

WHO WE ARE

Don't be shy! Let them know how great you are. This is the back cover of your booklet, so it's one of the first and last things the recipient sees.

It's a great place for your 'elevator pitch.' If you only had a few seconds to pitch your products or services to someone, what would you say?

- Consider including a couple of key takeaways on this back cover...
- Just remember that this is marketing—if you want to grab their attention, keep it brief, friendly, and readable.

CONTACT US

If you have a physical location, provide brief directional information, such as highways or landmarks:

[Street Address
City, State ZIP

Phone: [Telephone]

Email: [Email address]

Web: [Web address]



[Title of Your Booklet]



[Company Name]
[Subtitle]

TABLE OF CONTENTS

Overview of Programs	1
Getting Started	2
What to Include	2
Focus on What You Do Best.....	2
Don't Forget the Mission	3
Make It Your Own	4
Customize in Almost No Time.....	4
Make It Picture Perfect	4
Our Products and Services.....	



OUR PRODUCTS & SERVICES

Product or Service 1



Wondering why the page number on this page is 5? This is the inside back cover.

This booklet is set up to make it easy to print a two-sided, eight-page booklet. The tips on this page will help you get that done.

Product or Service 2



The bottom of inside pages is set up for you to manually add page numbers, so it's easy to adjust numbering for your printing preferences. The table of contents at left is also set up for manual editing, so you can easily update page numbers.

Product or Service 3



To print this booklet two-sided, click File and then click Print. Under the option that defaults to Print One Sided, select a two-sided print setting. This booklet is set up to flip on the short side of the page.

MAKE IT YOUR OWN

If you think a document that looks this good has to be difficult to format, think again!

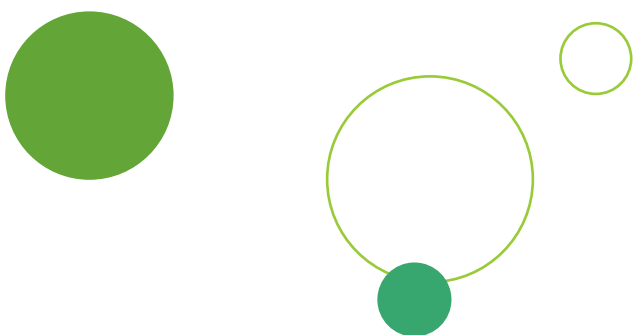
We've created styles that let you match the formatting in this brochure with just a click. On the Home tab of the ribbon, check out the Styles gallery.

THIS IS THE QUOTE STYLE. IT'S GREAT FOR CALLING OUT A FEW VERY IMPORTANT POINTS.

Customize in Almost No Time

To try out other looks for this brochure, on the Design tab of the ribbon, check out the Themes, Colors, and Fonts galleries.

Have your own company fonts or colors? No problem! Those galleries give you the option to add your own.



OVERVIEW OF PROGRAMS

Program 1

To replace any placeholder text, such as this, just click it and type.

Some pages in this template don't use placeholders, so that you can easily customize the formatting and layout as needed.

Program 2

To replace any placeholder text, such as this, just click it and type.

Some pages in this template don't use placeholders, so that you can easily customize the formatting and layout as needed.

Program 3

To replace any placeholder text, such as this, just click it and type.



GETTING STARTED

What to Include?

We know you could go on for hours about how great your business is. (And we don't blame you—you're amazing!) But since you need to keep it short and sweet, here are a few suggestions ...

**“YOUR COMPANY IS THE GREATEST. I CAN'T
IMAGINE ANYONE LIVING WITHOUT YOU.” —VERY
SMART CUSTOMER**

Focus on What You Do Best

If you're using this booklet for a company brochure, these middle pages are a good place for a summary of competitive benefits or some of those glowing testimonials, like the one above.

You might also want to mention a few of your most impressive clients here:

- Big, important company
- Really well-known company
- Very impressive company

Additionally, you could include a bulleted list of products, services, or major benefits of working with your company. Or just summarize your finer points in a few concise paragraphs.

MISSION

This is a great spot for a mission statement

If your business doesn't lend itself to photos as easily as the beautiful culinary examples shown in this template, have no fear. You can just select and delete a page of photos and replace it with text using the styles provided.

A picture is worth 10,000 words, but only if it's the right one. In marketing materials, remember that any image you use—good or bad—makes a statement about your business.

