

**40+ Tools to Launch,  
Build & Grow Your Business!**

**Over \$500 Value!** If purchased separately\*

# BizTools Pro

Everything You Need to Grow Your Business

**100% Genuine Software Applications**  
No Trials or Limited Versions Requiring an Upgrade Purchase!



## BizTools Pro

Everything You Need to Grow Your Business

**100% Genuine Software Applications**  
No Trials or Limited Versions Requiring an Upgrade Purchase!

**BizTools Pro** gives you all the resources you need to launch, build, and grow your business. Create your business plan, design your company logo, establish your branding, organize your office, and grow a successful business!

### Launch Your Business!

- ✓ Legal Forms
- ✓ Business Planning
- ✓ Business Letters
- ✓ Wow! I'm in Business eBook
- ✓ Company Logo Designer
- ✓ Business Cards & Letterhead
- ✓ Postcards
- ✓ Office Policy Manual
- ✓ Financial Calculator
- ✓ Marketing Calculator

### Build Your Business!

- ✓ Organizational Charts
- ✓ Invoicing & Statements
- ✓ Time-Keeping & Billing
- ✓ Daily Planner & Task List
- ✓ Address Book / Labels
- ✓ Fax Machine
- ✓ Postage Saver / Mail List
- ✓ Office Scheduling
- ✓ Excel Training
- ✓ PowerPoint Training
- ✓ Accounting Fundamentals
- ✓ Web Page Design
- ✓ QuickBooks Training
- ✓ Typing Instruction for Business

### Grow Your Business!

- ✓ Sample Marketing Plans
- ✓ Sales Forecasts
- ✓ Marketing Budget
- ✓ Advertising Effectiveness
- ✓ Competitive Analysis
- ✓ Sales Analysis
- ✓ Profitability
- ✓ Pricing
- ✓ Newsletters & Brochures
- ✓ Cards & Invitations
- ✓ Calendars
- ✓ Annual Reports
- ✓ Contracts to Grow Your Business
- ✓ High Impact E-mail Marketing

### Bonus! BizTools Pro Resource Site

Access a number of valuable business resources on business planning, funding, legal issues, incorporation, business trends and more—organized for small businesses and start-ups.

## Launch Your Business for Success!

Give your business a competitive advantage with the ultimate collection of 40+ business tools! Launch your business successfully and develop an effective plan to increase sales, decrease costs, and boost profits!

### Legal Forms

Save time, money, and effort by creating important legal forms, documents, and contracts yourself.

- ✓ Prepare documents for board members and shareholders.
- ✓ Write partnership agreements to expand your markets.
- ✓ Protect your intellectual property and copyrights.
- ✓ Includes contracts for sales, independent contractors, and more.



### Business Planning Tools

Interactive training offers comprehensive instruction for launching your business and writing a powerful business plan. Get started quickly with samples and advice. Share your vision with investors and partners.

#### Business Planning

- ✓ Write a powerful business plan.
- ✓ Share your vision with investors, partners, and employees.
- ✓ Get started quickly with samples and advice.

#### Business Letters

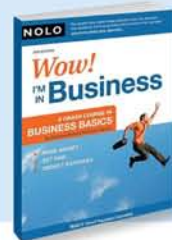
- ✓ 2,100 business, sales, legal, and customer service letters.
- ✓ Professionally-written with ideal words, tone, and approach.
- ✓ Advanced search helps you find the perfect phrase.



### Wow! I'm in Business eBook

Find answers to your business and marketing questions: "What's the Difference? Marketing vs. Advertising," and "Do You Need a Marketing Plan?"

- ✓ Discover how the top ten marketing tips can help you succeed.
- ✓ A complete marketing toolbox for your small business.
- ✓ Straightforward answers to questions about marketing planning.



### Company Logo Designer

Successful branding starts with professional logos. Quickly create custom logos for your company.

- ✓ Design your own logos from 50+ templates.
- ✓ Quick and easy to use—no design experience required!
- ✓ Professional logos and high-quality resolution.



