

Individual

30+ Essential Tools

The ultimate collection of business & marketing tools!™



INCREASE PROFITS

IMPROVE EFFICIENCY

ORGANIZE YOUR BUSINESS

SUCCESSFUL MARKETING

MARKETING PLANS

SMALL Business & Marketing Advantage™

PREMIUM SUITE

SMALL Business & Marketing Advantage™ PREMIUM SUITE

30+ Essential Tools

Give your small business a competitive advantage with the ultimate collection of business and marketing tools. Take your small business to the next level!

Over \$500 Value!
If purchased separately*



Marketing Tools

Marketing Plans

Build a comprehensive marketing plan for your business.

Market Analysis

Identify the key characteristics of your market and target opportunities.

Surveys

Find out what your customers think of your products or services and improve.

Business & Marketing Basics

Find answers to your business and marketing questions!

Marketing Calculator

Use precise marketing calculations to run your business profitably.

Professional Logos

Quickly create memorable logos for your business cards, letters, and website.

Business Cards & Letterhead

Design and print professional business cards and letterhead in minutes!

High Impact E-Mail

Attract new customers with professionally designed e-mail campaigns.

Press & PR

Build your business through key communication channels with the media.

Newsletters & Brochures

Create professional flyers, brochures, newsletters, and advertisements.

Postcards

Design attractive postcards to promote your company and products.



Business Tools

Business Planning

Interactive business training helps you launch and run your business successfully.

Business Coaching

Learn to start and run a thriving business from leading business owners.

Office Policy Manual

Create a comprehensive employee handbook that sets employee expectations.

Organizational Charts

Create professional organizational charts and visualize your workforce.

Office Scheduling

Organize, manage, and communicate office and work schedules.

Business Documents

300 essential business documents and fill-in the blank wizards for fast results.

Legal Forms & Contracts

All the legal forms you need to start and run a small business in an electronic format.

Daily Planner

Organize a calendar of important appointments and company events.

Task List

Prioritize & manage tasks and important deadlines. Check off completed items.

Password Organizer

Store passwords, log-ins, and serial numbers securely for safekeeping.

Fax Machine

Send and receive faxes without a fax machine! Print or send to e-mail automatically.

Typing Instruction for Business

Improve your keyboarding productivity in the workplace and save time.

Excel Training

Quickly create spreadsheets and analyze data for critical business decisions!

Computer Networking

Everything you need to know to set up a small business computer network.

Postage Saver

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

Tax Deductions

Easy guides, tips & instructions on tax deductions that lower your business taxes.

Time Keeping & Billing

Create invoices and billing statements. Track employee timecards.

Accounting Fundamentals

Learn accounting skills quickly and easily with this interactive training tutorial.

Contact Manager

Stay in touch with customers, colleagues, and partners. Print envelopes and labels.

Web Page Design

Learn to develop a professional, search-optimized website & save thousands of dollars.





Marketing Plans to Help You Succeed!



Everything You Need to Build a Marketing Plan For Your Small Business

Today's entrepreneurs know that without good marketing and sales techniques to bring dollars into the business, they will not succeed. **Marketing & Small Business Advantage Premium Suite** gives you the resources you need to build your business and receive the maximum return on your marketing expenditures and activities.

Marketing Plans

Easy-to-use plan maker guides you through all aspects of building a comprehensive marketing plan for business success and profitability.

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



Market Analysis

Identify the general characteristics, size, and trends of your market. Evaluate the competition and target opportunities for market penetration and growth.

- ✓ Checklists for benchmarking and trends.
- ✓ Worksheets to analyze competition, demographics and target markets.

	Competitor A	Competitor B	Competitor C
What are your competitors' names?			
What are your competitors' products?			
What is your biggest strength or advantage?			
What are your competitors' weaknesses?			
What are your competitors' marketing strategies?			
What are your competitors' target markets?			
What are your competitors' sales channels?			
What are your competitors' pricing strategies?			
What are your competitors' financial strengths?			
What are your competitors' financial weaknesses?			
What are your competitors' overall market positions?			

“It was very easy for us to analyze all areas of our business, including obstacles, competitors, and opportunities. We created a solid plan which is our ‘roadmap’ for success!
— Susan and David Tuttle, Entrepreneurs, Phoenix, Arizona”

MARKETING PLANS

Surveys

Improve your business relationship with your customers by asking them what they think of your product or services and how you can improve in order to serve them better.

