

45 Super Publication Ideas In Only 45 Minutes (Along With 15 Bonuses)

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Panel Members...

Dean Hoffman

Editor

Hoof Beats

Columbus, Ohio

(614) 224-2291

E-mail: dhoffman@ustrotting.com

Connie Lechleitner

Editor

Ohio Quarter Horse News

Richwood, Ohio

(740) 944-2346, Extension 26

E-mail: ohionews@oqha.com

Jennifer Meyer

Consulting Editor

Horse & Rider

Former owner of California Horse Review

Shingle Springs, Calif.

(530) 677-3000

E-mail: jfmeyer@innercite.com

Tom Winsor

President

Winsor Publications

Spin To Win

The Trail Less Traveled

Ride With Bob Avila

Louisville, Colo.

(303) 661-9298

E-mail: tom@horse.com

Panel Moderator...

Frank Lessiter

Lessiter Publications

Editor/Publisher

American Farriers Journal

Brookfield, Wis.

(262) 782-4480

E-mail: lessitef@lesspub.com

1. Advertising. Send post card reminders to advertisers regarding upcoming advertising deadlines. Incorporate special editorial features into your message for promoting a particular issue.

—*Connie Lechleitner*

2. Look To Other Publications For Inspiration. Just because you're involved with a horse publication doesn't mean that you can't glean valuable ideas from other publications, including those that are totally unrelated to horses.

You may have to tweak them a bit to conform to your needs, but looking at other magazines will often help you "think outside the box" and come up with fresh ideas.

Be careful of falling into a rut with your editorial material. Seeking ideas from outside the horse world can help prevent that.

—*Dean Hoffman*

3. Advertising Sales. Reward your best advertisers (and lure new ones) with a "You said it — and we say thanks!" with an in-house advertising campaign. Ask your best (contract) advertisers why they love your publication, then publish the answers, along with an advertiser's logo (or mug shot) in a house ad that thanks them (use one such ad per month). The implied message: The best, smartest and most successful horse people advertise in this publication.

—*Jenny Meyer*

4. Print Contracts. As a smaller circulation publisher, our biggest annual cost is printing. Our unit cost is generally high due to the low production runs.

There are three things you can do to lower this cost each year:

A. Take time to bid out your magazines at least once a year.

B. Learn to prepare your publication to be transferred digitally so you can go direct-to-plate, saving money on film and pre-press costs.

C. Make alliances with publishers that have magazines with similar circulation size and frequency. Then figure out a way to co-mingle your press time to run together. This will cut the setup and paper waste, thus reducing your overall costs.

—*Tom Winsor*

5. Editorial. Develop an on-going tickler file with story ideas. Since I am a state publication, I can often take a national publication's story topic and turn it into a local one by interviewing local experts, horse owners or association members who have experienced the specific topic.

—*Connie Lechleitner*

6. Provide Your Advertising Staffers With An Incentive To Sell. For many years, the advertising sales person at Hoof Beats was not on any bonus or commission. It didn't matter if that person sold five pages or 500 pages of ads in a given month — the compensation was the same. I thought that was insane, but such is often the burden of working for an association magazine.

One year when sales declined about 15 percent, the ad salesperson got a generous salary increase. When we started a bonus system, advertising sales started to increase again. Cause and effect? I think so.

—*Dean Hoffman*

7. Advertising Sales. Sell more event advertising by offering free boldface calendar listings to all events for which a display ad has been purchased in the current or previous issue. It costs you almost nothing except for a little staff time to do the cross-referencing each month, and it makes advertisers — and readers! — very happy.

—*Jenny Meyer*

8. Postage. The increase in postage in the next few weeks will impact all of us. The bigger circulation magazines have an advantage over most of us with the ability to leverage their titles into a co-palletizing situation. This allows multiple magazine titles to be bulk shipped via commercial trucking to post office centers around the country.

By co-palletizing the titles, publishers can share the trucking costs and mail 80 to 90 percent of their magazines into postal zones 1 and 2. More and more printers will be starting to co-palletize with the new postal increases. When you are negotiating your print contracts, make sure that you look into this opportunity.

