

Shouldn't Your Franchisees' Sales Collateral And Business Forms Be Consistent With Your Corporate Identity?

Dear Mr. CEO,

Let's face it — it can be challenging dealing with your franchisees.

Even though they come under your corporate umbrella, some of them want to put their own personal stamp on the business. Of course, that's no way to create a successful franchise operation. As you know, a consistent look and message are essential in creating brand awareness.

Consider some of the most successful franchise operations like Dunkin' Donuts and Curves — they're successful *because* the corporate identity is the same from Boston to Los Angeles and everywhere in between.

From the design and look of their business forms to the design and look of their sales collateral, there's consistency. This helps to create brand awareness. And brand awareness means your customer is more likely to think of your service the next time they need it.

So, how do you ensure that all of your franchisees' sales collateral and business forms are in keeping with your corporate identity?

That's where we come in. We're **ENōSIS® Graphic Solutions**.

Our specialty is creating and maintaining a consistent corporate identity for all your franchisees' sales collateral and business forms.

For example, do you have a particular font that you want used in your logo across all business documents? We can take care of that. A certain color that should be consistent on order forms for your franchises from Maine to California? We can take care of that, too. Are you tired of dealing with these issues on your own? We understand. That's why **we handle all of your document publishing needs including:**

- Design — we specialize in concepts and redesigns
- Printing — our nationwide vendor network helps eliminate out-of-stock issues
- Warehousing — you'll always have backup at one of our six locations nationwide
- Distribution — in most cases, we can ship within 24 hours

Once you make the decision to work with **ENoSIS®**, **that's all you have to do**. We then work with each individual franchisee to make sure their sales collateral and business forms come under your approved corporate identity.

And the best part? Because we've been doing this for 25 years, we've streamlined the process. No more wasted time. No more wasted resources. We manage your documents from concept to creation, distribution to warehousing, **helping you save money at every level**.

In closing, let me say, "We want your business." But at the same time, I don't expect you to make any decisions based on the merits of this letter. That's why I invite you to try the enclosed **USB Flash Drive** (ask your IT person for help if you need it) — it will tell you a little more about **ENoSIS®** and how we can improve your document management.

I welcome the opportunity to show you the full complement of our capabilities and services and to tell you about our special offer — a **FREE review of all your business forms and sales collateral** — at no obligation to you whatsoever. Our offer is available for a limited time, so I'll be calling you personally within the next week to discuss the details.

Best wishes,



Noel Choquette, President
ENoSIS® Graphic Solutions

PS — In case you have trouble operating the USB Flash Drive, I'm enclosing a CD with the same information. Can't wait to get started with your document review? Call me directly at **978-318-0525 ext. 29** to set up your **FREE** consultation. Remember, there's no obligation to you — just the opportunity to create consistent brand awareness for your company and your franchisees.

