

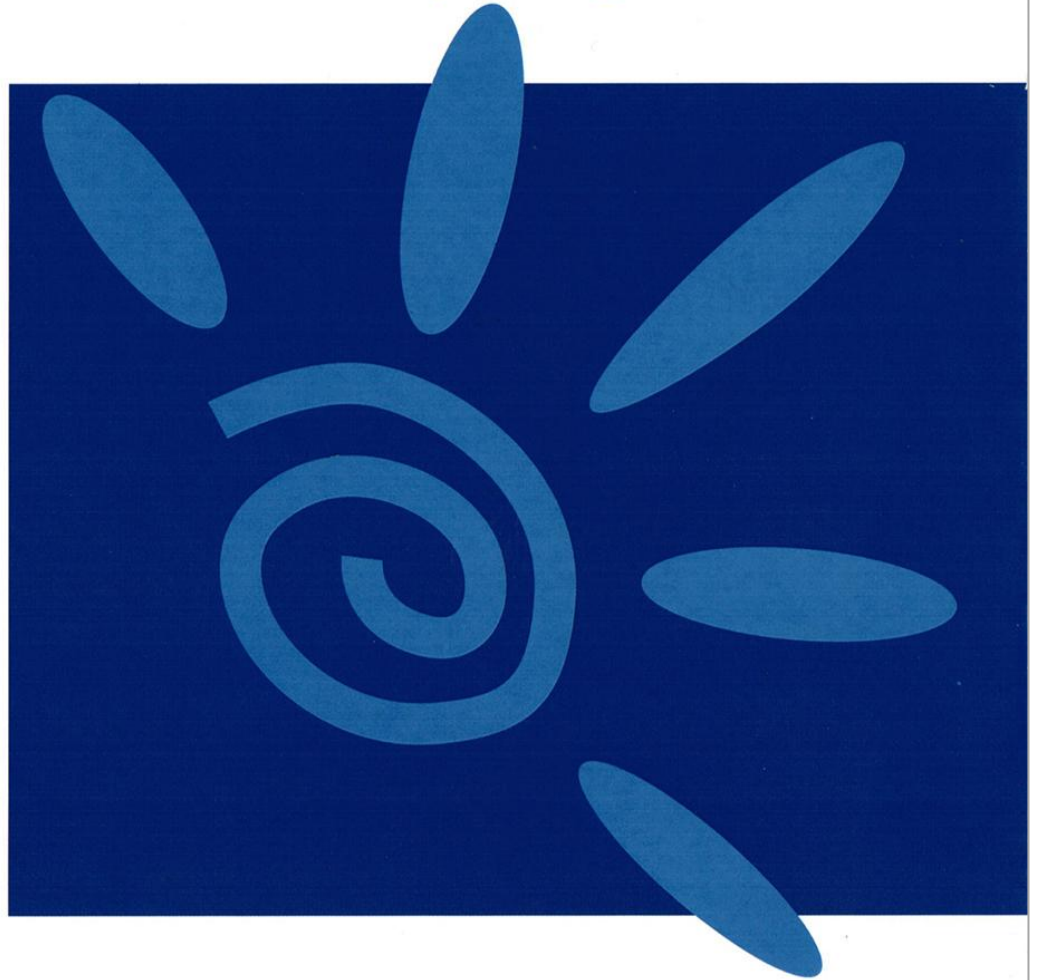
*Effectively  
"Build  
the Case"*



**Three examples of effective structuring of material**, with an eye towards “building a case” for a reader. Here’s where a good designer – who can suggest formats that ideally showcase the information – can be invaluable (two of the pieces are “gatefold”-style formats).

This first page is the cover of a brochure for mortgage company.

*The Easy Way Home!™*



Family Mortgage  
of Georgia



Here, to start separating the company from its rivals, we're poking fun at typical claims made by the competition.



**"Our company is committed to delivering superior customer service!"**

**"Our job's not done until you're completely satisfied!"**

**"Our company has reinvented the mortgage process!"**

**"Experience the difference!"**

*Skeptical?...*



**A little straight talk** to continue to distinguish Family Mortgage from their rivals — light on promo, heavy on candor, impressive stats, and engaging, accessible verbiage.

