

# New. Economical. Easy.

# Newsletters.

## For your Residential Customers.

**M**arketing with newsletters has just become easier and more convenient than ever before! With the Customer Loyalty Newsletter Art Package from Compelling Communications, Inc., you receive *beautiful, professionally written and designed newsletter art ready to print and mail out*. Customers will like to receive your newsletter, especially if you treat on an infrequent basis and they don't see you often.

Each quarterly newsletter is written and designed specifically for your residential pest control customers and reflects your knowledge of pest control, great communication and a professional, "upscale" image of your company.

### Here's what you'll get

#### Professionally written articles designed for *your* pest control customers

Articles are written by communications professionals who know your business, know topics that are important to your customers and communicate effectively.

#### Professionally designed newsletter art

Your newsletter will be attractive, eye-catching, fun & easy to read in just a few minutes and contain information that your customers will want to keep for reference.

#### Printer-ready artwork for a two-page newsletter (8½" x 11" printed on both sides) four times a year

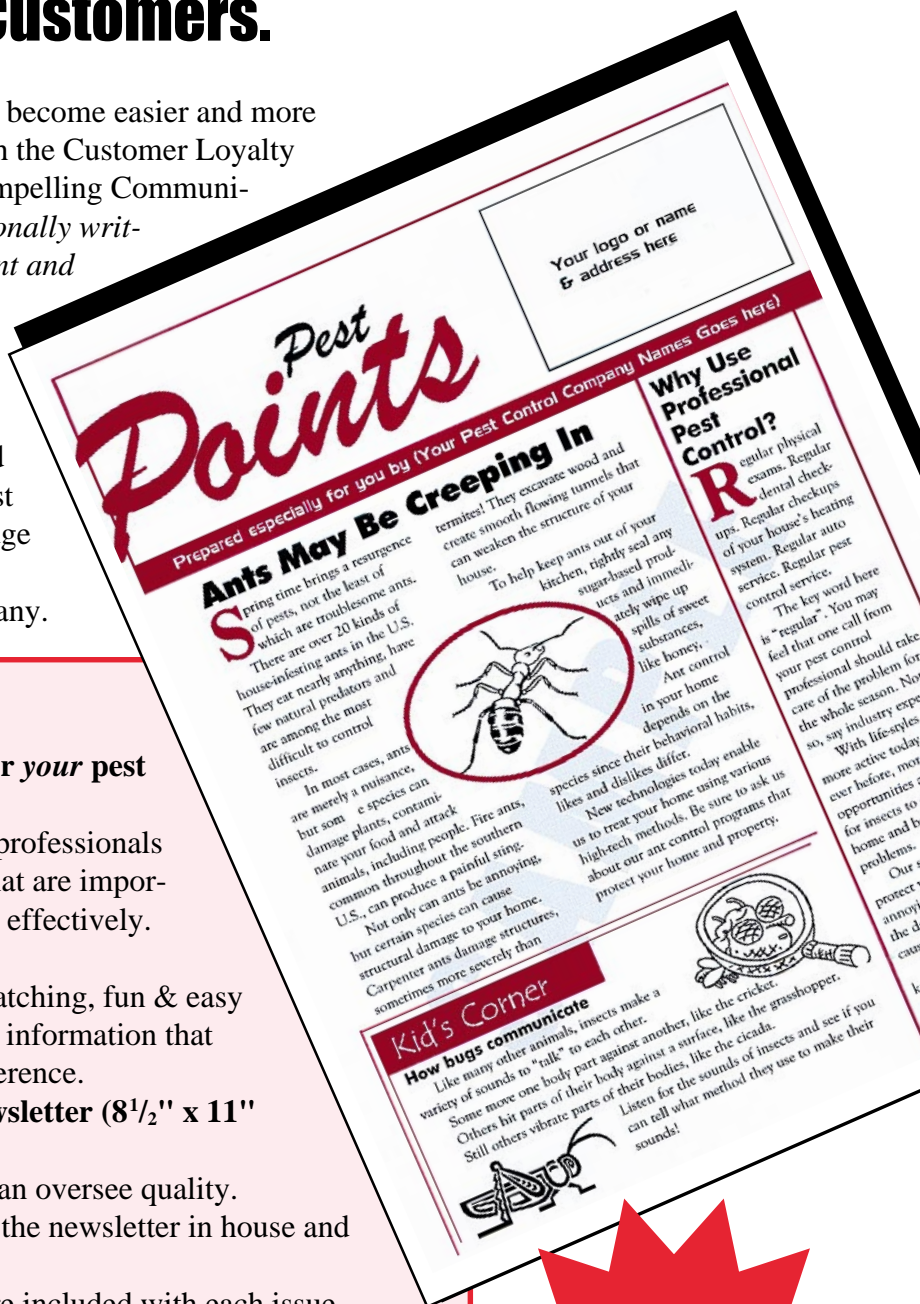
Enables you to print locally where you can oversee quality.

