



Sales Package Bundle Details

# Impact Movie and Messaging Development

## Resources

Messaging Details

Benefits of developing sales tools together

## Bundle Package Details

Package Overview

Impact Movie

Landing Page

Messaging Development

Press Release

AngelCore  
One World Trade Center  
Portland, Oregon  
503-799-4412

© 2017, AngelCore, LLC.  
AngelVision and Impact Movies  
are registered trademarks of M. Jingoian.



# Messaging Development Details & Order Form

Superior messaging is the cornerstone of any successful company. It's the most important investment that you can make in your business. The words you choose to use to describe your business determine the way people think about you. It's Customer-centric messaging, not Company-centric. It is told from your Customers own point of view... in ways that your Customers will understand.

## Messaging that Educates & Connects

It's more than knowing what to say. It's saying it in a way that gets the viewer to want to learn more about you. It's educating and connecting with your Customers better than ever.

Most companies rely on just one messaging methodology. However, we use whatever techniques are available to build your strongest message, including Storytelling, Spin Selling and Neuromarketing. It's award-winning messaging that:

- Differentiates your solutions and helps you stand-out.
- Explains why your solutions are the best in your industry.
- Addresses your competitors (subtly or not so subtly).
- Disproves common misconceptions.
- Positions you as the leader in your industry.

## Deliverables – What you Actually Get

We will help create the best overall message and brand for your business. Most often, it includes insights that you couldn't see before because you were too close to your message. Here are the items that we generally deliver in our base package:

- Elevator Pitch. A 30-second "elevator pitch" that you can use to train all your employees and numerous other ways.
- Unique Value Proposition. What are the most important and differentiating benefits that you deliver? What sets you apart?
- No-brainer Argument. This a single sentence that distills your entire value proposition into one simple, "no-brainer" argument.
- Variations on your Message. How does your message change for each unique market and service that you offer?
- Length-specific Descriptions. We can provide descriptions of both your company and services in lengths of 25, 50, 100 and 250 words. They are quick and handy descriptions that can be popped right into online directories, magazine articles, press releases, SEO and PPC listings, Facebook, Twitter, LinkedIn, blogs... wherever you have the chance to tell your story!

## Where to Use your New Messaging?

You can stretch your ROI even further by telling your story in as many places as possible. Here are some places where you can share your new messaging:

- Sales Materials such as websites, brochures, success stories, articles and newsletters.
- Presentations like tradeshows, webinars, demos, videos and sales visits.
- Conversations with Customers, partners and the media.
- Training for salespeople, other employees, distributors and partners.
- Social Media for your company and all employees... tell your story to all your stakeholders.

## Other Deliverables (if needed)

There are other messaging services that we can provide. These depend on your specific market, services and process.

- Competitive Analysis. We'll analyze the websites of your major competitors and share valuable facts that you need to know.
- Customer Profiles. We'll identify your ideal Customers and identify what points are most important to them.
- Market Research. We'll find industry data you can use to bolster the argument and value of your services.

### Pricing - Base Package & Other Deliverables

Our basic messaging services include the items listed above in "Deliverables." The cost for this service is \$4500. We also provide additional messaging services that are listed above. We're happy to develop a custom plan and proposal to meet your specific needs.

Organization \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: AngelCore Messaging Development Program as described above.

Base Cost: \$4500 Name: \_\_\_\_\_

Additional Cost: \_\_\_\_\_ (Enter from Quote) Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please complete and fax this form to: 503-217-6036.

Thank You  
Your AngelCore Team  
503-799-4412



# Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

## Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

## Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



## Benefits of Developing Multiple Sales Tools at One Time

### Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

### Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

### Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



## Benefits of Having an Integrated Sales Process

### Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

### Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

### Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

AngelCore  
503-799-4412



# Impact Movie, Messaging & Branding Sales Tools Package

As you know, most of our Clients have had positive results from our services. We would like all companies to have the opportunity to achieve these same results. To make it easier to get these tools into your hands, we decided to offer the following package for first-time Customers. This bundle represents a 49% discount off the cost of buying these services individually.

The Impact Movie & Messaging Bundle consists of the following:

List Price:	Bundle Price:
Call _____	Call _____

**One Impact Movie** (photo-based style) – These are the most watched and forwarded sales videos. They are the easiest way to get people to understand your message and benefits.

- Your Customers will hear an engaging, persuasive and targeted message that educates and encourages them to learn more.
- They can be used 20 different ways, for many years and are easily updatable.

**One Landing Page** – We will produce one custom Landing Page intended to motivate your Customer to take the next step in your sales process.