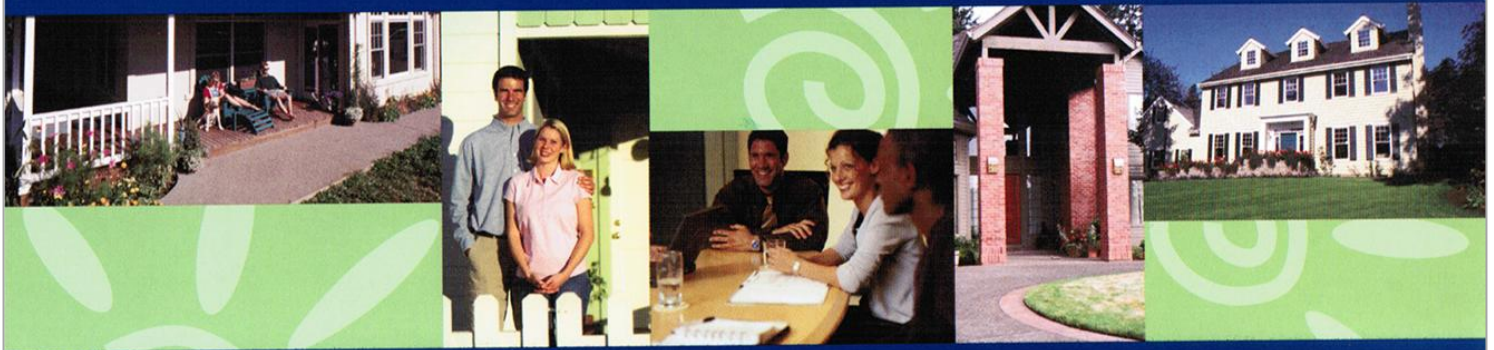
## ...We don't blame you

Most mortgage companies deliver the same old hype... About the only thing they've "reinvented" is the art of slinging the *you-know-what*. And the "Standard Procedures" used by most companies for processing loans? They're in place for *their* convenience and ease of doing business, not *yours*. Bottom line, the mortgage process usually ends up being more of a mystery and a hassle than it needs to be. No wonder most people look forward to it about as much as they do a trip to the dentist.

Then there's Family Mortgage of Georgia. Why should you believe us when we say we're different? You shouldn't. But invest a few minutes in the next few pages and we'll *show* you (not just talk about) what sets us apart in the marketplace.

There's a reason why a company that started in 1999 ended up as the #5 mortgage broker (*in closed loan volume*) in Georgia in 2002... And why we not only doubled our 2001 volume in 2002, but equaled our entire 2002 volume by June 2003... And why our customers keep coming back and bringing their friends...