—Tom Winsor

9. Networking. When more than one person from your staff attends a meeting such as this one, don't sit together at lunches or dinners. Instead, have them sit with other people so they can learn new ideas and talk over possible solutions to common problems.

—Frank Lessiter

10. Interns. Develop an intern program. By getting free or next to free college student help, you have a chance to give back to your community. Plus, this experience gives a student a great experience to add to their resume.

—Connie Lechleitner

11. Ask Free-Lancer Writers For Their Story Ideas. I have always found that free-lancer writers will do a better job if they work on story ideas that excite them. So I always ask a new free-lancer to submit story ideas to me instead of simply assigning them articles. That also tells me whether the writer knows the editorial direction of Hoof Beats and if the ideas are suitable for us. It enables me to “kick the tires” on a new writer.

—Dean Hoffman

12. Advertising Sales. Turn mistakes in ads (or other client bungles) into increased ad dollars by establishing a “make it right” policy to assuage the wronged client, no matter what it takes. This boosts the offended client's respect and admiration for your publication, which can later be turned into increased advertising buys.

Make up lavishly for mistakes even when they weren't your fault. (Don't win the battle and lose the war; make ad errors the beginning of a strengthened relationship with that client.)

—Jenny Meyer

13. New Subscriptions. With 9/11 and the anthrax scare, direct mail has had a tough go over the past 9 months. However, we all need those new readers.

One way that I like to reduce my risk in new reader acquisition is to bulk print my marketing materials but mail in smaller, more frequent quantities. This protects me against having all of my mail in the system if something like 9/11 ever happens again.

—Tom Winsor

14. Publishing Management. Database management has been a great help to me in contacting advertisers. I use ACT, but there are many good programs available. This program offers the ability to run labels, list notes, document the history of phone calls, contracts, past payments, ads that have run, etc.

—Connie Lechleitner

15. Use A Single Image On The Cover. While we are not driven by newsstand sales, a powerful image on the cover is desirable. Many times I see publications that try to split their cover and use several images, but that weakens the impact. You are trying to be too many things to too many readers. The cover should have impact and you can cover the details and other angles inside.

—Dean Hoffman

16. Advertising Sales. Boost your ad sales by devising a team-oriented sales incentive strategy, so that your sales staffers are rewarded for helping each other. Split a bonus for all of them when a certain goal is met rather than having sales staffers be “rewarded” for “beating” the other team members or paying a bonus for the high-selling staffers only.

—Jenny Meyer

17. Editorial Development. How do we produce quality editorial on a limited budget? One cost effective way to develop editorial is to develop as much editorial as you can all at one time.

For example, we recently developed over 30 stories in just 4 days. Just make sure that the material is “evergreen” and can be used in the months and seasons to come. We really save money and time in the long run with this system.

—Tom Winsor

18. Editorial. Develop a questionnaire that you can send to people on whom you need to do biographical information. Keep a basic questionnaire and make changes depending on your specific needs. Include a self-addressed envelope to encourage the person to return the material more quickly.

—Connie Lechleitner

19. Watch Your Freebie List. Every publication sends out a number of complimentary copies and that is inevitable. But such lists have a way of getting larger and larger. It’s easy to add people, but how often do you delete any names?

When I came to Hoof Beats, I cut the complimentary list by about 1,000 names. We got six complaints from people who were upset that they weren’t getting the magazine and we reinstated them. The other 994 people either didn’t notice, didn’t care or had been declared legally dead years ago.

—Dean Hoffman

20. Advertising Sales. Endear yourself to your customers by making your publication genuinely accessible, which means avoiding voice mail phone answering if at all possible, and having a telephone receptionist that does not use an “official phone voice.” The goal for each call must be to solve the caller’s problem — not to get the caller transferred quickly or off the line altogether. This will make you stand out like crazy. (Don’t you love calling the American Quarter Horse Association, for example, and getting a real, live, helpful someone on the line — every time?)

—Jenny Meyer

21. Photos. Digital imaging has come a long way in the past 3 years. If you have the ability to hire a photographer with digital equipment, go for it. You get a much cleaner image and you can cut your costs in half compared to traditional photos.

