

Quick Reference Talking Points

Subject: Business Identity Kits

- Business Identity Kits will include the following:
 - three logo options
 - designs for one brochure, a business card, letterhead and envelope, a letter or postcard announcement, a press release.
 - up to three revisions on each.
- Cost: \$500
- This price includes design only, no production. We can manage the production or provide files for the client to send to their chosen printer.
- Launch Date: Monday, April 16th, 2007
- Our goal in offering the business identity kits is to secure future projects from new small businesses.
- We will offer this product to all businesses, including existing clients, at the \$500 price.
- The quality of work on the business identity kit materials will be the same high quality as all other Mustard Seed Marketing projects.
- Our planned turnaround time on the business identity kits, prior to revisions, will be two weeks. However, we will be willing to work with clients with a shorter deadline.
- Refer to the business identity kit brochures and our web site for additional information. Also, contact Evan at ext. 2222 if you have questions.