## Come on inside...

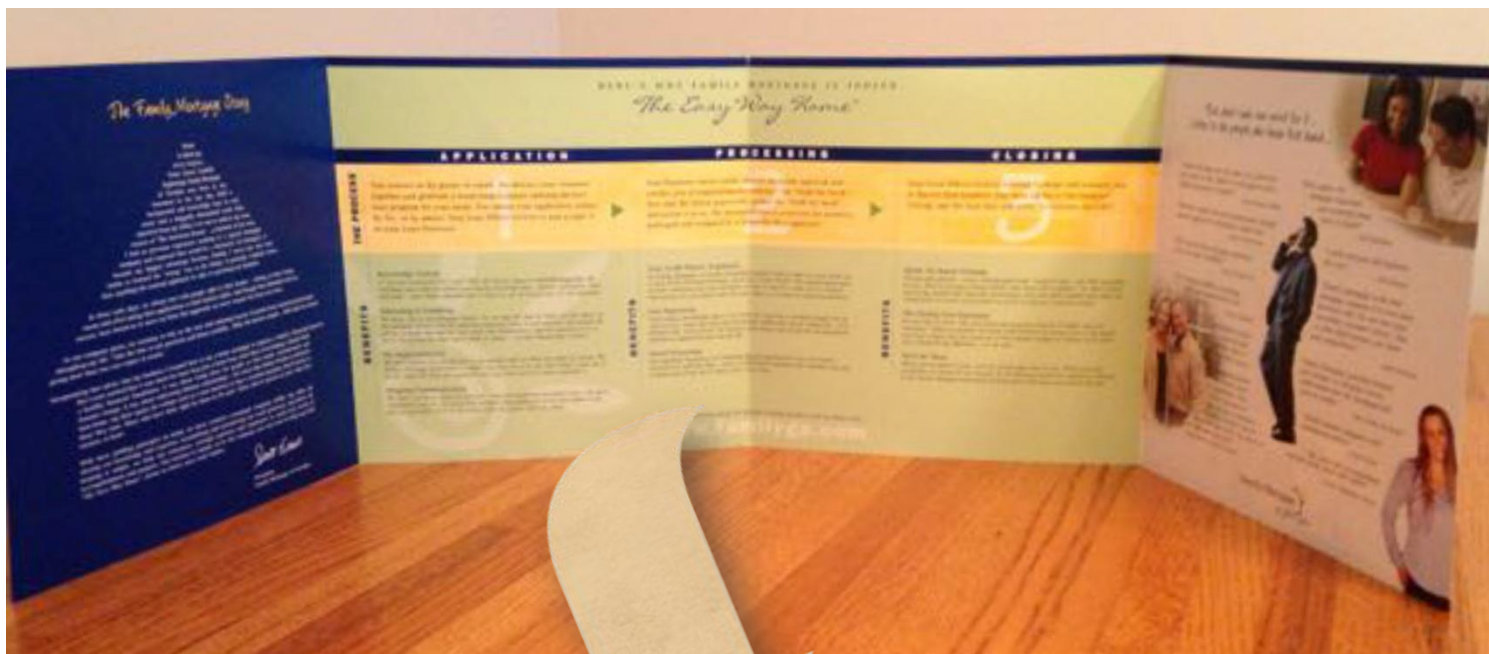




**View #1 of “gatefold” design**, showing front cover, part of initial inside spread, and hint of inner spread. Next image shows a straight-on view of the half-opened piece.



A decent example of effective “ordering” of information. After the client explained to me their process, how it was different, and why it was better for the client, I suggested this table as a quick, easily “scannable” way to convey that.



