



Bonus!

MARKETING MATERIALS PLANNER

See Action 3 in the book *I'd Rather Be in the Studio* for help completing this.

Description and Purpose of Printed Promotional Item

- | | |
|--|---|
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Artist statement |
| <input type="checkbox"/> Business card | <input type="checkbox"/> Packaging |
| <input type="checkbox"/> Postcard | <input type="checkbox"/> Price cards or hang tags |
| <input type="checkbox"/> Catalogue | <input type="checkbox"/> Letterhead |
| <input type="checkbox"/> Note cards | <input type="checkbox"/> P.R. notebook |
| <input type="checkbox"/> Résumé | <input type="checkbox"/> Bio |

This piece will be used in the following ways:

When someone comes into contact with this item, I want them to take following action:

Deadlines

- Write draft _____
- Edit / Write 2nd draft _____
- Send to proofreader _____
- Send to printer _____
- Distribute _____

Text to Include

Printing Info

Designer name and contact info:

Printer name and contact info:

Budget

Design	\$ _____
Printing	_____
Postage	_____
Other:	_____
Total	\$ _____

Checklist

- Conveys the image I want to project—fits with my brand.
- Includes my name, address, phone number, email, and website.
- At least one other person has looked it over before and after the designer's work.
- Designer and printer are okay with deadlines.
- Fits within my budget.