For small quantities, you can photocopy the newsletter in house and save printing costs.

Printer's specifications and guidelines are included with each issue.

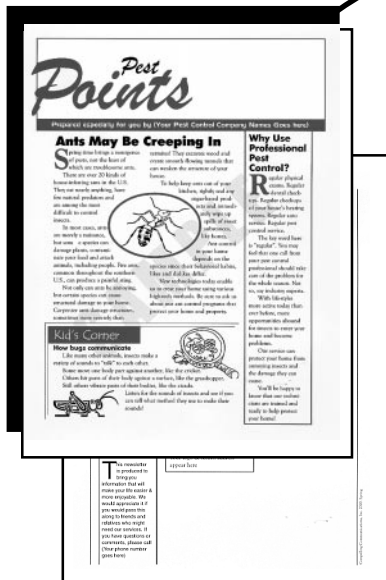
#### The opportunity to customize your newsletter

See page 2 for details on how to make the newsletter uniquely yours.



**Discounts  
Offered  
See order form.**

**Call Toll-Free 800-779-0067 – 24-Hour Fax 636-394-6979**



## Option 1: The Economical Choice

Attach your name & logo to the blank mailing panel, copy or print and it's ready to mail out. (Black & white camera ready art.)

## Why use this Customer Loyalty Newsletter Art Package?

- Appeal to residential customers with a newsletter developed just for them
- Add value to your service
- Maintain & enhance your image
- Keep in touch with customers & prospects
- Establish credibility
- Interest homeowners with fascinating information



## Option 2: The Custom Choice

You'll receive the standard newsletter art described under Option 1, plus a customized, unique nameplate with your company name and logo and a return address on the mailing panel. (Black & white or 2-color separated art or digital files in PageMaker v. 6.5 for the PC format on CD are furnished.)

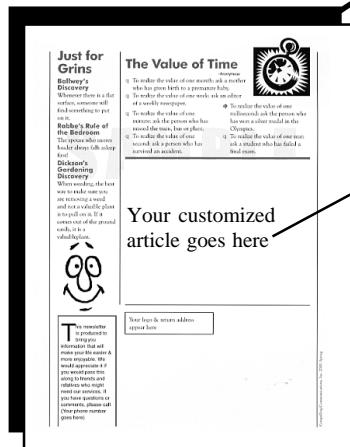
## Newsletter Content

Each newsletter will contain articles like the following:

- Seasonal insect article
- Kids Corner: Fascinating Bug Facts
- Just for Grins: Entertaining, short humorous stories
- The Value of Professional Pest Control
- General interest articles

## Unique Newsletter Name

Name your own newsletter or choose one of our creative newsletter names.



## Option 3: The Tailored Choice

You'll get Option 1, Option 2 plus one panel of customized information about your company, promotions, programs, etc. You can include coupons, testimonials, success stories and more! (Black & white or 2-color separated art or digital files in PageMaker v. 6.5 for the PC format on CD are furnished.)

# FREE

FREE report on marketing with newsletters accompanies initial order.

Printer's specifications and guidelines are included with each issue.

# Call

Compelling Communications, Inc.  
Toll-Free: 800-779-0067  
24-Hour Fax: 636-394-6979

# Order Form for Customer Loyalty Newsletter Art Package

Please Print or Type

Date: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Street: \_\_\_\_\_ Fax: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Check One	Newsletter Artwork	Quarterly Price	Annual Price
<b>1</b>	Standard newsletter: Includes blank mailing panel on back, ready for you to add your company's return address & postage. No customization. Black & white art only.	\$85	\$340 - 5% <b>\$323</b>
<b>2</b>	Option 1 plus customized nameplate with your logo (2" x 2-1/2" area) and unique newsletter name on front. Mailing panel customized with return address on back. Black & white or 2-color separated art or digital files on CD are furnished. (PageMaker v. 6.5 for the PC)	\$115	\$460 - 5% <b>\$437</b>
<b>3</b>	Options 1 & 2 plus one panel customized with information about your company, promotions, programs, coupons, etc. on back (Information on this panel can be changed each issue.) Black & white or 2-color separated art or digital files on CD are furnished. (PageMaker v. 6.5 for the PC)	\$140	\$560 - 5% <b>\$532</b>
X	Report - "Marketing with Your Newsletter"	FREE	FREE
X	Printer Specifications & Guidelines	FREE	FREE
Total of checked items above including tax (6.75% Missouri only)			

Circle your choice of a newsletter name or write in your own (applies to Options 2 & 3)

Accents	Link
Advantage	News
Advisory	Notes
Advocate	Outlook
Briefing	Pest Points
Bulletin	Profile
Connection	Report
Dimensions	Review
Focus	Scope
Forum	Signature
Guide	Spotlight
Highlights	Topics
Horizons	Trends
Hotline	Update
Insider	Viewpoint
Line	Other _____

If you would like to receive your newsletters printed & ready to mail, circle the quantity you'll need below. (Shipping charges not included.)