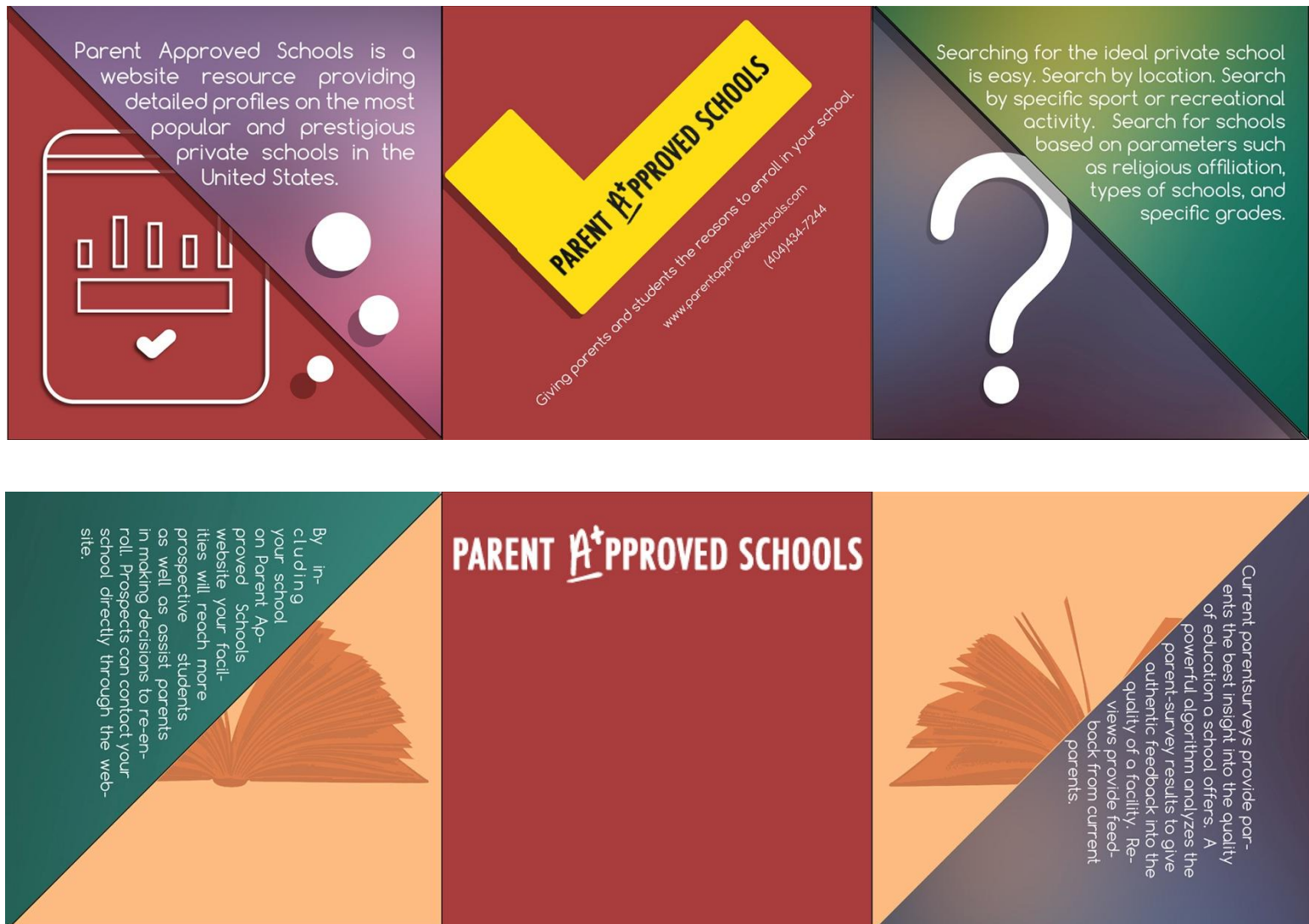
HERE'S WHY FAMILY MORTGAGE IS INDEED <i>The Easy Way Home™</i>		
APPLICATION      PROCESSING      CLOSING		
<b>THE PROCESS</b> You contact us by phone or email. We discuss your situation together and generate a Good Faith Estimate utilizing the best loan program for your needs. You submit your application online, by fax, or by phone. Your Loan Officer reviews it and assigns it to your Loan Processor.	<b>PROCESSING</b> Your Processor checks credit, obtains an online approval and notifies you of required documentation – the “Stuff We Need.” You sign the initial paperwork, gather the “Stuff We Need” and return it to us. The documentation is reviewed for accuracy, packaged and assigned to a lender for final approval.	<b>CLOSING</b> Your Loan Officer reviews Closing Package and contacts you to discuss final numbers. You show up for a “No-Surprise” Closing, sign the loan docs and leave “a Customer for Life!”
<b>BENEFITS</b> <b>Knowledge Central</b> A “do-your-homework-first” type? Well, the library’s open at <a href="http://www.familyga.com">www.familyga.com</a> . We challenge you to find an online home buying knowledge base – articles, calculators, links and more – that’s more comprehensive or easier to use. If it’s not here, it’s not important. <b>Educating &amp; Listening</b> We know you’re not mortgage experts. So, we take the time to “show you the ropes” of the mortgage process, ask the important questions, listen to your concerns and identify the precise program that matches your needs and circumstances. And our customers love us for it. Try getting the same service from an online or toll-free “Instant Rate” service. <b>No Application Fee</b> We don’t believe you should give us any money until we show you what we can do. The Family Mortgage philosophy is simple: you trust me to do the right thing; I trust you to do the same. It’s been our approach since Day One and we’ve never regretted it. <b>Ongoing Communication</b> The more you know about the process – what just happened and what’s next – the more comfortable you are. So, every time we move your paperwork to the next phase or the next set of hands, we’ll let you know, either by phone, letter or e-mail.	<b>BENEFITS</b> <b>Your Credit Report, Explained...</b> At Family Mortgage, we believe knowledge is power when it comes to your credit. So, as part of the Disclosure Package, you’ll get a Credit Profile. This informational piece includes numerous tips and strategies on how to improve credit scores, dispute inaccuracies on your report and even your rights as it relates to collection agencies. <b>Less Paperwork</b> Given today’s technology, there is no reason for requiring a standard laundry list of “just in case” items that may never be needed. Unlike most of our competitors, we’ll minimize the “hassle factor” by instantly generating a list of only the documentation required to underwrite your specific file. <b>Faster Processing</b> Our legendary reputation for submitting flawless paperwork to our core lenders – meaning less work for them – earns us preferential treatment that translates not only to faster processing, but in many cases, lower rates.	<b>BENEFITS</b> <b>Quick, No-Hassle Closings</b> Closing table glitches – errors, missing paperwork, “surprise” fees – are NOT inevitable. In fact, 96% of our post-closing surveys come back with a perfect “10. Why? Faster processing coupled with long-time partnerships with only those vendors who share our commitment to service and attention to detail all add up to smooth sailing. <b>The Closing Cost Guarantee</b> No one likes to hear, “Oh, your final out-of-pocket amount is higher than we estimated.” When we generate the Good Faith Estimate of closing costs at the outset, you’ll get a figure you can count on. If that amount changes at closing, we’ll write you a check for the difference – on the spot. <b>We’ll Be There</b> When you sit down to close, we’ll be sitting right next to you. With only rare exceptions, we attend all our closings. To do otherwise would run completely contrary to the Family Mortgage philosophy of being there with you every step of the way.
For more information about the benefits of doing business with us please visit: <b><a href="http://www.familyga.com">www.familyga.com</a></b>		