### Business Cards & Letterhead

When you are growing your business, you need professional business cards and letterhead fast.

- ✓ Design and print stationery in minutes.
- ✓ Pre-designed templates for all business types.
- ✓ Convenient design tools, fonts, colors, and graphics.



### Office Policy Manual

Write an Employee Handbook that sets employee expectations about your company culture and standards.

- ✓ Train new hires more quickly and professionally.
- ✓ Avoid confusion and reduce potential conflicts.
- ✓ Set workplace guidelines and reduce legal risks.



### Business Calculators

Quickly determine important financial calculations for investments, financial statements, rates of return, capital budgets, and loans and leasing for your business!

#### Financial Calculator

- ✓ Get accurate business calculations to forecast sales, set budgets, and run your business profitably.
- ✓ Performs multiple, important business functions.

#### Marketing Calculator

- ✓ Run ROI on specific marketing activities.
- ✓ Calculate budgets for marketing expenditures.

Liquidity Analysis and Ratios	
New Working Capital	
Current Assets	\$1,223,000
Current Liabilities	\$800,000
The net working capital is:	\$423,000
Current Ratio	
Current Assets	\$1,223,000
Current Liabilities	\$800,000
The current ratio is:	1.53
Quick Ratio	
Current Assets	\$1,223,000
Current Liabilities	\$800,000
The quick ratio is:	1.31

Marketing Ratios and Measures	
Sales Revenue	
Advertising	\$400,000
Direct Sales	\$500,000
Referrals and Referrals	\$100,000
Events	\$100,000
Total Sales	\$1,100,000
Cost of Goods Sold	
Advertising	\$400,000
Direct Sales	\$300,000
Events Available for Sale	\$150,000
Operating Expenses	\$100,000
Cost of Goods Sold	\$950,000
Marketing Expenses Ratio	
Advertising	\$400,000
Operating Expenses	\$100,000
Total Sales	\$1,100,000
Marketing Expenses Ratio	0.36

## Build Your Business!

**BizTools Pro** gives you powerful resources to build your business and run it efficiently! Save time, reduce costs, and increase employee productivity!

### Organizational Charts

Easily create organizational charts — the best way to visualize and understand your workforce.

- ✓ Create professional-looking org charts in just a few clicks.
- ✓ Give charts a refined look with pre-built design templates.
- ✓ Visualize your organization and make informed decisions.



### Invoicing & Statements

Powerful timecard and billing software creates invoices and statements for tasks and time-based billing projects.

- ✓ Flexible for all professional service businesses.
- ✓ Create time records and billing statements.
- ✓ Get paid regularly and track employee hours.



Includes  
**Time-Keeping  
& Billing**

### Planning Tools

These unique planning tools provide everything you need to manage your business schedule and contacts.

#### Daily Planner

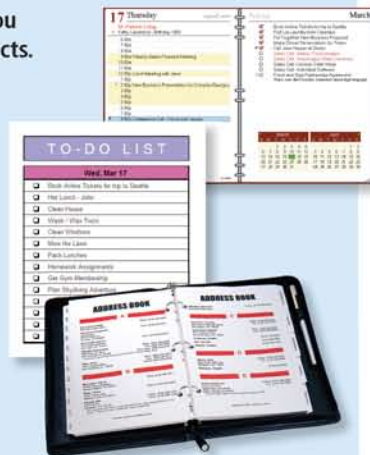
- ✓ Stay in control of your schedule.
- ✓ Plan all important company meetings and events.
- ✓ Simply drag and drop appointments to reschedule!

#### Task List

- ✓ Get organized and accomplish more in less time.
- ✓ Categorize and view your complete task list.
- ✓ Prioritize activities that expand your business.

#### Address Book / Labels

- ✓ Centralize key contact and customer information.
- ✓ Simply drag-and-drop to schedule appointments.
- ✓ Print address books, envelopes, and mailing labels.