—Tom Winsor

22. Personal Management. Using a Franklin Planner changed my life. I live my day by it, put my most used telephone numbers in it, use it to record all telephone calls made each day and use it to include my to-do list.

—Connie Lechleitner

23. Use Fresh Photos. Would you run the same story over and over again several times a year? Probably not. Then why run the same photo again and again? It is not presenting a fresh perspective on the horse, person or scene.

After a while, people won’t even notice the photo because they’ve seen it before. Your photo then represents wasted space. If you have limited photos, you have limited options, but seek to get fresh photos of horses and people each time they’re used.

—Dean Hoffman

24. Circulation Promotion. Boost circulation with a sweepstakes giveaway. Recruit one of your best regular advertisers to donate a prize (such as a saddle, bridle, \$500 gift certificate or whatever) in return for several months of free promotion as part of the subscription sweepstakes information found in each issue.

—Jenny Meyer

25. Internet Promotions. If you’re anything like us – the magazine’s Web site is the last thing on the agenda every day. However, I believe it is a must for all magazines to have a site as a second source of information.

If for no other reason, it helps new readers find your magazine and learn more about your product. And remember that your E-mail databases will become more and more valuable over time.

—Tom Winsor

- 26. Publishing Management.** Start a new project every year. For us, it may be looking at buying a publication, starting a new publication or conference, developing a new Web site, starting an E-zine newsletter, producing a new book or something else. Our 14-member staff continually looks for new ideas and asks what we're going to do differently this year. They've become enthused about doing new things.
—*Frank Lessiter*
- 27. Publishing Management.** Since I handle both editorial and ad sales, I keep stand-up file folders on my desk for the next several issues. When an ad reservation comes in, I simply write it up and place it in the appropriate month's folder. When I get ready to start producing an issue, all of the advertising reservations are waiting there for me.
—*Connie Lechleitner*
- 28. Use Remailers For International Delivery.** If you have a substantial number of Canadian or other foreign subscribers, it may be worthwhile to consider using a remailing service instead of the U.S. Postal Service for delivery. The costs may be slightly higher, but the service is likely to be much better.
We have no alternative to the U.S. Postal Service for domestic delivery, but we do for magazines mailed outside the country. We are currently using Blue Chip International and Deutsche Post for international deliveries, but these services seem to spring up like aluminum siding salesmen, so you will have lots of choices.
—*Dean Hoffman*
- 29. Circulation Promotion.** Boost your reader interactivity (and thereby your renewals) by placing a Reader Response Card on the "other side" of your bind-in subscription card. Use it to garner feedback on each issue, solicit story ideas, obtain letter-to-the-editor squibs, etc. In other words, use it to show your readers how important they are to you — every month.
—*Jenny Meyer*
- 30. Building A Brand.** This is an old term, but is still very true. We are not just in the magazine business; we are in the information brand-building business.
Build a brand around your magazine and offer your readers other information and services of value. Use your publication as the main communication vehicle for your readers to learn about and use all of your valuable services.
—*Tom Winsor*
- 31. Editorial.** I use some theme issues, although there are pros and cons for doing this. It helps me (and my part-time intern) keep focused on the editorial material that is needed for the issue.
—*Connie Lechleitner*
- 32. Use A Printer That Specializes In Publications.** For decades, we used a good commercial printer to print Hoof Beats. The firm's work was adequate, but it was expensive and not really geared toward publications.
After hearing a presentation at an American Horse Publications meeting years ago, we switched printers and have saved more than enough money to buy a villa in the south of France. Plus, we're getting much better service. Printers, like doctors, are specialists, so seek out a printer that specializes in publications of your size.
—*Dean Hoffman*
- 33. Overall Marketing, Positioning.** Raise your publication's profile among movers and shakers by establishing a Publishers Advisory Council of key figures in the equestrian communities that you represent. Contact them regularly via phone or email. Solicit their opinions. Network through them.
—*Jenny Meyer*
- 34. Advertising Sales.** Big publications can sell numbers, reach and costs per thousand readers (CPMs). As a publisher of smaller-circulation magazines, what do I have to offer? I have something very special.
I have the most vested readers in their respected niche reading my magazines. Every one of my readers is interested in what I have to offer them both in information and advertising.
This means that my magazines pack a punch when it comes to advertising budgets.