**These two rather confusing-looking spreads** are the first iterations of a piece (the “Before”), created by my client’s inexperienced designer.

Creative, yes, but, in this case, building an effective case for the product called for a structure that guided the reader better, and their version just didn’t do that.

The piece was a combo brochure (to give out at trade shows) and mail piece (for a variety of uses). Its audience was private schools seeking more students, and the product was a web-based service for parents seeking a private school, and looking for profiles and unbiased reviews.



**Our final version.** This first image is an “All Angles” view created by my designer (whom my client agreed to use instead of Designer #1).

The front cover of the closed-up piece is followed by the front and back view of the piece once initially opened; then, the full inside spread once the two “gates” are fully open; and, finally, with half-opened gates.



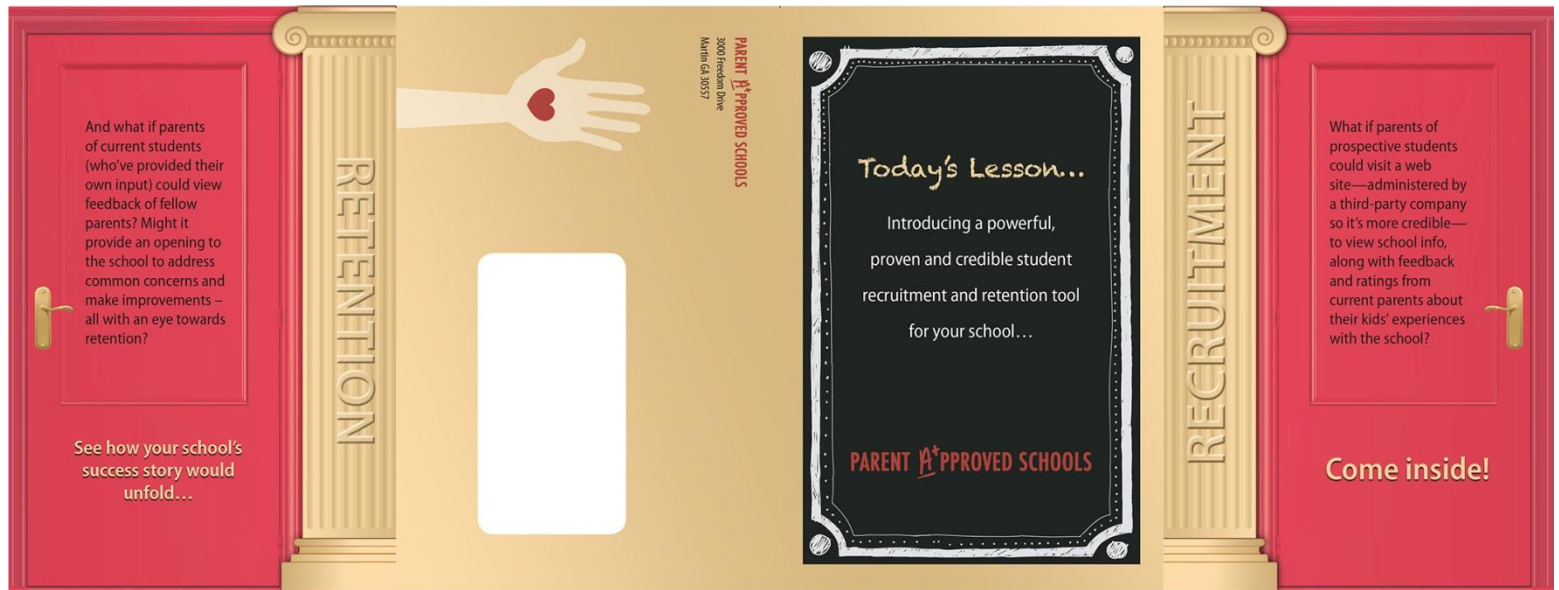


**This and the next page** showcase some examples of effective structure. They are, respectively, the reverse and inside spreads.