Quantity	Price
300	\$282
500	\$305
1000	\$358
2000	\$505
3000	\$607
5000	\$844

**Payment Method (Please check)**

\_\_\_\_ Advanced Annual Payment (Save 5% off annual subscription rate.) \_\_\_\_ Quarterly payment

I am enclosing a check for \$\_\_\_\_\_.

**Payment Options:** 1) Pay for the year at once and earn a 5% discount – OR –  
2) Pay quarterly. You will be billed each quarter for that issue.

**Newsletter art will be shipped upon receipt of payment.**

**Deadlines:** For subscription beginning with April issue, order by February 15  
For subscription beginning with July issue, order by May 15  
For subscription beginning with October issue, order by August 15  
For subscription beginning with January issue, order by November 15

**Logo art:** For Option 2 or 3, black & white camera-ready logo art should be included with initial order and payment. If you order options 2 or 3, and wish to have your bulk mail indicia included, send it with your logo.

**Proofs:** A proof will be faxed before the first issue in a subscription to assure approval of the logo and customized nameplate. Each issue, we will fax a proof of your customized panel in Option 3 above.

**Shipping:** Camera ready artwork will be mailed the first week of January, April, July and October.

**Copyrights:** Compelling Communications, Inc. retains ownership rights to all copy, design, and art except individual company logos. It is illegal to copy or reproduce artwork produced by Compelling Communications, Inc. for anything other than the production of the newsletter.

**Guarantee:** If you're not completely satisfied with your newsletter, just let us know after the first issue and we'll refund your money for the remaining issues in the subscription.

Mail completed form, check & logo to Compelling Communications, Inc., 512 Marie Lane, Manchester, MO 63011.

**If you have questions, call 800-779-0067 or 636-394-4148.**

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

# Frequently Asked Questions

## about the Customer Loyalty Newsletter Art Package from Compelling Communications, Inc.

### **What do I get by subscribing to the Newsletter Art Package?**

You'll receive camera ready artwork for a professionally designed and written 2-page customer newsletter. You can choose artwork three ways: 1) black and white art; 2) art separated into two colors for your printer; 3) digital art on CD in PageMaker 6.5 for the PC. With each subscription, you'll also receive a FREE report on marketing with your newsletter. In addition, we'll include printer's specifications and guidelines with each issue.

### **How often will I receive newsletter artwork?**

New newsletter art will be mailed to you four times a year: the first week of January, April, July and October for prepaid subscriptions.

### **Why don't I get printed newsletters?**

The camera-ready art you'll receive enables you to patronize your local printer. Companies needing smaller quantities can photocopy the newsletter in-house.

### **Can I include an article about my company, pest control programs or promotions?**

Yes. This is the best way to individualize your newsletter. In Option #3 on the order form, you may submit approximately 150 words to appear on the back of the 2-page newsletter.

### **Do I have to subscribe for a whole year?**

No, you don't have to subscribe for an entire year. However, you'll receive the benefits of marketing with a newsletter only if you mail it regularly. A good test of its effectiveness is to mail it for at least one year. You can purchase by the quarter, but you'll save 5% by paying for your annual subscription at one time.

### **How can I be assured that I'll like the content?**

If you're not completely satisfied with your newsletter, just let us know after the first issue and we'll refund your money.

### **Why isn't the whole newsletter about insects?**

Based on the interests of homeowners, a variety of topics is appealing. Each issue will have some articles about insects and each issue will carry an article on the value of professional pest control.

### **Will other PCOs be mailing the same newsletters into my market area?**

With Option #2 or #3, your newsletter will carry a unique name and header design including your logo. This, plus your customized article, will differentiate yours from newsletters from other pest control companies.



**COMPELLING COMMUNICATIONS, INC.**

512 MARIE LANE • MANCHESTER, MO 63011  
800-779-0067 • 636-394-4148 • FAX: 636-394-6979

E-MAIL: [COMPEL1@AOL.COM](mailto:COMPEL1@AOL.COM)

WEB SITE: [WWW.COMPEL.COM](http://WWW.COMPEL.COM)

# Pest Paints

Your logo or name  
& address here

Prepared especially for you by (Your Pest Control Company Names Goes here)

## Ants May Be Creeping In

Spring time brings a resurgence of pests, not the least of which are troublesome ants.