- Our goal is to connect with your guests by offering something of value, such as a demos, webinars, case studies and whitepapers.
- We'll create a design that's eye-catching and encourages people to take action.
- Your videos can play automatically inside your Landing Pages which will boost your results and set you apart from your competition.

**Messaging Development** - Superior messaging is the cornerstone of a successful company. It's the most important investment that you can make in your business. It's more than knowing what to say. It's saying it in a way that gets the viewer to want to learn more. It's award-winning messaging that will differentiate you and make you stand-out. Here's what you get:

- Elevator Pitch - A 30-second "elevator pitch" that you can use to train your employees, use in all your messaging and in numerous other ways.
- Unique Value Propositions - What are the most important benefits that you deliver and how does this set you apart?
- No-brainer Arguments – A single sentence that distills your entire argument into one simple sentence that is undeniable or just common-sense.
- Variations on your Message targeting each unique market and service that you offer.

**One Press Release** - A press release spotlighting your company news is a simple yet effective marketing tool when executed properly. Our experienced writers will uncover media opportunities to get the word out about you

- Share your news with the media, employees, Customers or visitors to your website.
- Promote special offers, incentive and upcoming events.
- Announce achievements, advancements and other landmark milestones.
- A Press Release will enhance your SEO and click-back rates.

**Other:** \_\_\_\_\_

<b>List price:</b>	\$ _____
<b>Discounts:</b>	\$ _____
<b>Net cost:</b>	\$ _____

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: Impact Movie & Messaging Package Name: \_\_\_\_\_

Cost: \_\_\_\_\_ (Enter from quote) Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**Thank You**

**ANGELCORE**  
503-799-4412

Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

© 2017, AngelCore, LLC.



# Impact Movies<sup>®</sup>

## Details & Order Form

Impact Movies are the most watched and forwarded sales videos in the world. They are used to deliver a consistent and persuasive message to a specific audience. They are carefully-scripted messages based on our award-winning messaging model. They are designed to educate and connect with your audience and encourage the viewer to take the next step in your sales process. You can watch an Impact Movie about our Impact Movies at: [www.AngelCore.com](http://www.AngelCore.com).

### Types (and styles) of Impact Movies

There are different styles of Impact Movies. The styles apply to your specific message and goals. Obviously, the cost of your movie will vary depending on the style, the length and other factors. Speak with your Sales Specialist to determine what kind of message will best achieve your goals. We will then provide you with a quote for your project. Here are the different styles that we offer:

- Photo Based Uses pictures, images and on-screen text. Good for displaying a physical product or people.
- Silhouette or Icon Based Uses simplistic vector-based illustrations (icons or silhouettes without detailed movements or displayed emotions). Good for helping simplify a more sophisticated value proposition or process.
- Illustrated / Info Graphics Primarily uses vector-based illustrations with charts or graphs. Good for explaining technical details.
- Whiteboard Style Consists of black or colored lines being drawn on a white background while the narration walks you through the value proposition or process. Good for explaining a process.
- Cartoon Oriented Uses more detailed vector-based illustrations such as cartoon characters or backgrounds (with detailed movements, facial expressions, and/or displayed emotions). Good for adding humor and building a friendly connection.
- Motion Graphics Utilizes sophisticated movements and motion. Good for grabbing attention and displaying a product or service that requires showing motion or speed in their value proposition.
- 3D Animation Uses 3D animations (rotating objects to show multiple sides or the interior of objects). Good for explaining complex information and differentiators.
- Guided Tours These are longer messages which have chapters so viewers can choose the topics they want to watch. There used for demos, tutorials, demos, orientation and training.

### An AngelCore Impact Movie includes the following:

- A rich multimedia movie that includes a carefully crafted message, meaningful visuals and professional narration.
- Each Impact Movie is produced in different formats to allow you to use it 20 different ways.
- All source files that went into producing the different versions of your movie.
- No charges for minor changes to your movie for six months.
- One free Landing Page that is customized to your sales activities and process.

### Our Guarantee

AngelCore's fixed pricing is all inclusive. All aspects of production are completed to your 100% satisfaction.

### Timelines and Deliverables

Producing an Impact Movie requires many steps: each having to be completed on time. The most likely factors that delay a project are: last minute changes to the script, late-addition new features, significant redesigns and slow feedback from our Client.

### Script Revisions after Final Recording

We can make any changes to your movie during production. However, once the final audio has been professionally recorded and processed, we reserve the right to charge an additional \$85 per sentence for changes.

### Deposit and Payments

We require one half of the cost at the beginning of the project and the other half at the beginning of the 2nd month. The deposit is due prior to the initial interview. If this will be a problem, then please let us know. By signing below, the Client agrees to these terms and conditions.