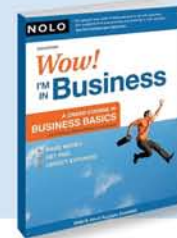
- ✓ Develop a targeted survey for your customers.
- ✓ Set survey guidelines and procedures.
- ✓ Measure results and implement change.



Business & Marketing Basics

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.



Marketing Calculator

Get precise marketing calculations to set budgets, determine return on investment of marketing expenditures, and run your business profitably.

- ✓ Performs over 70 important marketing functions.
- ✓ Run ROI on specific marketing activities.
- ✓ Calculate budgets for marketing expenditures.

Ratio	Value
Advertising Ratio	0.05
Marketing Expenses Ratio	0.15
Return on Investment (ROI)	150%
Marketing Efficiency	80%

Calculate Your ROI Before You Invest!



**Effectively Promote
Your Business!**

Build Your Image With Strategic Branding

You need powerful tools to set the course for your business image and identity. **Marketing & Small Business Advantage Premium Suite** has everything you need to create company logos, business cards, e-mail campaigns, and other promotional materials to effectively promote your business.

Professional Logos

Successful branding starts with professional logos. Quickly create custom logos for your company business cards, letters, website, and more.

- ✓ Design your own logos from 4,500 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.



High Impact E-Mail

Attract new customers with e-mail campaigns. Step-by-step wizards and 425 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 400 easy to use templates—no experience required!



“
The marketing e-mail program has helped us develop new ways to communicate with our customers—and get new customers!
— Dwight Greenwood,
Accountant, Houston, Texas
”

SUCCESSFUL MARKETING



Press & PR

Enhance your business relationship with the media and your customers with professional press releases, media communications, and trade show plans.

- ✓ Press announcements and events.
- ✓ Professionally written press release samples.
- ✓ Trade show checklist and questionnaire.



TRADE SHOW BOOTH SETUP CHECKLIST					
	Booth	Signage	Staff	Product	Other
Booth	X	X	X	X	X
Signage	X	X	X	X	X
Staff	X	X	X	X	X
Product	X	X	X	X	X
Other	X	X	X	X	X
Total	800	X	300	X	300
Trade Show	1,500	X	300	X	300

Newsletters & Brochures

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

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



Postcards

Create attractive postcards to promote your company services and products. Select from colorful graphics, and a wide variety of templates to create a powerful message.

- ✓ Select background and graphics.
- ✓ Add text and create a customized message.
- ✓ Import your company logo and product photos.





Everything You Need to Organize and Run Your Small Business



Organize your business and be ready for every opportunity to grow your company. **Marketing & Small Business Advantage Premium Suite** gives you powerful resources to organize your business and run it efficiently!

Business Planning

Interactive training offers comprehensive instruction for launching your business and running your business more smoothly.

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



Business Coaching

Learn to start and run a thriving business from leading business owners. Achieve professional success and personal satisfaction.

- ✓ Discover business philosophies and insider advice.
- ✓ 20 important strategies give you a competitive edge.
- ✓ Essential business advice! Run your business more effectively.



Office Policy Manual

Write an Employee Handbook that sets employee expectations about your company culture, working environment, office policy, and standards.

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



Run Your Business Efficiently!

ORGANIZE YOUR BUSINESS

Organizational Charts

Organizational charts are the best way to visualize and understand your workforce. Easily create professional-looking charts with no drawing required.

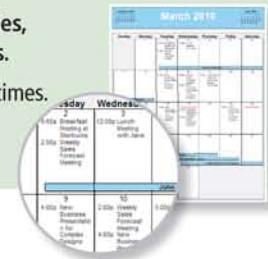
- ✓ Create professional-looking org charts in just a few clicks.
- ✓ Give charts a refined look with pre-built design templates.
- ✓ Visualize your organization and make informed decisions.



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.



Business Documents

Documents for all areas of your business: sales, marketing, billing, shipping, and customer service.

- ✓ Write detailed employee evaluations and reviews.
- ✓ Raise capital, apply for grants, and borrow money.
- ✓ Hire employees, contractors, and consultants.

300 Everyday Business Documents

- Business Planning
- Management
- Credit & Collection
- Finance & Accounting
- Contractors & Consultants
- Sales & Marketing
- Internet & Technology
- Operations & Logistics
- Legal Agreements

Legal Forms & Contracts

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.





Streamline Your Business and Save Time & Money!

You know how important it is to run a well organized and efficient business. **Marketing & Small Business Advantage Premium Suite** gives you valuable tools to help you improve efficiency, save time, reduce costs—and increase employee productivity!