For the front cover headline here, the company lets the audience know it knows what's most important to them – recruitment and retention of students.

Once they open the cover, they're looking at two gates (literally and figuratively), each focused on one of the two pillars of their business, and asking a question that highlights the power of their product, and its benefit to them.

Note the back panel (to the left of the front cover) showing the mailer portion.



**After establishing the benefits,** this main inside spread outlines the features of the program — what it is, why join, and how it works — all laid out with easy-to-scan subheads and brief copy blocks.

The last section (“How It Works”) is a crucial step in any “case-building,” but often neglected by marketers who fall prey to “The Curse of Knowledge”: They know how their service works, and don’t realize the importance of spelling out to prospects what happens after they say “yes.” Yet, by doing so, they can effectively remove any lingering — and often unconscious — uncertainty prospects have about moving forward.

Finally, the call-to-action, which wraps up with a final vision of the desired outcome.

## Parent-Approved Schools

### WHAT IS P.A.S.?

Parent-Approved Schools is an online resource providing detailed profiles and current parent feedback on the most popular and prestigious private schools in the United States.

#### Easy Search Function

Prospective students' families can search by location, school type (i.e., co-ed, single-sex, etc.), sports offered, religious affiliations, extra-curricular activities, and more.

#### Detailed School Information

With each school profile listing key facts such as grades offered, tuition and fees, student-teacher ratios, class sizes and more, side-by-side comparisons are easy.

#### Up-to-Date Surveys & Reviews

P.A.S. works with schools to design and execute annual parent surveys. The results are posted to your school's online P.A.S. profile—helping “searching” parents and providing schools with feedback on needed improvements.

### Prospects Connect Directly

Parents who like what they've read about your school on the P.A.S. site can contact your school's administrators directly to take the next steps.

### WHY JOIN P.A.S.?

#### Visibility = Awareness

With P.A.S., your institution is on the radar of parents searching online for a private school. And it's working 24/7, putting your school's best foot forward.

#### Transparency Builds Confidence

Parents can do their research, knowing the unbiased reviews they're reading are collected by a third-party company, not “cherry-picked” by the school.

#### Responsiveness Drives Retention

When schools give current parents a way to speak their mind, be heard, and have concerns addressed, it can't help but increase both their satisfaction and loyalty.

### HOW DOES P.A.S. WORK?

- 1) After you contact P.A.S. to sign up, we send you an info sheet to fill out, providing us with all necessary school details, along with photos of your choosing.
- 2) Once received, we set up your P.A.S. profile online, and then send you the standard questions for the annual parent survey (you get to add, delete or edit).
- 3) We'll then set up the survey online, even providing you with the email letter to send to parents (with password and timeline info), inviting them to complete the survey.
- 4) Once the survey results are in, we'll collect and aggregate the data, and then sit down with your staff to review and discuss.\*
- 5) We post the survey results, then watch the recruitment begin!

\*What if a lot of parents express concern over the same issue? We can remove it from the posted review, provided the school agrees to immediately address the problem.

### RAISE YOUR HAND!

Recruitment and retention are ongoing challenges for every private school. Through P.A.S., you address both issues with a user-friendly, 24/7 online portal.

For more information and to join the P.A.S. family, please call 404/434-7244 (we'd love to talk to you directly!) or email us at [info@parentapprovedschools.com](mailto:info@parentapprovedschools.com).

A larger, more stable, and more loyal student body is closer than you think!

Contact us today!



Finally, an older brochure for a company that supplied libraries with all manner of sorts of A/V materials. This first page was the "Before," which — thanks to bad fonts, too-small type, and pointless photos — effectively forced the reader to hunt for the important info.