### Fax Machine

Send and receive faxes without a fax machine! Simply fill in the fax number and "print" directly from your computer.

- ✓ Forwards received faxes directly to your e-mail upon receipt.
- ✓ Prints received faxes directly to any printer.
- ✓ Eliminate the expense of an extra phone line.



### Postage Saver / Mail List

Prepare bulk mailings for the post office and save up to 40% on your in-house mailings.

- ✓ Step-by-step process sorts mail, calculates rates, and prints postage.
- ✓ Updated with the latest postal rates including nonprofit discounts.\*
- ✓ Works with your existing mailing list database to save time.

\*USPS PAVE-GOLD certified (the highest level of certification for accuracy by the U. S. Postal Service).



### Office Scheduling

Organize, manage, and communicate office schedules, meetings, and even work schedules for small teams.

- ✓ Set meetings and work schedules with start and end times.
- ✓ Group employees into work teams by category.
- ✓ Publish impressive office calendars and schedules.



### Employee Skill Building for Small Offices!

Build employee skills and increase business efficiency and productivity. Each training tutorial includes a 3-PC Small Office Multi-User License.

- ✓ Excel Training
- ✓ PowerPoint Training
- ✓ Accounting Fundamentals
- ✓ Web Page Design
- ✓ QuickBooks Training
- ✓ Typing Instruction for Business



Train Your  
Office Staff! 3-PC  
Multi-User Licenses  
for All Training  
Courses!

# Grow Your Business!

**BizTools Pro** gives you powerful resources to grow and expand your business. Plan your sales forecast, set budgets, measure advertising effectiveness, gauge competitive factors, analyze sales, determine target pricing, and increase your business profits!

## Marketing Tools to Grow Your Business

This comprehensive collection of marketing tools has everything you need to grow your business.

### Sample Marketing Plans

- ✓ Write a powerful marketing plan.
- ✓ Share your plan with investors, partners, and employees.
- ✓ Get started quickly with easy-to-follow prompts.



### Sales Forecasts

- ✓ Calculate the projected sales for all products and services.

### Marketing Budget

- ✓ Prepare an operations budget for all of your marketing activities.

### Advertising Effectiveness

- ✓ Analyze the effectiveness of advertising expenditures based on share of voice and estimated market share.

#### Marketing Plans

<b>Sales Forecasts</b> Market Demand	<b>Competitive Analysis</b> Market Attractiveness Analysis Market Competitiveness Analysis
<b>Targets</b> Marketing Strategy Marketing Campaign Budget	<b>Sales Analysis</b> Sales Analysis Sales Cycle Metrics
<b>Advertising</b> Advertising Objectives Ad Analysis	<b>Profit Monitor</b> Contribution Margin and Break-Even Product Profitability
<b>Competitive Analysis</b> Competitive Strength Analysis Location Analysis Local Market Metrics Score Card Marketing Timeline Score Card	<b> Pricing</b> Mark-Up Pricing System Target Pricing System



#### Sales Analysis

Product	Actual	Forecast	Variance
Product A	100,000	120,000	-20,000
Product B	200,000	180,000	20,000
Product C	150,000	160,000	-10,000
Product D	80,000	90,000	-10,000
Product E	120,000	110,000	10,000
Product F	90,000	100,000	-10,000
Product G	110,000	105,000	5,000
Product H	70,000	80,000	-10,000
Product I	130,000	125,000	5,000
Product J	60,000	70,000	-10,000
Product K	140,000	135,000	5,000
Product L	50,000	60,000	-10,000
Product M	160,000	155,000	5,000
Product N	40,000	50,000	-10,000
Product O	170,000	165,000	5,000
Product P	30,000	40,000	-10,000
Product Q	180,000	175,000	5,000
Product R	20,000	30,000	-10,000
Product S	190,000	185,000	5,000
Product T	10,000	20,000	-10,000
Product U	210,000	205,000	5,000
Product V	5,000	15,000	-10,000
Product W	220,000	215,000	5,000
Product X	2,000	12,000	-10,000
Product Y	230,000	225,000	5,000
Product Z	1,000	11,000	-10,000
TOTAL	2,120,000	2,140,000	-20,000

