

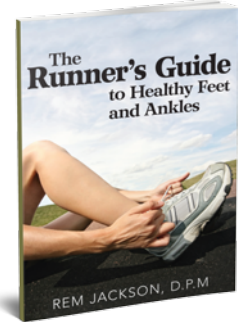
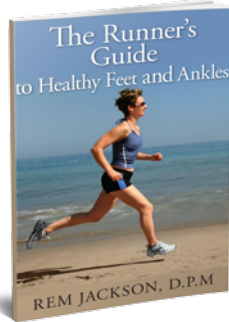
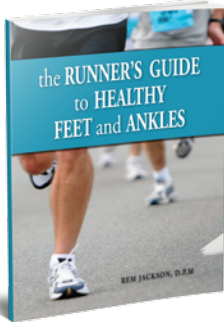


# TOP PRACTICES

## Runner Book Package

Order includes 500 copies of a 24-page book, 250 postcards, 200 CDs, 3 ad templates and the 18 step marketing campaign

1. Select Your Book Cover Option:



2. Please complete this information **EXACTLY AS IT SHOULD APPEAR IN CAMPAIGN PIECES**

(The information entered here will be used to create and customize each letter, email, postcard, etc that your leads will receive!):

Book Title: \_\_\_\_\_

Practice Name: \_\_\_\_\_

Signature Line (how would you like your letters, emails, etc signed?): \_\_\_\_\_

Office Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

2nd Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Toll-free Number: \_\_\_\_\_

Web Address: \_\_\_\_\_

Email Address (so we can send you a copy of the campaign): \_\_\_\_\_

**Within 24 hours you will be contacted to schedule your interview with Rem which becomes a piece of the marketing campaign, or call us at 717-625-0552 x 2 to schedule it now.**

Email this form to [orders@toppractices.com](mailto:orders@toppractices.com) or fax it to 717-625-0552.

**3. Where should we deliver the books, postcards, and CDs?**

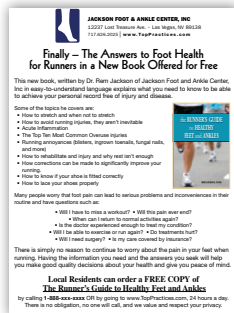
- Marketing Database Management Services (we will do fulfillment of the campaign pieces)
- Office (you will handle fulfillment of campaign pieces)
- Other \_\_\_\_\_

**4. Social media information**

Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_

**5. Here are images of the ads you will receive:**



**6. Payment Method**

**Choose one:**  Pay in full \$3,495  3 monthly installments (\$1,165 each)  
 6 monthly installments (\$600 each)

**Credit Card:** Credit Card on File?  Yes  No If not,  Visa  MC  AMEX

Name on card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Additional shipping charges to Canada will be applied. Ads are provided in high quality pdf format. Ad sizes are adjustable at time of order. Changes to ads after print files are delivered are \$35/change. Top Practices retains ownership of all artwork (except original artwork submitted by client), written material, and intellectual property used in this project. Although finished books have copyright in your name, this is a courtesy copyright title for purposes of effective Top Practices style practice marketing, and all ownership is retained by Top Practices. You do not have the right to print or reprint the book(s) without the express consent of Top Practices. All books must be ordered from Top Practices directly. Top Practices accepts no responsibility for compliance to any local, state, or federal regulations regarding marketing by this profession, including HIPAA regulation, this responsibility lies solely with the client.

I have read and accept all terms of this agreements.

X \_\_\_\_\_  
 (signature required)