There are over 20 kinds of house-infesting ants in the U.S. They eat nearly anything, have few natural predators and are among the most difficult to control insects.

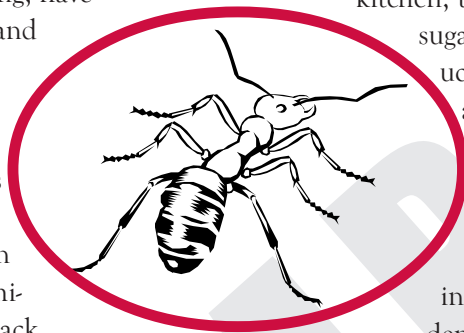
In most cases, ants are merely a nuisance, but some species can damage plants, contaminate your food and attack animals, including people. Fire ants, common throughout the southern U.S., can produce a painful sting.

Not only can ants be annoying, but certain species can cause structural damage to your home. Carpenter ants damage structures, sometimes more severely than

termites! They excavate wood and create smooth flowing tunnels that can weaken the structure of your house.

To help keep ants out of your kitchen, tightly seal any sugar-based products and immediately wipe up spills of sweet substances, like honey, Ant control in your home depends on the species since their behavioral habits, likes and dislikes differ.

New technologies today enable us to treat your home using various high-tech methods. Be sure to ask us about our ant control programs that protect your home and property.



## Kid's Corner

### How bugs communicate

Like many other animals, insects make a variety of sounds to "talk" to each other.

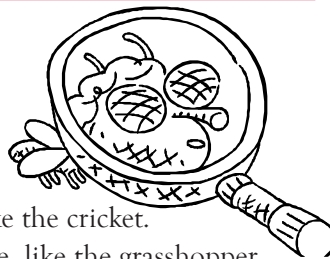
Some move one body part against another, like the cricket.

Others hit parts of their body against a surface, like the grasshopper.

Still others vibrate parts of their bodies, like the cicada.



Listen for the sounds of insects and see if you can tell what method they use to make their sounds!



## Why use Professional Pest Control?

Regular physical exams. Regular dental check-ups. Regular checkups of your house's heating system. Regular auto service. Regular pest control service.

The key word here is "regular". You may feel that one call from your pest control professional should take care of the problem for the whole season. Not so, say industry experts.

With life-styles more active today than ever before, more opportunities abound for insects to enter your home and become problems.

Our service can protect your home from annoying insects and the damage they can cause.

You'll be happy to know that our technicians are trained and ready to help protect your home!

# Just for Grins

## Ballwey's Discovery

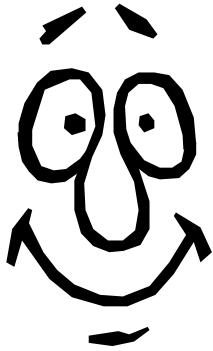
Whenever there is a flat surface, someone will find something to put on it.

## Rabbe's Rule of the Bedroom

The spouse who snores louder always falls asleep first!

## Dickson's Gardening Discovery

When weeding, the best way to make sure you are removing a weed and not a valuable plant is to pull on it. If it comes out of the ground easily, it is a valuable plant.

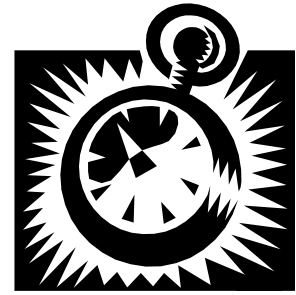


This newsletter is produced to bring you information that will make your life easier & more enjoyable. We would appreciate it if you would pass this newsletter along to friends and relatives who might need our services. If you have questions or comments, please call (Your phone number can go here)

# The Value of Time

—Anonymous

- To realize the value of one year: ask a student who has failed a final exam.
- To realize the value of one month: ask a mother who has given birth to a premature baby.
- To realize the value of one week: ask an editor of a weekly newspaper.
- To realize the value of one minute: ask the person who has missed the train, bus or plane.
- To realize the value of one second: ask a person who has survived an accident.
- To realize the value of one millisecond: ask the person who has won a silver medal in the Olympics.



# Bugproofing Your Home

Trim bushes, shrubs and other ornamentals away from your home. These can act as insect highways into your home.

Repair broken screens. Insects are attracted to odors and heat that come from your house!

Replace broken or wornout weatherstripping around windows and doors. Cracks and holes here can invite pests inside!

Turn off outside lights when not needed. Bright lights attract flying insects.

If you use electric "bug zappers," regularly clean out the tray. Dead

insects can attract other types of insects.

Install closers on screen doors to keep insects out!

Call us to inspect for potential insect problems.



Your logo & return address can appear here

Your article or promotion can go here.