



[www.penandpink.com](http://www.penandpink.com)

## Level 1 Newsletter

Level 1 is intended for new or small, growing units (see unit size below), and is designed to keep print and postage costs to a minimum. Level 1 consists of four pages of reports and company news, and optionally, two pages of your own ready-to-print material. The fee for this service is **\$40 per month** with a one-time \$15 setup charge, and includes:

- Eight monthly and quarterly reports from DOM and InTouch.
- Company news, promotions and challenges.
- Personalized to your unit with:
  - Cover page design that you select from our library.
  - Your photo and car photo.
  - Your monthly unit goals.
  - Two monthly consultant photo recognitions.
  - Monthly calendar with your unit event dates.
  - Two unit promotions or special unit/guest events
- Two to four ready-to-print full pages you send to us (optional).
- Completed newsletter e-mailed to you in PDF format.

## Specifications

### Level 1 Unit Size

Level 1 is intended for new and small units of less than 40 active consultants (less than 70 total non-terminated consultants).

### Reports from DOM and InTouch

**Monthly:** Recruiters & Teams, New Members, Recruiter Commission, Unit Wholesale, Court of Sales, Court of Sharing, Birthdays & Anniversaries, Star Report. **Quarterly:** PCP Participation and Quarterly Star Winners. Spellings appear in the newsletter exactly as downloaded from the reports.

## Company News, Promotions and Challenges

Up-to-date information on company sales promotions, recruiting challenges, monthly product bonuses, the Preferred Customer Program, special company events and more is included.

## Unit Personalization

**Cover Page Design.** Select the cover page of your choice from our Cover Page Library. This design is personalized with your unit's name, your photo and car photo. You are not permanently committed to your cover page choice. If at some point, you wish to change to another design, you may do so for a small fee.

**Photos.** You may submit two photos per issue with a recognition caption below each name (*i.e.* Queen Wholesale, Queen Recruiting, Top Retail, Power Start, \$100 Day). Each quarter you may submit photos of your Quarterly Star winners. All photos should be e-mailed to us in JPG, GIF or PNG graphic format and should be clearly identified. We will crop, if needed, and will store photos for future use.

**Unit Goals.** We will include your monthly unit goals. Please submit your goals as short bullet points (*i.e.* \$10,000 production, 10 red jackets).

**Calendar.** A calendar with main company events is provided. We will add your unit specific meetings and events.

**Promotions.** Submit unit specific information for the two boxes at the top of page 3. This can be unit promotions, a special unit/guest event, additional recognition.

**Ready-to Print Full Pages.** You may submit two to four ready-to-print full pages that we will include "as is" in the newsletter. Your pages must be e-mailed in Word, Publisher or PDF format. The newsletter PDF master you receive from us will include these pages.

## Signing-Up

Selecting the Sign-Up option from our web page will and complete the registration. Within 24 hours, you will be sent an e-mail invoice for the setup fee. Upon payment, you will receive an e-mail Welcome Packet. Your first newsletter will normally commence the month after you sign-up.

## Your Newsletter Delivery Date

You are assigned a delivery date between the 9<sup>th</sup> and 20<sup>th</sup> of each month. Your newsletter will often arrive earlier as delivery dates are based on DOM reports not being available until the 9<sup>th</sup> of each month. You will be assigned a 24 hour window in which you can expect your newsletter. For example: if you are assigned a delivery date of the 11<sup>th</sup> then your newsletter will be delivered no later than the 12<sup>th</sup>. If your delivery date falls on a weekend, our window is expanded to 48 hours.

## Newsletter Delivery and Revisions

Your newsletter is e-mailed to you in Adobe Acrobat PDF format. We will revise only information which you submitted to us. We do not revise DOM reports unless we have made an error. Once we receive your revisions an updated newsletter is returned to you within 24 hours (48 hours on weekends). Once the 21<sup>st</sup> of the month has passed, no

revisions will be accepted. Your updated newsletter is e-mailed to you in Adobe Acrobat PDF format for you to print and take to your photocopy shop (unless you have signed up for our Print & Mail service, in which case we will be handling your printing and mailing needs).

### **Newsletter Billing**

Payments are processed electronically and all major credit cards are accepted. The newsletter setup fee is invoiced after you enroll and is non-refundable. You are electronically invoiced on the 5th of each month for the current month's newsletter. Work on your newsletter will not start until the charge clears.

### **Monthly E-Letter**

On the first of each month, you'll receive an e-mail from us that reminds you of the items you need to submit plus the submit-by date. A draft of the upcoming month's newsletter is normally attached for you to preview.

### **Is There A Long Term Contract?**

No, there is no long term commitment, although we hope to earn your long term business through an excellent product delivered in a timely manner for a fair price. We ask for notice by the 4<sup>th</sup> of the month prior to publishing if you are planning to cancel.

### **Can I Skip Months?**

Our business model is built around producing monthly newsletters. You may skip one month (one newsletter cycle) each calendar year with no penalty. Let us know by the 4<sup>th</sup> of the month if you will be "skipping" that month's newsletter. If you skip more than one month, you will be considered a new client when you re-start your newsletter and will be billed the set-up fee and will be given a new delivery date.

### **Referrals**

For every client you refer, you will receive a \$15 credit to your account available after the new client completes one full month of service.