Organization: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Description: One Impact Movie as described above Name: \_\_\_\_\_  
Cost: \_\_\_\_\_ (Enter from quote provided) Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Date: \_\_\_\_\_ Signature: \_\_\_\_\_  
Other Instructions: \_\_\_\_\_

Thank You  
Your AngelCore Team  
503-799-4412



# Landing Pages Details & Order Form

A Landing Page can be thought of as a one-page mini website. Its purpose is to capture leads from sales campaigns. These campaigns direct customers to a specific webpage to get information. They include activities like emails, SEO, pay-per-click and direct mail. A good Landing Page will motivate your guests to take the next step in your sales process. You can do this by offering something of value like free trials, webinars, case studies or whitepapers. By creating custom Landing Pages, you'll convert more of your Landing Page visitors into qualified leads.

## Maximize the ROI of All Sales Activities

In this economy, you need to make every dollar count. Every person who visits your Landing Page and doesn't act, is a wasted opportunity. What's more, you should use every chance to connect with your audience.

- Showcase important information like technical data, articles and Customer case studies.
- Promote upcoming events, webinars and tradeshows.
- Announce recent offers and incentives.

## Maximize your Conversion Rates

The bottom-line in determining the success of a Landing Page is the conversion rate. Even the smallest change in conversation rates can make a big difference in your success. That's why it's important that your Landing Pages are as good as they can be.

- We present a compelling offer that speaks to the needs of your Customers and build excitement about it.
- Your videos can play automatically inside your Landing Pages, like Impact Movies & Customer Success Stories.

## Designs and Text that Connect with Customers

Our experienced team will create an overall design that contains headlines that are eye-catching.

- Our writers will compose text that gets people to take action. We make sure your Next Step is not too pushy, but is strong enough to achieve the desired results.
- Designs that position you as a leader in your industry.
- Reach the decision makers and other contacts inside your prospect organizations.

## Superior (Customer Centric) Messaging

The optimal Landing Page involves a combination of tasks. It includes a useful offer, a persuasive next step and messaging that is "Customer-centric." Here are some examples of Company-centric versus Customer-centric questions:

<u>Company-centric</u>	<u>Customer-centric</u>
"What is being offered?"	"What's in it for me?"
"What are the benefits?"	"Why can't I live w/out this?"
"What is the urgency?"	"Why do I need this now?"

## Pricing - Base Package & Options

The cost for a base AngelCore Landing Page is \$1000. It includes all the services listed above with the following exceptions. These services must be quoted separately. Contact your Sales Strategist for details and availability.

- System Integration - Send your captured leads directly to your sales database or CRM system and integrate your Landing Pages directly into your sales process.
- Online Surveys - Add surveys and questionnaires to gather data and encourage visitor engagement.
- Online Chat - Add online chat directly into your Landing Pages to better connect with your visitors.
- Analytics - Add analytics to better measure the success of your Landing Pages with programs such as: Google Analytics and KISSmetrics Analytics.
- A/B Testing - We experiment with alternate designs and messages to increase your conversion rates.
- Variations - Create variations of your Landing Pages or add new ones for additional sales campaigns.

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: AngelCore Landing Page Program as described above.

Base Cost: \$1000 Name: \_\_\_\_\_

Additional Cost: \_\_\_\_\_ (Enter from Quote) Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please complete and fax this form to: 503-217-6036.

Your AngelCore Team  
503-799-4412



# Messaging Development Details & Order Form

Superior messaging is the cornerstone of any successful company. It's the most important investment that you can make in your business. The words you choose to use to describe your business determine the way people think about you. It's Customer-centric messaging, not Company-centric. It is told from your Customers own point of view... in ways that your Customers will understand.

## Messaging that Educates & Connects

It's more than knowing what to say. It's saying it in a way that gets the viewer to want to learn more about you. It's educating and connecting with your Customers better than ever.

Most companies rely on just one messaging methodology. However, we use whatever techniques are available to build your strongest message, including Storytelling, Spin Selling and Neuromarketing. It's award-winning messaging that:

- Differentiates your solutions and helps you stand-out.
- Explains why your solutions are the best in your industry.
- Addresses your competitors (subtly or not so subtly).
- Disproves common misconceptions.
- Positions you as the leader in your industry.

