

25 Essential Tools for Your Small Business

- Invoice & Billing
- Brochures & Newsletters
- Employee Handbook
- 2,100 Business Letters
- Business Cards
- Legal Documents
- Contact Manager
- E-Mail Campaigns
- PDF Converter
- Computer Training



INCREASE SALES & PROFITS

IMPROVE PRODUCTIVITY

BUILD YOUR BUSINESS

The Ultimate Collection
of Business Tools™

SMALL Business Advantage™

DELUXE EDITION

2008

25 Essential Tools for Your Small Business



Build Your Business

- Office Policy Manual**
Create a comprehensive employee handbook that sets employee expectations.
- Company Logo**
Quickly create a memorable logo for your business cards, letters & Web site.
- Letterhead & Business Cards**
Design & print great looking business cards & company letterhead.
- Legal Forms & Contracts**
All the legal forms you'll need to start & run a small business in an electronic format.
- Business Documents**
300 essential business documents & fill-in the blank wizards for fast results.
- Business Planning**
Interactive business training helps you launch & run your business successfully.
- Employee Scheduling**
Organize, manage, & communicate employee work schedules.
- Organizational Charts**
Create professional-looking organizational charts and visualize your workforce.

Improve Office Productivity

- Fax Machine**
Send and receive faxes without a fax machine! Print or send to e-mail automatically.
- Password Organizer**
Store passwords, log-ins, & serial numbers securely so you'll never forget them again.
- Daily Planner**
Organize a calendar of important appointments & company events.
- PDF Converter**
Within minutes you can create high-quality PDFs from any Windows® application.
- Task List**
Prioritize & manage tasks & important deadlines. Check off completed items.
- Typing Instruction**
Improve your keyboarding productivity in the workplace & save time.
- Excel Training**
Quickly create spreadsheets & analyze data for critical business decisions!
- Computer Networking**
Everything you need to know to set up a small business computer network.

Increase Sales & Profits

- Invoicing & Billing**
Create invoices, estimates, & billing statements. Track employee timecards.
- Postage Saver**
Prepare bulk mail for the post office & save up to 40% on your in-house mailings.
- E-Mail Campaigns**
Launch professionally-designed e-mail campaigns to existing customers in minutes.
- Newsletters & Brochures**
Complete desktop publisher for flyers, brochures, newsletters, & advertisements.
- Contact Manager**
Stay in touch with customers, colleagues, & partners. Print envelopes & labels.
- Business Letters**
2,100 professionally-written letters & e-mail phrases for every business situation!
- Tax Deductions**
Easy guides, tips, & instructions on tax deductions that lower your business taxes.
- Business Coaching**
Learn to start & run a thriving business from leading business owners.
- Web Page Design**
Learn to develop a professional, search-optimized Web site & save thousands of dollars.



Build Your Business

Everything you need to start & run a small business.

Today's entrepreneurs possess a wide range of skills that enable them to achieve high-impact results across all departments – human resources, marketing, accounting, legal, and technology. **Small Business Advantage™** helps you tap your own potential to build your business, using fewer resources. Save time and money and get professional results!

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 & professionally.
- ✓ Avoid confusion & reduce potential conflicts.
- ✓ Set workplace guidelines & reduce legal risks.
- ✓ Reduce the misuse of Phone, E-mail & Internet.

Communicate the vision of your business!



Company Logo

Successful branding starts with a professional company logo. Quickly create a memorable logo for your business cards, letters, newsletters, flyers, and web site.*

- ✓ Design your own logo from 5,000 symbols & art.
- ✓ Quick, 4-step wizards make it fool-proof.
- ✓ It's fast & easy — no design experience is required!



Achieve better results across all departments.



Letterhead & Business Cards

When you are growing your business, you'll need professional business cards and stationary fast.

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

Give yourself a competitive advantage!



Legal Forms & Contracts

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

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



Business Documents

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

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

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 & employees.
- ✓ Get started quickly with samples & advice.

BUILD YOUR BUSINESS

300 Legal Forms, Contracts & Business Documents

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



Employee Scheduling

Organize, manage, and communicate employee shifts and work schedules for small teams. Eliminate spreadsheets or paper-based systems.

- ✓ Define work schedules including start & end times.
- ✓ Group employees into work teams by category.
- ✓ Easy to read color-coded schedule conflicts.
- ✓ Publish impressive employee work schedules.

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 template.
- ✓ Visualize your organization and make informed decisions.



The Ultimate Collection of Business Tools!

Turn the page for more tools you can use today to help build your small business.



*Self-service logo design tools and low-resolution images are included. Additional fees may apply for high-resolution logos or custom logo design services. Internet access required.

Improve Office Productivity

Save time & money! Get organized & increase productivity.

As a small business manager, you know how important it is to run an efficient, well-organized office. **Small Business Advantage™** includes everything you need to organize business contacts, invoices, schedules, and project tasks. Plus, get the essential training you need to develop valuable computer skills.



IMPROVE PRODUCTIVITY

PDF Converter

Create a PDF document by simply "printing" to a PDF converter!
Create high-quality PDFs from virtually any Windows® application.

- ✓ High-quality, easy to use PDF creator for all users.
- ✓ No annoying pop-up ads or registration requirements.
- ✓ Merge multiple PDF files together upon conversion.



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



Get organized & save valuable time!