# JOBBER SERVICE

AUDIO VISUAL PRODUCTIONS  
SIGNIFICANT SAVINGS AND CONVENIENCE

*"Since 1968"*

## School Media Associates

2700 N.E. Expressway / C-800 / Atlanta, Georgia 30345

1-800-451-5226

FAX #: 404-728-9450

### SPECIAL NOTICE

Our service should be particularly effective on orders for these departments:

- English
- Home Economics
- Health
- Social Studies

200 LINES, LISTED INSIDE

SAVE 5% - 50%

School Media Associates provides jobber service on almost all audio visual productions for most producers. Your area is served by our national headquarters staff. We provide very significant conveniences and savings as follows:

- Exemption from shipping and handling charges on orders over \$100 - Saving 5% to 12%. On orders under \$100 charges are 7%, \$5 minimum.
- Savings of clerical time and costs through consolidation of orders - optional
- Protection from price mark-ups since we guarantee all billing at producer prices, eliminating dealer / distribution mark-ups (5% to 50%). Most of the selection sources we list are dealers.
- Prompt order fulfillment with shipment in three to five weeks and order completion within ninety days.

← PLEASE NOTE  
NEW POLICY

Use your regular selection procedures and School Media Associates as your source, specifying your billing and shipping requirements.

See the information inside, especially Ordering Instructions, for a full description of our regular service available to you and please call toll-free with any questions you have.

NEW

— FULL CATALOGING SERVICE AVAILABLE - SEE BACK PAGE —

NEW



Nation-Wide Service Now Available, Nine To Five, Eastern Time  
Pre-Order Information Available By Mail, Toll-Free Phone Or FAX



The "After." I pulled out the key hot buttons for the reader, and arranged them in an easy-to-scan format. And, in contrast to the original version, which was just stuffed into envelope, we turned it into a mail piece (see next page).

SINCE 1968

# SCHOOL MEDIA ASSOCIATES

2700 N.E. EXPRESSWAY, C-800  
ATLANTA, GEORGIA 30345

SUMMER

## JOBBER SERVICES

Providing Jobber Service with a difference on A/V productions from most producers. **Currently 200 lines, and growing!**

What sets School Media Associates apart from the Competition?

1

**Guaranteed Producer Pricing** While our industry doesn't offer "standard" discounts, School Media eliminates dealer/distributor price mark-ups when present. Just write in the prices from your selection sources on your order form, and we'll substitute Producer Pricing on your invoice. *See inside for actual savings examples!*

2

**FREE Shipping & Handling** on ALL orders over \$100 — saving 5% to 12%. 7% charge on orders below \$100 (\$5 minimum)

3

**Consolidate Selections From Many Sources on One Order** Save clerical time and expense by grouping orders from many sources — catalogs, text bibliographies, curriculum guides, professional publications — onto your School Media Associates order. *See Selection Sources listed inside.*

4

**Total A/V Focus** School Media is the only jobber service that handles ONLY A/V products. Don't complicate your A/V order with book jobber delivery problems.

5

**Total Scholastic Focus** Our sole focus is instructional material only for scholastic media centers, not the retail trade that some book/AV jobbers service. This specialization has earned us "exclusive provider" status for several major scholastic lines.

6

**Prompt Order Fulfillment** We ship in 3-5 weeks, and close all orders within 90 days, or we'll follow your shipping instructions.

7

**Full Cataloging Service Available**  
*See inside for details.*

Nationwide Toll-Free Product Ordering Line:

**800-451-5226**

from 9:00 a.m. - 5:00 p.m. EST M-F or Fax at 404-728-9450



By turning the new version into a self-mailer, the client saved — in postage on the first mailing — enough to cover the entire cost of the project. (I clearly wasn't charging enough back then...) ;)

SINCE 1968

SCHOOL MEDIA ASSOCIATES

2700 N.E. EXPRESSWAY, C-800  
ATLANTA, GEORGIA 30345

Service  
Account Status

☐ New Account  
☐ Current Ordering

No Order Record for:

☐ 1 Year   ☐ 2 Years  
☐ 3 Years   ☐ 4 Years

NOTE: SERVICE ACCOUNTS  
EXPIRE, IF THERE HAS BEEN NO  
ORDERING FOR FOUR YEARS.

Guaranteed  
Producer Pricing  
FREE Shipping  
and Handling  
DETAILS INSIDE!

A/V JOBBER SERVICE