The bigger the magazine circulation, the broader the readership. I would rather produce magazines that have a highly vested, very focused readership and be able to capture the majority of the readers in a niche market.

—Tom Winsor

35. Publishing Management. Find valuable time-saving forms, checklists, company policies and sample problem-solving letters that have worked for others to make publication life much easier and to avoid costly errors. See the attached examples of where to find all kinds of forms and checklists.

—Frank Lessiter

36. Internet And Editorial. I use the internet horse forums to determine the hot topics of the day. Sometimes I follow up on rumors to verify their accuracy.

—Connie Lechleitner

37. Speculative Ads Can Open Doors. Got an advertising client who refuses to speak to you? Why not create a speculative ad on his stallions, services or farm? Do the research, write the copy and design the layout.

Then present the ad to the client. He or she may like it or they may not. But they should appreciate the effort that it took and it should open the door to further discussions about advertising. That's reason enough to try this exercise.

—Dean Hoffman

38. Overall Marketing, Positioning. Increase your marketing savvy and effectiveness by purchasing and reading one good marketing book (Guerrilla marketing was the hot topic when I was publishing a magazine) and do just one thing a month to promote and market your publication. Don't get overwhelmed and do nothing. Just pick one strategy per month and then do it or see that it gets done.

—Jenny Meyer

39. Know Your Cost Per Page. By knowing your cost per page, you have gained the knowledge to know when it is economical to increase and decrease either your advertising or editorial pages. This is not just your print and postage costs, but also your per page editorial costs.

—Tom Winsor

40. Advertising. Post your advertising rates and specifications online. It saves a lot of correspondence when people can find the information online.

—Connie Lechleitner

41. Listen To Your Readers. It's easy to become isolated from your readers and presume to know what they want to read.

But do you really know? How? Do you listen to them? Do you do readership surveys?

Don't assume that the people you speak with on a regular basis are representative of your readers. Use every opportunity you can to listen to what they want to read. You might be surprised.

—Dean Hoffman

42. Staffing, Leadership. Stay effective as a leader by loving your troubles. Publishing is full of headaches and you can't change that. Instead, change your attitude by adopting the perspective that everything that comes your way has been sent to you on purpose to teach you an important lesson — something that will make you a more effective leader. Encourage your staff to adopt the same attitude.

—Jenny Meyer

43. Understanding Incremental CPMs. When you make a decision to increase your print by 1,000, 2,000 or more copies for a show or extra distribution issue, it is important to look at this as a variable cost. That is the cost of the additional quantity to print and NOT the average cost per copy.

This will give you a true economic picture of what your returns need to be in order to see a profitable return on your venture.

—Tom Winsor

44. Publishing Management. Think outside the box. In March, we asked our 14 employees to tell us what was right and wrong with our operation. The response was fantastic, as they listed both problems and opportunities.

We asked them to outline their ideas in memos which ran from 1 to 8 pages. Then we met with each employee individually to obtain more in-depth information.

The result was a memo spelling out 95 specific things that we were going to immediately start doing differently. The interesting thing is that our people knew where the problems were in the company better than we did, knew what employees weren't performing up to par and spelled out our weaknesses and strengths.

After we went over all of the changes in a staff meeting, everyone was given a copy of the memo. They know what is expected of each employee on the staff. Morale, enthusiasm and their workload have all improved as a result.

—Frank Lessiter

45. Advertising. I invoice ads as soon as my printed issue arrives. That way I always have access to plenty of tear sheets for advertisers and their agencies.

—Connie Lechleitner

And Now... Bonus Time!!!!

46. Treat Your Best Free-Lancers Very Well. Many editors don't agree, but I don't treat all free-lancers equally. Would a book publisher compensate John Grisham the same as a lesser-known author?

Free-lancers are not beholden to you, so you have to treat them well, both financially and personally, to keep them on your team. There are some free-lancers that you can take or leave, but there are also some that you want to retain and you must reward them accordingly.

Try to make them understand the limitations of your budget, if payment is a problem for you.

