

IS YOUR
MARKETING
JUST PLAIN
UGLY?

ENTER TO
WIN
A MARKETING
MAKEOVER

FOR
FREE

WHAT'S IN IT FOR YOU?

GRAND PRIZE WINNER:

ONE (1) GRAND PRIZE WINNER WILL RECEIVE A PROFESSIONAL MARKETING PACKAGE PROVIDED BY SPONSORS 13THIRTYONE DESIGN AND INKWELL MARKETING. PACKAGE INCLUDES:

- LOGO DESIGN
- TAGLINE CREATION
- WEBSITE (UP TO FOUR (4) PAGES)
- WEBSITE CONTENT (FOR UP TO FOUR (4) PAGES)
- ONE (1) BROCHURE DESIGN
- CONTENT FOR ONE (1) BROCHURE
- ONE (1) BUSINESS CARD DESIGN
- ONE (1) WRITTEN PRESS RELEASE

FIRST PLACE WINNER:

ONE (1) FIRST PLACE WINNER WILL RECEIVE 50% DISCOUNT ON ONE (1) DESIRED MARKETING PROJECT.

MARKETING MAKEOVER APPLICATION

BASIC INFO

NAME

COMPANY

TITLE

PHONE NUMBER

BUSINESS ADDRESS

.....

.....

EMAIL

CURRENT WEB ADDRESS

NUMBER YEARS IN BUSINESS

TYPE OF BUSINESS

NUMBER OF EMPLOYEES

TWO REFERENCES TO CONTACT

REFERENCE NUMBER ONE

NAME

COMPANY

PHONE NUMBER

EMAIL ADDRESS

PLEASE INCLUDE THE FOLLOWING MATERIALS WITH YOUR APPLICATION:

1 SAMPLES OF YOUR CURRENT MARKETING MATERIALS. (ANYTHING YOU USE TO PROMOTE YOUR BUSINESS.)

2 THREE TESTIMONIALS FROM CLIENTS, FRIENDS, OR COLLEAGUES REGARDING YOUR BUSINESS. (THESE CAN BE SHORT.)

BY SUBMITTING THIS APPLICATION FOR CONSIDERATION, I CERTIFY THAT 13THIRTYONE DESIGN AND INKWELL MARKETING AND THEIR LICENSEES MAY REPRODUCE, DISTRIBUTE, PUBLISH, DISPLAY, EDIT, MODIFY, CREATE DERIVATIVE WORKS AND OTHERWISE USE THE MATERIAL FOR ANY PURPOSE IN ANY FORM AND ON ANY MEDIA. I AGREE TO INDEMNIFY 13THIRTYONE DESIGN AND INKWELL MARKETING FOR ALL DAMAGES AND EXPENSES THAT MAY BE INCURRED IN CONNECTION WITH THE MATERIAL.

RULES AND REGULATIONS (OTHERWISE KNOWN AS FINE PRINT.) PLEASE READ.

ALL ENTRIES MUST BE RECEIVED BY 11:59PM EASTERN TIME, DECEMBER 18, 2009.

ONLY ONE ENTRY IS ACCEPTED PER BUSINESS.

ALL FIELDS ON THE APPLICATION MUST BE COMPLETED IN ORDER FOR ENTRIES TO BE ACCEPTED.

MARKETING MATERIALS MAY BE PURCHASED IN ADDITION TO PRIZE OFFER AT THE STANDARD HOURLY RATE OF INKWELL MARKETING AND 13THIRTYONE DESIGN.

(RULES AND REGULATIONS CONTINUED ON FOLLOWING PAGE)

HOW LONG HAVE YOU KNOWN EACH OTHER?

TYPE OF RELATIONSHIP:

REFERENCE NUMBER TWO

NAME

COMPANY

PHONE NUMBER

EMAIL ADDRESS

HOW LONG HAVE YOU KNOWN EACH OTHER?

TYPE OF RELATIONSHIP:

PLEASE ANSWER THE FOLLOWING IN 150 WORDS OR LESS. FEEL FREE TO ATTACH A SEPARATE SHEET IF NEEDED OR TO ANSWER YOUR QUESTION IN AN UNCONVENTIONAL MANNER (SUCH AS A YOUTUBE VIDEO). NO MATTER HOW CRAZY YOU GET, PLEASE STILL ANSWER THE QUESTIONS...

1. WHY, IN YOUR OPINION, DO YOU DESERVE A MARKETING MAKEOVER?

2. WHAT ARE THE SHORTCOMINGS OF YOUR CURRENT MARKETING MATERIALS? THE STRENGTHS?

FINE PRINT (CONTINUED)

PRIZES DO NOT INCLUDE PRINTING COSTS, DOMAIN NAME FEES, OR HOSTING COSTS. E-COMMERCE WEBSITE SOLUTIONS ARE NOT INCLUDED.

THIS OFFER HOLDS NO CASH VALUE AND MAY NOT BE TRADED OR SOLD.

BY SUBMITTING THE APPLICATION FORM YOU CERTIFY THE FOLLOWING STATEMENT "I CERTIFY THAT I AM THE AUTHOR OF THE MATERIAL I AM SUBMITTING TO 13THIRTYONE DESIGN AND INKWELL MARKETING. 13THIRTYONE DESIGN, INKWELL MARKETING, AND THEIR LICENSEES MAY REPRODUCE, DISTRIBUTE, PUBLISH, DISPLAY, EDIT, MODIFY, CREATE DERIVATIVE WORKS AND OTHERWISE USE THE MATERIAL FOR ANY PURPOSE IN ANY FORM AND ON ANY MEDIA. I AGREE TO INDEMNIFY 13THIRTYONE DESIGN AND INKWELL MARKETING FOR ALL DAMAGES AND EXPENSES THAT MAY BE INCURRED IN CONNECTION WITH THE MATERIAL."

WINNER MUST TAKE ADVANTAGE OF OFFER WITHIN SIX MONTHS OF NOTIFICATION. IF MAKEOVER WINNER HAS NOT MET WITH 13THIRTYONE DESIGN AND INKWELL MARKETING WITHIN SIX-MONTH TIME FRAME TO BEGIN PROJECT, THIS OFFER EXPIRES AND ANOTHER WINNER WILL BE CHOSEN.

A GRAND PRIZE AND FIRST PLACE WINNER WILL BE SELECTED. WINNERS WILL BE PERSONALLY NOTIFIED BY EITHER INKWELL MARKETING OR 13THIRTYONE DESIGN DIRECTLY. WINNERS WILL BE ANNOUNCED JANUARY 22, 2010 ON THE 13THIRTYONE DESIGN AND INKWELL MARKETING BLOGS AND NEWSLETTERS.

GOOD LUCK TO YOU!

3. WHO IS YOUR IDEAL CLIENT? PLEASE BE AS SPECIFIC AS POSSIBLE.

4. WHAT DO YOU WANT YOUR BRAND TO SAY ABOUT YOU? ABOUT YOUR COMPANY?

5. HOW WILL A MARKETING MAKEOVER HELP YOUR BUSINESS?

WHAT MATERIALS WOULD YOU DEFINITELY HAVE MADE-OVER IF BUDGET WAS NOT AN ISSUE? (PLEASE CHECK ALL THAT APPLY.)

WEBSITE DESIGN

POST CARDS

WEBSITE CONTENT

SOCIAL MEDIA PROFILES

BROCHURES

LOGO

PRESS RELEASES

TAG LINE

BUSINESS CARDS

OTHER _____

STATIONARY