



ROGER C. PARKER'S COACHING RESOURCES

## Samples of One-Page Newsletters

Thank you for your interest in my One-Page Newsletters. Here are just a few of the hundreds created before I became interested in helping coaches, consultants, and service providers build their brands with books.

I'm firmly convinced that the iPad has breathed new life into my One-Page Newsletters. The iPad, and recent changes in Internet marketing—including the growth of self-publishing sites like [Scribd.com](#) and [Issuu.com](#)—One-Page Newsletters are more relevant today than ever before.

Let me know what you think of these samples. Think of the possibilities and benefits of adding a visual element to your content marketing.

Thank you,

Roger

# design to sell

Resources for making design  
your strategic marketing partner

## Profiting from creative briefs

**Creative briefs can save you time, money, and stress, while generating better results**

*Creative briefs can improve most projects through better communications*

Whether you purchase or provide copywriting, graphic design, or marketing services, creative briefs can provide focus and eliminate misunderstandings. Briefs make it easy to specify project goals, deadlines, details, and mutual expectations.

These detailed 1- or 2-page documents should be filled out and signed by both parties at the beginning of every project.

Following are some of the elements typically found in a creative brief.

### Description

Begin with the project title, the current date, and the names and contact information of everyone involved in the project.

In larger firms, each project and creative brief will have its own unique number.

### Goals and objectives

Next, describe goals and objectives in detail. What is the cause, product, or service

Creative briefs don't have to be large to be effective

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being explained, promoted, or sold? What are the major messages and specific benefits that must be communicated?

Is the project intended to increase sales, launch a new product, reinforce donor loyalty, explain changes in health benefits, or build trade show traffic?

Describe the background and context of the project, identifying—for example—why a new brochure is needed or the reason a website should be updated.

Finally, the creative brief should describe how the project's effectiveness will be measured. Will the project's success be measured by sales, website traffic, white paper downloads, or new business leads?

### Market

Next, define the project's intended market. Who is going to encounter and, hopefully, respond to the project's offer?

Does the market consist of small law firm owners, Fortune 500 CEOs, patients with heart conditions, or high school sophomores exploring college options?

The more market details you include, the better your project can target your market's needs. When possible, define the

## Creative briefs should specify deadlines and expectations

Field or industry	
Occupation or profession	
Years of experience	
Age	
Sex	
Health status	
Geographic area	
Income	

[Click here](#) to view an online creative brief



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PO box 697

Dover, NH 03821

603-742-9673

[rcpcpm@aol.com](mailto:rcpcpm@aol.com)

market's knowledge of the topic and their likely attitudes towards your message.

### Deliverables

Project deliverables should be identified in detail. What, exactly, will the vendor deliver to the client? Options include a written critique, an hour of consultation, graphics files, word processed text, rough layouts for a website, or finished pages added to an existing web site.

If a project involves several steps, each step should be separately indicated, with its own deadlines, i.e.,

1. Copywriting
2. Creative design
3. Production and layout
4. Posting new pages to website

### Deadlines

It's often useful to work backwards from the project's street date, when the market will encounter the message, i.e., "Nov. 23, the day after Thanksgiving," etc.

Deadlines should be specified for each stage of project completion. In the above example, the creative brief should include deadlines for copywriting, design, production, and project completion.

### Expectations

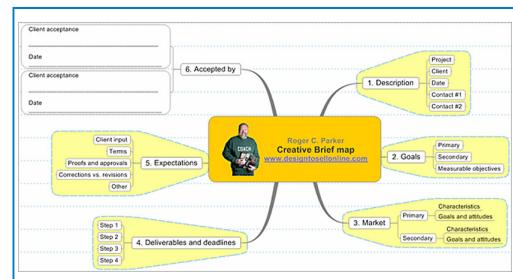
Projects often flounder because of flawed expectations. Flawed expectations usually result in clients or vendors beginning sentences with, "But, I thought..."

Creative briefs should specify client responsibilities like deadlines for providing necessary information and expected turn-around time for commenting on proofs.

Creative briefs can be important tools in eliminating misunderstandings due to differing interpretations of "corrections" and "revisions." Clients, for example, should not expect major changes in project focus after a project's goals and components have been mutually agreed upon.