—Dean Hoffman

47. Staffing, Leadership. Boost employee morale and effectiveness by fostering a team spirit whenever and however you can. Hold weekly team meetings that include some for-fun activities, work stuff, periodic lunches out and "movie afternoons." Even a simple little employee newsletter will work. All of these kind of ideas will pay important dividends in loyalty, longevity and superior work.

—Jenny Meyer

48. Art Work, Color, Paper Quality. The look and feel of a magazine is very important these days. However, don't be fooled by the idea that you have to have lots of color, splashy photos and top quality paper.

Don't put too much stock in reader letters, as they always want the best and most that they can get. If the editorial mix is right, they will subscribe and renew your magazine year after year.

—Tom Winsor

49. Publishing Management. Macintosh Sherlock Search is a tool that I use all the time. You can type in a topic and do simultaneous searches of numerous search engines all at once.

—Connie Lechleitner

50. Avoid Repetition In Photography. If you use the same photographer on a regular basis, make sure that all of his or her photos don't look alike. It's easy for any creative person to fall into a rut and photographers are no exception.

At an event, note where most of the photographer are gathered and go somewhere else. Get that "different" photo. Show your readers a perspective that they have never seen before at an event.

—Dean Hoffman

51. Advertising Sales. Consider developing a marketing newsletter for your contract advertisers (and call it something cute like "Stir Up Business" or "A Leg Up In Marketing.")

As you help advertisers become more marketing-savvy (one obvious tip — regular advertising!), they learn to turn to you as a trusted advisor. Ad buys will increase as a result.

—Jenny Meyer

52. Ancillary Products. By redeveloping editorial content into a booklet or buying products that you can re-sell, you become the one-stop shop for information and goods that serve your readers better.

Remember that your readers already look to you for information. As a respected information resource with a highly vested group of like-minded enthusiasts, what are some products that you can produce at a profit?

—Tom Winsor

- 53. Internet.** Collect e-mail addresses of your subscribers to correspond on a timely basis in between your printed issues. Used sparingly, your subscribers will appreciate receiving timely information and reminders from you.
—*Connie Lechleitner*
- 54. Advertising Sales.** Reward and lure advertisers by adding a “product grapevine” newsy column to supplement your New Products feature. It’s an easy way to include something from everyone’s news release — stuff that wouldn’t normally work in your regular New Products column. Keep it gossipy, interesting and publish the advertisers’ logos — no other art is needed.
—*Jenny Meyer*
- 55. Circulation Promotion.** Boost circulation with a low-cost “freebie,” such as producing a series on training, horse care or whatever and then reprinting the series as a booklet and offering it as a premium on new subscriptions or renewals.
—*Jenny Meyer*
- 56. Staffing, Leadership.** Make your sales team and other employees amazingly more effective with some form of profit sharing, even if it’s extremely modest. It works like nothing else to get people to care as much about your business as you do.
—*Jenny Meyer*
- 57. Staffing, Leadership.** Boost everyone’s productivity by making Franklin Planners (or some similarly effective time-management system) a requirement for all team members. Pay for the materials and training yourself if you have to; it will more than pay for itself.
—*Jenny Meyer*
- 58. Staffing, Leadership.** Get free editorial, graphic design and marketing assistants by working with the internship coordinators at nearby colleges and universities. It takes some time and effort to establish a solid relationship, but it is well worth it when they send you good interns, many of whom will work for little or nothing. As a bonus, you can recruit the best ones for permanent-paid employment.
—*Jenny Meyer*
- 59. Staffing, Leadership.** Make your employees more effective by providing as much training as you can afford, or at least helping them pay for the type of training that they’re interested in. Keep a library of motivational cassette tape sets in the office and encourage and even reward employees to listen to them.
—*Jenny Meyer*
- 60. Staffing, Leadership.** Hold regular informal review sessions over lunch or dinner with key staffers to keep everyone up to date and to make them feel they are a valued part of your publishing team.
—*Jenny Meyer*



The David Swit Memorial Compendium: A Collection of David's Best Tips, Procedures & Forms

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The mission of NEPF is to further excellence in
specialized-information publishing through
promoting the medium while attracting and
developing its professionals at all levels.