Fax Machine

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

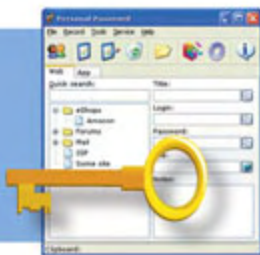
- ✓ Forwards received faxes directly to your e-mail upon receipt.
- ✓ Prints received faxes directly to any printer.
- ✓ Personalize your program with distinctive ring tones.
- ✓ Eliminate the expense of an extra phone line.



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 & more.
- ✓ Secure your social security number, credit card numbers & PIN codes.
- ✓ All private information is safe and secure in an encrypted file.



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 & events.
- ✓ Simply drag & drop appointments to reschedule!



Typing Instruction

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

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



Excel Training

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

- ✓ Inserting Images, Tables, Charts & Formulas.
- ✓ Entering & Editing Data & Changing Cell Alignment.
- ✓ Using AutoFilter, Financial Functions & Number Formatting.

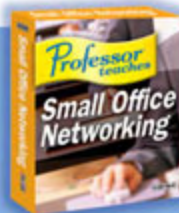


Computer Networking

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

- ✓ Installing Cables, Devices & Cards.
- ✓ Using Wireless Networking.
- ✓ Configuring Operating Systems.
- ✓ Adding Internet Connections.

Develop skills & improve business productivity!



Increase Sales & Profits

Tools that give your business the competitive advantage!

As a small business owner, you may not have the marketing staff or sales tools you need to take your business to the next level. **Small Business Advantage™** provides everything you need to create Web pages, launch marketing campaigns, write sales letters, and design newsletters and brochures.

Invoicing & Billing

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

- ✓ Create invoices, estimates & billing statements.
- ✓ Flexible for all professional service businesses.
- ✓ Get paid regularly & track employee hours.

Create great-looking invoices in minutes.



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 & 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).

E-Mail Campaigns

Attract new customers with e-mail campaigns. Step-by-step wizards and 425 eye-catching templates.

- ✓ Create & send premium-quality e-mail instantly!*
- ✓ Drive traffic & increase your Web sales at no cost.
- ✓ No experience is necessary.

* No additional software or hardware required!



Newsletters & Brochures

Easily create high-quality marketing material using professional templates and graphs.

- ✓ Flyers & Signs
- ✓ Address Labels
- ✓ Invitation Cards
- ✓ Letterheads
- ✓ Newsletters
- ✓ Postcards & Envelopes
- ✓ Advertisements
- ✓ Brochures & Catalogs
- ✓ Restaurant Menus



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

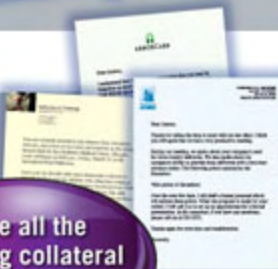


Business Letters

Win customers, increase sales, and improve customer service with powerful, pre-written business letters and e-mail phrases for every business situation!

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

Create all the marketing collateral you'll need!



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 & start-up expenses.
- ✓ Reimburse travel, vehicle, entertainment & equipment costs.
- ✓ Includes step-by-step instructions & concise guide.



Business Coaching

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

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

Boost sales, reduce expenses & increase profits!



Web Page Design

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

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





SYSTEM REQUIREMENTS

- Pentium® PC or Higher
- Microsoft® Windows® Vista, Windows XP or Windows 2000
- CD-ROM Drive
- 20 - 200 MB Hard Drive space available per application
- 800 x 600 16 Bit color display
- Sound card
- Speakers or headphones
- Mouse

Software Requirements:

- E-Mail Requires Microsoft Outlook®
- Office Policy Manual and OrgPlus Express requires Microsoft Office®

100% Customer Satisfaction Guarantee

Individual Software guarantees that this product meets our highest quality standards. Our FREE technical support by toll-free (800) number is a demonstration of our commitment to 100% 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.



Individual Software Inc., 4255 Hopyard Road, #2
Pleasanton, CA 94588-9900 Tel: (800) 331-3313
Technical Support & Customer Service:
(800) 331-3313 or www.individualsoftware.com/support

©2007 Individual Software Inc. and its licensors. All rights reserved. Professor Teaches, and the Individual logo are trademarks of Individual Software. All other trademarks or registered trademarks are the property of their respective holders. Portions of the content as noted: ©2007 Belltech Systems; ©2007 KMT Software; ©2007 Nolo; ©2007 WriteExpress Corporation; ©2007 BQE Software, Inc.; ©2007 BizTree Inc.; ©2007 LogoStick, Inc.; ©2007 L.Scott Hochberg; © 2007 DVA Soft; © 2007 Nico Cuppen Software; © HumanConcepts 2000-2007; © 2007 activePDE, Inc. All rights reserved. This product contains links to the World Wide Web owned and operated by 3rd parties. These 3rd party linked sites are not under the control of Individual Software and Individual Software is not responsible or liable for any content, goods or services, promotional discounts, level of service or any other offers made from any 3rd party linked site. Some products were designed to support USA financial & postal standards only.

USE OF THIS PRODUCT SUBJECT TO THE RESTRICTIONS AND THE LIMITATION OF WARRANTY UNDER THE AGREEMENT CONTAINED ON THE SOFTWARE HEREIN.