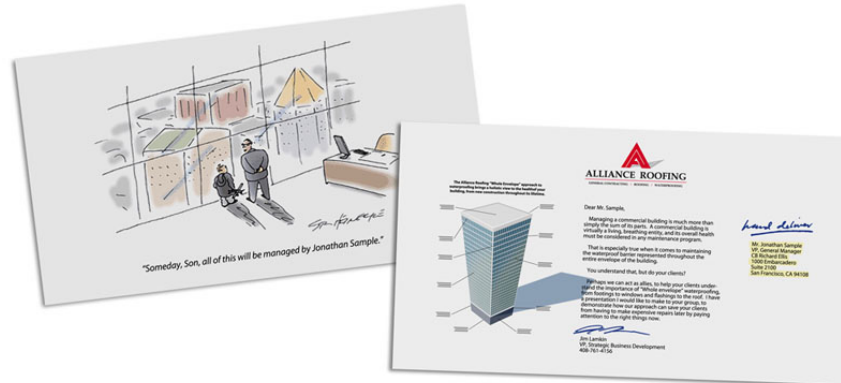


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The CartoonLink® BigBoards™ Program

“One of our franchisees sent BigBoards to five Fortune 1000 CEOs; all five agreed to meet and two have already signed up for training programs. A phenomenal result.”

- Bruce Seidman, President Sandler Training

Does your job responsibility include contacting impossible-to-reach VIP prospects? That’s pretty tough to do unless you have a secret weapon. And now you do. The result of years of test experience, reaching Presidents, Prime Ministers, celebrities, CEOs and countless key decision makers, CartoonLink BigBoards put the power to reach virtually anyone in your hands.

The philosophy behind BigBoards is simple. Make contact at the highest levels and maximize your results. Sell to the top, open new channels, create new scale. Or thank your best clients in a way that keeps them engaged and constantly thinking of you all year long.

The Product: 18” x 24” or 18” x 36” boards on 1/4” foam core substrate, duplex personalization, delivered via courier to target recipient. Front panels contain a cartoon alone, a cartoon with calendar or a custom design. Rear panels are usually based on custom creative as part of the program

Membership: Members get free creative help with their initial designs, on-going coaching and a discount on all BigBoards. Membership requires a minimum term of six months and ten BigBoards per month.

| Pricing: | Membership | Includes |
|---------------------|-------------------|-------------------------------------|
| Standard membership | \$2,000/mo. | Full creative, coaching via webinar |
| Enterprise program | Custom | Full creative, coaching, discounts |

Alternatives: Spending more than \$200 per unit is not for everybody and if you aren’t going after prospects who can spend \$50,000 or more a year with you, consider using our [e-Mail](#) or [Postcard](#) programs to reach a broader audience. If you want to equip your entire sales force, consider the [BigBoards Enterprise](#) program. Buy Stu’s [book](#) to learn more about how to use these programs.



Buy it now

Drawing Attention by Stu Heinecke
Now available on [iBooks](#), [Kindle](#), [Nook](#), [Sony Reader](#), [GoogleBooks](#) and [PDF](#)