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The Deskbook

When David was alive, he (and his staff) lived and breathed by what WBII staffers refer to as the "Deskbook." Within the multiple pages of that book are all the forms, lists and instructions used to run the company. Some of the information in the Deskbook will be shared with you in this report, while other parts are specific only to WBII, and have not been included. Following is a list of some of the Deskbook contents that you might need in your own company.

General:

Confidentiality and conflict of interest policies

Personnel:

Job descriptions
Training priorities for editorial staff
Salary increase policies
Recruiting and hiring new employees
Preparing for new contract editor
Preparing for new employee
Departing employee processing
Orientation checklist for new employees
Emergency contacts
Home address of personnel
Biographies of staff
Work-related injuries/illnesses

Employee Benefits:

Leave, holidays and notice policies
Medical and dental reimbursement plan
Pension plan
Incentive plan for employees
Tuition plan

Basic Office Procedures:

Complaints from subscribers, handling
Sharing registrations for outsiders' conferences
Copyright infringement reports
Copyright application preparation
Major competitors in subject areas
Mailing of publications

Communications:

Internal distribution of publications
Messenger and hand-delivery services
Address change follow-up notices
Incoming mail processing
Circulation reports
Newsletter prices
Cancellation and non-renewal information
Renewal notices and letters, handling
Renewal series

Postage rates

Postal permits

Postage refill procedure

Phone bill reconciliation and allocation

Phone call handling

Phone code assignments

Phone repairs and new order procedure

Facsimile machine operation

Equipment & Supplies:

Obtaining basic office supplies

Manuals and warranties, operating and maintenance

Inventory of property

Repair and backup sources of major equipment

Security:

Disaster recovery plan

Key and security card holders

Insurance coverages

Bookkeeping:

Basic bookkeeping procedures

Chart of accounts

Wiring money to/from banks

Sales-and-use-tax information

Sales-tax table, state

Budgeting procedures

Required reports

Charge-card processing

Bill-paying procedures

Payroll preparation

Petty cash

Incoming checks processing

Circulation:

Producing/ mailing annual indexes

Changing prices for publications

Love efforts

Reconciling QuickFill reports

Subscriber list printout

Subscription agency procedures

Promotion:

Suppliers of materials or services
Responsibilities of marketing department
"Swipes," organizing
Promo codes
List development and handling
Press release mailings
Renting new lists -- questions to ask first
Renting/ swapping subscriber and
promo lists

Updating sub/expire promo files
Printing cost guidelines
Mailings scheduling
Cross-promotion schedule
Mailing house prices
Mailings cost comparison matrix

Premiums offered in promotion mailings,
processing
Copywriters used

Editorial:

Editorial policies and procedures
Editorial philosophy and techniques
Calendar of annual editorial events
Publications used by editorial
Biographies of newsletter sources
Daily press reports on beats
Production guide for publications
Proofreading tips
Reader surveys
Audit materials
Writing and editing tips for each
publication

Customer Service Response IV

Date _____

Dear Reader:

Thanks for your order or inquiry. To speed your service, we use this form letter. If a reply is needed from you, just return this letter with your reply in the enclosed envelope.

___ We cannot identify your order/check. Please send our mailing label, a copy of our invoice or your purchase order, our order number or correspondence about this order.

___ Current cost of the publication is \$_____ per year. You remitted \$_____. Please pay the balance on the enclosed invoice.

___ Amount sent did not include airmail fee (\$_____ a year). We deliver only by airmail outside North America. Please pay the balance on the enclosed invoice.

___ You took a discount, but our prices are net (see enclosed information sheet). Please pay the balance on the enclosed invoice.

___ Your subscription will expire _____.

___ We are unable to process your request, as your subscription expired _____.

___ We are extending your subscription to _____.

___ We have no record of payment. Please send copy of your cancelled check (both sides).

___ We supply specific back issues only to annual subscribers. (If you subscribe we'll provide any three back issues FREE, except for monthlies.) We enclose free samples.

___ Records show we sent the issues requested, you apparently lost them after receipt. A \$_____ replacement fee is payable in advance unless you document failure by us.