Daily Planner

Organize your calendar of appointments, events, calls, and meetings for you and your entire office. Quickly add repeating events, such as regular meetings and weekly tasks.

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



Task List

Finish projects on time. Prioritize and manage tasks, set due dates, sort by priority, and check off items as they are completed.

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



Password Organizer

Never forget another password or account number again! Safely and securely store web log-ins to important web sites.

- ✓ Store confidential passwords, web log-ins, serial numbers, and more.
- ✓ Secure your social security number, credit card numbers, and PIN codes.
- ✓ All private information is safe and secure in an encrypted file.



Increase Employee Productivity!

IMPROVE EFFICIENCY

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.



Typing Instruction for Business

Improve your productivity in the workplace. Save time and effort when you improve your typing speed and accuracy.

- ✓ Build essential typing skills quickly and easily.
- ✓ Learn to touch type with lessons and practice tests.
- ✓ Designed especially for busy professionals.



Excel Training

Learn Microsoft® Excel to create spreadsheets, analyze data, and share information for critical business decisions.

- ✓ Insert images, tables, charts, and formulas.
- ✓ Enter and edit data and change cell alignment.
- ✓ Use AutoFilter, financial functions, and number formatting.



Computer Networking

Setting up a small office network is easier than you think. Learn to share printers, devices, and files and improve team coordination!

- ✓ Learn how to install cables, devices, and cards.
- ✓ Use wireless networking.
- ✓ Configure operating systems and add internet connections.



Give Your Business a Competitive Advantage!

You may not have the staff to help you take your business to the next level. **Marketing & Small Business Advantage Premium Suite** provides everything you need to maintain customer contacts, create web pages, provide timely billing and invoicing, and increase your business profits.

Postage Saver

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).



Tax Deductions

Increase your profitability by paying less in taxes! Identify and maximize the business tax deductions you're entitled to—quickly, easily, and legally.

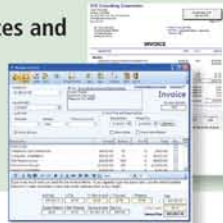
- ✓ Deduct home office, healthcare, and start-up expenses.
- ✓ Reimburse travel, vehicle, entertainment, and equipment costs.
- ✓ Includes step-by-step instructions and concise guide.



Time Keeping & Billing

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.

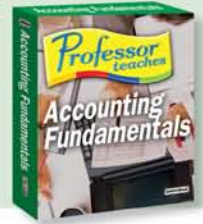


Save Time & Reduce Costs

Accounting Fundamentals

Learn accounting with this interactive tutorial, organized for fast and easy learning with practical exercises that build skills quickly and effectively.

- ✓ Realistic and interactive training builds skills quickly.
- ✓ 7 chapters on accounting, including financial statements.
- ✓ 5 – 10 hours of training with instant answers to your questions.



Contact Manager

Build stronger relationships with customers, colleagues, and partners. Store all names, addresses, and other information in one convenient location—always at your fingertips.

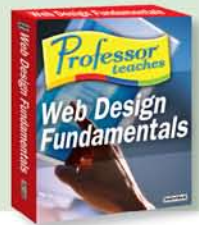
- ✓ Centralize key contact and customer information.
- ✓ Simply drag-and-drop to schedule appointments.
- ✓ Print address books, envelopes, and mailing labels.



Web Page Design

Learn to develop a professionally-designed website and save thousands. Discover the secrets of great web pages and make your eCommerce dreams a reality!

- ✓ Design, showcase, and sell your products and services.
- ✓ Domain registration, e-mail campaigns, and web hosting.
- ✓ Google and Search Engine Optimization (SEO).



Wow! Over 30 tools in this program. I purchased this package needing only a few to be valuable. However, I found several that helped me structure my business, launch my marketing and reduce expenditures. This is an exceptional value!"

— Mary Ann Daily, Food Services Group, Akron, Ohio



SMALL Business & Marketing Advantage
PREMIUM SUITE



Customer Satisfaction Guarantee

Individual Software guarantees that this product meets our highest quality standards. Our FREE technical support is a demonstration of our commitment to Customer Satisfaction. Additionally, if, for any reason within 30 days of purchase, we cannot ensure that the software will work on your system, we will gladly replace the software, exchange it for another product or refund your money.

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

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

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*Small Business & Marketing Advantage includes over \$500 worth of software if purchased as separate software packages.



Also compatible with Windows® Vista™ & XP

The ultimate collection of business & marketing tools™



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