "Yeah, why shouldn't I?"

The piece then lists all the ways this company makes it certain and easy that the reader will make money.

The other two panels get into the actual steps, putting the reader in the driver's seat (so it's more real), and showing them how easy the process is.

Finally, the call-to-action at the bottom of the last panel leads them to more details and sign-up info.

If a client's in your chair, and planning on buying a hair extension, why shouldn't you make 10% of any purchase they make?

And, when they see NLH's quality *and* great prices firsthand, they'll have you to thank. Which means stronger relationships and deeper loyalty.

Here's how we're making it easy for you to make money and build better client relationships...

- 1) **Top-Quality, 100% Human-Hair Extensions:** But they're priced like medium-quality products!
- 2) **Personalized Websites:** Your own "mini-site" on the NLH website, with a web address unique to you
- 3) **Tagged And Tracked:** All visitors to "your" site and any purchases they make are automatically tagged to you (NO discount codes necessary!).
- 4) **Custom Business Cards:** With your name and specific "mini-site" address
- 5) **Hassle-Free:** No inventory, shipping or customer service issues to deal with
- 6) **"Preferred Pricing":** Your clients receive "lower-than-retail" pricing and free shipping.
- 7) **Regular, Automatic Payments:** 10% commissions paid via PayPal.

Here's how it works...

The NLH Affiliate Program: Step by Step...

Easy Sign-up and Set-up

Once you sign up, we'll create a personalized website just for you, which is where you'll send your clients. And you'll get a healthy supply of attractive, customized business cards with your name and the unique web address of your new site.

An Easy Referral

A client's in your chair, and talking about extensions. You just hand them a card and say, "Check out this company. Great extensions: high-quality, 100% human hair, really good prices *and* free shipping. Just go to the site listed here. No discount codes to enter." That's it. Your job is done.



The Client Visits "Your" Site...

Once online, your client visits the site listed on your card. Once there, they're automatically "tagged" to you, and you earn 10% of any purchase they make. And remember: NO discount codes to enter—or, to **forget** to enter.

...And Gets "Preferred Pricing"!

Your customers get two things regular shoppers to our site *don't* get: prices lower than our normal retail *and* free shipping.

We Handle Everything

Once your client makes a purchase, we handle the payment, the shipping, and *any* customer-support issues before, during or after the sale.

Getting Paid

You earn 10% commissions on all purchases made through your unique link. We pay commissions through *PayPal**, but never have access to any of your bank accounts.

(*No PayPal account? It's an easy, five-minute process to set one up at www.PayPal.com.)



"So, How Do I Get My Cut?"

Ready to share the *Next Level Hair* story of high-quality, 100%-human-hair extensions at affordable prices, and "get your cut" of generous affiliate commissions?

Visit www.nextlevelhair.com/iwantmycut for all the program details, FAQ's and to sign up. Why wait, when you could be earning money next week!

CENTER
SPREAD

PB