___ To process your request for cancellation the check-marked information is needed:

___ Name of publication being cancelled: _____

___ Person authorizing cancellation: _____

___ Reason for cancellation (please be specific) _____

___ Other: _____

Thank you for your help. We look forward to hearing from you soon.

Chris Rogers,
Circulation Manager
(Direct Line: 703/538-7600)

Office Supplies

Furniture

Technology

Business Center

Company Info

Super Values

Find a Store

Toner / Ink Quickfind

Order By Item #

My Saved Lists

0 item(s)
Subtotal: \$0.00

Order \$50.00 more for FREE DELIVERY!*

Cart

Check Out

Search for

Search

[Home](#) > [Business Tools](#)

FREE Downloadable Forms

these documents are free to download and customize for your own professional use.

Business Finance

[Balance Sheet Template](#)
[Cash Flow Budget Worksheet](#)
[Customer Statement of Account](#)
[Daily Cash Sheet](#)
[Income Statement Template](#)
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[Monthly Bank Reconciliation](#)
[Personal Statement Package](#)
[Present Value Tables](#)
[Sample Collection Letters](#)
[Trial Balance Worksheet](#)
[Unsecured Promissory Note](#)

Compensation & Benefits

[Compensable Work Chart](#)
[Initial Notification of COBRA Rights](#)
[Overtime Guidance](#)
[Privacy Policy](#)
[Profit-Sharing Plan](#)
[Simplified Employee Pensions](#)
[Time-Off Policies](#)
[Workers' Comp Policies](#)

Recruiting & Hiring

[Applicant Information Release](#)
[Applicant Rejection](#)
[Driving Record Check](#)
[Drug Testing Consent Form](#)
[Educational Record Check](#)
[Employer Reference Check](#)
[Employment Reference Phone Script](#)
[Employment Reference Release](#)
[Fair Credit Disclosure Act Notice](#)
[Job Analysis Questionnaire](#)
[Job Description Form](#)
[Job Requirements Checklist](#)
[Personal Reference Check Letter](#)
[Reference Checking Documentation Form](#)
[Sample Employment Application Form](#)
[Sample Independent Contractor Agreement](#)
[Sample Interview Script](#)
[Temporary Help Agency Checklist](#)

Vehicles & Equipment

[Annual Lease Table](#)
[Checklist for Evaluating Used Cars](#)

Employee Management

[Electronic Funds Transfer Authorization](#)
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[Employee Disciplinary Action Form](#)
[Drug Test Policy](#)
[Employee Discipline Aids](#)
[Employee Feedback Script](#)
[Employee Work Rules](#)
[Long Distance Call Log](#)
[Noncompete Agreement](#)
[Employee Time Sheets](#)
[Sample Absence Policies](#)
[Sexual Harassment Policy](#)
[Smoking Policy](#)

Marketing

[Business Plan Components: Sample Plans Illustrate Required Content](#)
[Customer Satisfaction Survey Form](#)
[Customer Service Action Form](#)

Worker Safety

[Hazard Communication Program Package](#)
[OSHA Form 101 - Supplemental Illness and Injury Log](#)
[OSHA Form 174 - Material Safety Data Sheet](#)
[OSHA form 200 - Illness and Injury Log](#)
[Sample Emergency Procedures](#)
[Sample Safety Policy](#)
[Sample Workplace Aids Policy](#)
[Sample Workplace Violence Prevention Policy](#)

Starting Your Business

[Business Selection Checklist](#)
[Cash Flow Sensitivity Analysis](#)
[Cost Assessment Checklist](#)
[Equipment Lease Checklist](#)
[Family Monthly Budget Form](#)
[Franchise Agreement Checklist](#)
[Projected Staffing Schedule](#)
[Real Property Lease Checklist](#)
[Start-up Checklist](#)
[Strengths/Weaknesses Assessment Checklist](#)

Financing & Termination

Featured Services

Customized Business

Products: Our online print center lets you promote your business with personalized stationery and office products right from your desktop.

[More>](#)



Build Your Own Web site: An easy, do-it-yourself way to create, launch and manage your business online

[More>](#)



Internet Postage: Save time and money with unlimited access to postage directly from your printer, 24 hours a day, 7 days a week

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