

# The Business Yearbook Program FAQ

## 1. **Just what is Business Yearbook?**

In concise terms, Business Yearbook is a professional, in-depth profile of a client's business, created and produced by a team of experienced writers, designers, and editors.

## 2. **Why do I need Business Yearbook, and what can it do for my business?**

Your business is a complex and important entity. Business Yearbook is designed to educate, inform and present your business to a target audience, in a much more thorough and in-depth manner than traditional "advertising". Your target audience would likely include your existing clients and sales prospects, investors and financial institutions, shareholders and employees, government contacts, the press, and anyone else you deem important. Business Yearbook is a unique marketing, promotion, and public relations program, all rolled up into a single powerful package.

## 3. **What are the key elements in the program?**

Business Yearbook has 3 basic parts: Content, Applications, and Exposure.

## 4. **What do you mean by "content"?**

Content encompasses all of the important aspects of your business: its mission, history, products and services, achievements, goals, people, culture, partners, and more. All of these elements are vital in educating others about your business and brand.

## 5. **What are the "applications"?**

The applications are the various design models that will contain the content. This will include the Yearbook, custom DVD's, an Ebook, a series of press releases, postings to YouTube and other video sites, ads and profiles in the Mississippi Business Journal and our website, MSBusiness.com, our new online magazine (Mississippi Business Profiles) and other online applications. We'll also provide you with a flash drive containing all program files for your use.

## 6. **What is meant by "exposure"?**

This means getting the information into the hands of your target audience.

## 7. **What other types of exposure and promotion will be a part of the program?**

Lots! We'll begin with direct distribution of your Yearbook and DVD's to a "VIP list" of selected contacts. From there, we'll promote your content to the 65,000 monthly readers and viewers of the Mississippi Business Journal and our website, MsBusiness.com, plus posting to numerous online video sites, promotion of your Ebook, and a full page in our new online magazine, "Mississippi Business Profiles". This magazine will be available free to any and all interested parties. Through consistent cross-promotion in these media, we'll generate many thousands of additional quality readers and viewers for you throughout the year.

## 8. **So, is there an actual "Yearbook"?**

Yes, there is. The basic Yearbook is a coil bound publication organized into segments, or "chapters". For most businesses, the book will probably range from 64-112 pages, organized into appropriate "chapters" with copy, graphics, and other information.

## 9. **What is the Ebook?**

It's the online version of the Yearbook, published in the latest page-turn format. It will be hosted through us, cross-linked to many other sites and applications, and will live online for a full year. It's a superb way to expose your Yearbook to the world.

## 10. **What is the DVD?**

The DVD is a kind of abbreviated, audio-visual version of your Yearbook, featuring selected material from each chapter organized into a series of "tracks". Each track will feature graphics, audio recording from you and your key people, original background music, and more. Each of these tracks will also be posted to YouTube and other video sites. The DVD's will come in shrink-wrapped cases with full color inserts.

## 11. **How many books and DVD's will I receive?**

As few or as many as you wish, entirely dependent on your needs.

## 12. **Can I order additional copies later on?**

Yes, you can....as many as you wish, on a per unit cost basis.

## 13. **Who will handle the distribution of the book and DVD?**

We can handle that for you. You

decide on the "VIP list"...that is, the people who are most important to your business. We'll make sure they receive a copy of the book and/or DVD, along with a letter from you, for a personal touch. Of course, the Ebook version will be available to the world, but the recipients on your "VIP list" will definitely appreciate—and be duly impressed by—a personal hard copy!

## 14. **How long does the program take to complete?**

From start to finish, it will take approximately 6-8 weeks.

## 15. **Who will I be dealing with?**

You'll deal with a Project Manager & Editor who will manage the process and work to insure your satisfaction at every step of the process.

## 16. **Will I get to approve the various segments?**

Absolutely. We won't do anything without your prior approval.

## 17. **Can I change the format of the Yearbook?**

Yes, you can. If you want a larger format book, for instance, or different binding, more color, or other alterations, no problem. Just let us know what you wish and we'll provide the information.

## 18. **What does the program cost?**

Business Yearbook is designed to offer maximum value at minimum cost to you. We charge a reasonable creative fee plus a low per-unit price for books, DVD's, online applications, and so on. We can also arrange a monthly billing option to fit your budget.

## 19. **What's the next step?**

We'll be happy to provide you with a detailed proposal, samples, and other information, without obligation.

## OTHER QUESTIONS?

Simply give us a call and we'll be happy to answer any questions you may have about the program.

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