## Deliverables – What you Actually Get

We will help create the best overall message and brand for your business. Most often, it includes insights that you couldn't see before because you were too close to your message. Here are the items that we generally deliver in our base package:

- Elevator Pitch. A 30-second "elevator pitch" that you can use to train all your employees and numerous other ways.
- Unique Value Proposition. What are the most important and differentiating benefits that you deliver? What sets you apart?
- No-brainer Argument. This a single sentence that distills your entire value proposition into one simple, "no-brainer" argument.
- Variations on your Message. How does your message change for each unique market and service that you offer?
- Length-specific Descriptions. We can provide descriptions of both your company and services in lengths of 25, 50, 100 and 250 words. They are quick and handy descriptions that can be popped right into online directories, magazine articles, press releases, SEO and PPC listings, Facebook, Twitter, LinkedIn, blogs... wherever you have the chance to tell your story!

## Where to Use your New Messaging?

You can stretch your ROI even further by telling your story in as many places as possible. Here are some places where you can share your new messaging:

- Sales Materials such as websites, brochures, success stories, articles and newsletters.
- Presentations like tradeshows, webinars, demos, videos and sales visits.
- Conversations with Customers, partners and the media.
- Training for salespeople, other employees, distributors and partners.
- Social Media for your company and all employees... tell your story to all your stakeholders.

## Other Deliverables (if needed)

There are other messaging services that we can provide. These depend on your specific market, services and process.

- Competitive Analysis. We'll analyze the websites of your major competitors and share valuable facts that you need to know.
- Customer Profiles. We'll identify your ideal Customers and identify what points are most important to them.
- Market Research. We'll find industry data you can use to bolster the argument and value of your services.

### Pricing - Base Package & Other Deliverables

Our basic messaging services include the items listed above in "Deliverables." The cost for this service is \$4500. We also provide additional messaging services that are listed above. We're happy to develop a custom plan and proposal to meet your specific needs.

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: AngelCore Messaging Development Program as described above.

Base Cost: \$4500 Name: \_\_\_\_\_

Additional Cost: \_\_\_\_\_ (Enter from Quote) Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Please complete and fax this form to: 503-217-6036.

Thank You  
Your AngelCore Team  
503-799-4412





# Press Release Details & Order Form

A Press Release is a simple yet effective marketing tool when executed properly. Our experienced writers will produce a press release that spotlights your achievements, advancements, millstones and other noteworthy news.

## A Press Release can be used Many Ways

- Share it with employees, Customers, partners and other important stakeholders.
- Post it on your website to show the world that you are succeeding and moving forward as a company.
- Use it as another sales tool to consistently connect, educate and get useful information in front of your Customers.
- It can improve your SEO page rankings and click-through rates.
- Try to get it published in traditional media outlets (see below) and in on-line resources.

## Press Release Development Process

We will provide a short questionnaire for you to complete. This will help you frame the content surrounding the news that you'd like to share. This will be followed by a telephone conversation to discuss the goals, ask questions and get clarification about the facts. Once completed, we will develop a one page press release (typically 400-500 words). This will be shared with you to get your comments and feedback. We will then rewrite and edit the press release as needed until we all feel that it best represents what is newsworthy and needs to be communicated. This process typically takes 1-2 weeks.

### Optional: Press Release Wire Distribution Price

- |   |         |
|---|---------|
| <input type="checkbox"/> National Press Release Wire Distribution (400 words):  | \$ 1500 |
| • Each Additional 100 words:  | \$ 200  |
| <input type="checkbox"/> Regional or New York City PR Distribution (400 words): | \$ 1100 |
| • Each Additional 100 words:  | \$ 150  |
| <input type="checkbox"/> Single Market or Metro Area (400 words):               | \$ 800  |
| • Each Additional 100 words:  | \$ 100  |
| <input type="checkbox"/> Add Multimedia Asset (photo, video, etc.):             | \$ 600  |
| • Each Additional Asset:  | \$ 250  |

### Optional: Media Relations Direct Contact \$ 2000

- This includes direct distribution of the press release to up to 10 key media outlets, such as local and national newspapers, magazines, trade publications and local television.
- Services include phone and email follow-ups to ensure the media contact received your press release.
- Placement of your press release is not guaranteed. Whether it's picked up and placed is at the discretion of the various editors and publishers around the country.
- Nevertheless, your press release will be out on the Internet, which will enhance your SEO rankings and overall click-back rates.

## Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

## Payment Terms

In exchange for our hard work and commitment to the success of your sales goals, we ask that payment is made as soon as the invoice is received. If this is an issue, then please let us know.

Organization: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Description: Press Release Development: \$ 800      Name: \_\_\_\_\_  
Cost: \$ 800 (Add cost for options)      Title: \_\_\_\_\_  
Phone: \_\_\_\_\_      Email: \_\_\_\_\_  
Date: \_\_\_\_\_      Signature: \_\_\_\_\_  
Other Instructions: \_\_\_\_\_

Please complete this form and fax it to 503-217-6036.

Your AngelCore Team  
503-799-4412