#### Product Profitability Analysis

Product	Revenue	Variable Contribution	Margin	% of Total
Product A	1,200,000	800,000	66.7%	16.7%
Product B	2,000,000	1,400,000	70.0%	28.0%
Product C	1,500,000	1,000,000	66.7%	20.0%
Product D	800,000	560,000	70.0%	10.0%
Product E	1,200,000	840,000	70.0%	15.0%
Product F	900,000	630,000	70.0%	11.7%
Product G	1,100,000	770,000	70.0%	13.9%
Product H	700,000	490,000	70.0%	9.3%
Product I	1,300,000	910,000	70.0%	17.2%
Product J	600,000	420,000	70.0%	8.0%
Product K	1,400,000	980,000	70.0%	19.4%
Product L	500,000	350,000	70.0%	7.0%
Product M	1,600,000	1,120,000	70.0%	21.3%
Product N	400,000	280,000	70.0%	5.3%
Product O	1,700,000	1,190,000	70.0%	22.5%
Product P	300,000	210,000	70.0%	3.9%
Product Q	1,800,000	1,260,000	70.0%	23.7%
Product R	200,000	140,000	70.0%	2.6%
Product S	1,900,000	1,330,000	70.0%	24.9%
Product T	100,000	70,000	70.0%	1.3%
Product U	2,000,000	1,400,000	70.0%	26.1%
Product V	20,000	14,000	70.0%	0.2%
Product W	2,100,000	1,470,000	70.0%	27.3%
Product X	10,000	7,000	70.0%	0.1%
Product Y	2,200,000	1,540,000	70.0%	28.5%
Product Z	5,000	3,500	70.0%	0.0%
TOTAL	21,200,000	14,840,000	70.0%	100.0%

## Newsletters & Brochures

Easily create high-quality marketing materials to promote your company using professional templates and graphs.

- ✓ Use professional templates to produce menus and sales sheets.
- ✓ Quickly make flyers, newsletters, and signs.
- ✓ Design colorful advertisements and brochures.



## Marketing Materials

Use professional templates to create business event invitations, cards, and calendars. Agency-quality templates for annual reports, product sales sheets, and more. Import your own photos and artwork to incorporate in your design.

- ✓ Templates for event invitations, cards, and calendars.
- ✓ Agency-quality templates for annual reports and product sales sheets.



Includes  
**Cards, Invitations,  
Calendars, Annual  
Reports & More!**

## Contracts to Grow Your Business

Save time, money, and effort by creating important legal forms, documents, and contracts yourself.

- ✓ Prepare documents for board members and shareholders.
- ✓ Write partnership agreements to expand your markets.
- ✓ Protect your intellectual property and copyrights.



## High Impact E-mail Marketing

Attract new customers with e-mail campaigns. Step-by-step wizards and 80+ eye-catching templates make it quick and easy!

- ✓ Create and send premium-quality e-mail instantly!
- ✓ Drive traffic and increase your web sales at no cost.
- ✓ Over 80+ easy to use templates—no experience required!



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## 40+ Tools to Launch, Build & Grow Your Business!



- SYSTEM REQUIREMENTS**
- Pentium® PC or higher
  - Microsoft® Windows® 7, Vista, or XP
  - DVD-ROM Drive
  - 20 – 200 MB hard drive space available per application
  - Microsoft® Office required for some applications
  - Internet access required for some applications

**Individual Software Inc.**, 4255 Hopyard Road, #2, Pleasanton, CA 94588-9900  
 Tech Support: (925) 734-6767 or [www.individualsoftware.com/support](http://www.individualsoftware.com/support)

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 \*BizTools Pro includes over \$500 worth of software if purchased as separate software packages.

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Also compatible with Windows® Vista® & XP



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