### Formatting options

There is no one way to profit from a creative brief. Different firms are likely to emphasize different contents.



[Click here](#) to download a sample creative brief created with mind mapping software.

Creative briefs come in many different formats. They can be printed and filled out by hand or completed using a word processor. You can also find creative briefs [online](#) (see example, far left). You can also download a creative brief map created with [Mindjet's MindManager](#), (above).

### For more information

[E-mail me](#), or call 603-742-9673, for more information about coaching, consultations, critiques, and copywriting or graphic design assistance.

For over 25 years, I've been helping firms around the world improve the quality of their marketing. A fresh perspective on your marketing challenges can be yours for as little as \$250!

# Watch your publishing success take shape on your computer monitor



If you're looking for an experienced writing and publishing coach who can guide you through the process of planning, writing, promoting, and profiting from a published book, you'll want to contact Roger C. Parker who offers a variety of computer-based learning programs to help you:

1. **Identify** the right type of book to build your brand
2. **Choose** a compelling title
3. **Prepare** a table of contents
4. **Select** the right publishing opinion
5. **Set-up** a blog and online presence
6. **Write** a compelling book proposal
7. **Master** the skills needed to write your book as quickly as possible
8. **Leverage** existing content and resources
9. **Prepare** a book marketing plan
10. **Create a marketing funnel** to convert readers into profits

## Programs tailored to your needs

Options include:

- **Published & Profitable membership**, with access to over 400 pages of templates, worksheets, and recorded interviews. \$19.95 a month plus 1-time \$49.95 set-up
- **1-on-1 personalized coaching programs**, including 2 “webinar” brainstorming calls a month plus e-mail support
- **Short-term, task-based “help” calls** focused on copy and design issues, including setting goals, making decisions, mastering specific skills, preparing white papers and incentives, and website productivity. Get quick, competent assistance.

Contact [roger@publishedandprofitable.com](mailto:roger@publishedandprofitable.com) or call **603-742-9673** for details.

## **What coaching clients have said about Roger C. Parker's ability to help them market themselves with content**

What separates Roger from any (and all) book author coaches is his hands-on, practical experience. If he recommends something, do it! You can assume he's successfully employed the same strategy or idea in his own business.

*Marketing-Playbook--The Definitive Guide to B2B Marketing*

Roger read an early draft of my book *Real-Time Marketing & PR* and provided me with many insights and ideas to make the book better. Roger's input was essential to the book landing in the #2 position on the Wall Street Journal bestseller list upon publication.

*David Meerman Scott, author of seven books including The New Rules of Marketing and PR, now published in 26 languages from Bulgarian to Vietnamese.*

With Roger's help and inspiration, I've accomplished something most ordinary business owners **only** dream about, and I never thought I could do. I'll soon be a published author, using only blog and article content I'd previously written. Roger made the whole process simple and exciting, from the initial concept, all the way to getting it published, printed, and soon to be profitable.

*Merrill Clark – Get More Customers on the Internet for Your Small, Local Business*

Roger was very valuable as a sounding board and a resource in the process of writing, marketing, and launching my book, *Simple Numbers, Straight Talk, Big Profits!: 4 Keys to Unlock Your Business Potential*. There are many folks out there trying to "sell you something," and it was great having an independent voice in my corner to guide me and to get me unstuck!

Greg Crabtree, CEO, [www.SeeingBeyondNumbers.com](http://www.SeeingBeyondNumbers.com)

In 2007, Roger began coaching me on how to build both my local presence and my online business related to anger management. He helped me build the content I needed (using his one-page newsletter template), he provided copy for a new website (which is still there and working very well), and--most importantly--he provided a structure to integrate all my professional marketing pieces. This really helped my practice and my business. Sometimes he was a nudge, but I appreciate the fact that he gave me constant feedback, he kept me on track, and he motivated me to continue my marketing efforts. I have recently

hired him again for a new project - an online marriage education program- and trust his magic will continue.

*Dr. Anthony Fiore, www.Angercoach.com*

As a "coach" at a defining turning point in my life, Roger provided numerous, one step at a time, assignments, worksheets and checklists which proved to be the key to a newfound ability to focus my time on my central project, even when time was more than tight.

Roger is the Master, bar none, of professional "tough-love" mentoring.

Peter Ralston, *Ralston Gallery*