

# DIRECT CONNECT ORDER FORM



Today's Date \_\_\_\_\_ PLEASE ALLOW 8 WEEKS LEAD TIME from designing the invitation to drop ship date for your invitation. It is important to plan within this timeframe to get the best response on your event.

Rep Name \_\_\_\_\_ Rep # \_\_\_\_\_ DBA \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

## Seminar Information

Seminar Title \_\_\_\_\_ How many seminars will you be hosting with this mailing? \_\_\_\_\_

1<sup>st</sup> Seminar Date: \_\_\_\_\_ 2<sup>nd</sup> Seminar Date: \_\_\_\_\_ 3<sup>rd</sup> Seminar Date: \_\_\_\_\_

Time: \_\_\_\_\_ Time: \_\_\_\_\_ Time: \_\_\_\_\_

Venue: \_\_\_\_\_ Venue: \_\_\_\_\_ Venue: \_\_\_\_\_

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

How many pieces would you like mailed for this seminar:  3,000  5,000  7,500  10,000  Other: \_\_\_\_\_

## Demographics

<b>Age:</b> <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65-74 <input type="checkbox"/> 75+	<b>Income:</b> <input type="checkbox"/> \$100,000 - \$124,000 <input type="checkbox"/> \$125,000 - \$149,000 <input type="checkbox"/> \$150,000 - \$174,000 <input type="checkbox"/> \$175,000 - \$199,000 <input type="checkbox"/> \$200,000 - \$249,000 <input type="checkbox"/> \$250,000+	<b>Net-worth:</b> <input type="checkbox"/> \$250,000 - \$324,000 <input type="checkbox"/> \$325,000 - \$499,000 <input type="checkbox"/> \$500,000 - \$749,000 <input type="checkbox"/> \$750,000 - \$999,000 <input type="checkbox"/> \$1,000,000+ <input type="checkbox"/> Other: _____	<b>Homeowner:</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Does not matter  <b>Marital Status:</b> <input type="checkbox"/> Married <input type="checkbox"/> Single	Any other special instructions, please provide information here
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### PLEASE PROVIDE YOUR PREFERRED ZIP CODES (s):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

Would you like us to pull zip codes from a radius around the location of your meeting?

Yes Radius (i.e. 5, 10 mile) \_\_\_\_\_  
 No

### TURNKEY RESERVATION & CONFIRMATION SERVICE INCLUDED!

Seminar Direct outsources your seminar reservations to be taken by a relationship specialist. We will set you up with a log in and password to check your reservation status 24/7. On this very robust back-office, you can print name badges, download all attendees to an Excel spreadsheet, send reminder letters and much more!

**After anyone registers for a seminar, you will also be sent an email with the contact information and details of the seminar. The day prior to your seminar each of your registrants will be called to confirm their attendance.**



NOTE: 4WARD DIRECT CONNECT is NOT responsible for cross-over mailings between NEXT Reps. We CANNOT check other zips being mailed and do not offer exclusive territories. Lists are NOT 100% accurate because all information and demographics are inferred. Deliverability and accuracy can be anywhere in the 95% to 97% ratio. 4WARD Direct Marketing does NOT guarantee direct mail results.



**CHOOSE YOUR INVITATION:** Each invitation will be customized with your: Logo / DBA / Name/ Contact Info / Seminar Information / A Toll Free 800# for reservations. If you want a custom designed invitation, a marketing specialist will call you within 48 hours. Please indicate your choice of invitation below



<input type="checkbox"/> Wedding Style <input type="checkbox"/> Wedding Style with tickets  <input type="checkbox"/> Biography inserts: <input type="checkbox"/> 2-color <input type="checkbox"/> 4-color	<input type="checkbox"/> Postcard: <input type="checkbox"/> 4x6 <input type="checkbox"/> 5x7 <input type="checkbox"/> 5-1/2x8-1/2 <input type="checkbox"/> 6x9 <input type="checkbox"/> Other _____  <input type="checkbox"/> 2-color <input type="checkbox"/> 4-color	<input type="checkbox"/> Tri-fold Self Mailer <input type="checkbox"/> Bi-Fold Self Mailer  <input type="checkbox"/> 2-color <input type="checkbox"/> 4-color	<input type="checkbox"/> Other (provide info here)
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**Please attach the content for your invitation or place in text box here** (we will edit as needed).

Seminar Headline

Subhead

Seminar Copy Points

Presenter information

Bio content for host/presenter

Return address to be used on mailer

Other

Do you have a company logo?  Yes  No Please attach an electronic file (jpg, pdf or other).

Do you wish to include a bio picture?  Yes  No Please attach separately.

Do you have a tagline that you'd like to include?  Yes  No

Is there a specific color scheme you wish to use?  Yes  No

Do you have a power point that needs to be edited or designed  Yes  No

Please provide us your Compliance approval number on your seminar materials \_\_\_\_\_

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**ONCE YOUR ORDER IS PROCESSED A QUOTE WILL BE SENT TO YOU FOR THE TOTAL COST OF YOUR MAILING. Please let us know your preferred method of payment below: Payment is due at time of mailing.**

**Payment Options:**

<input type="checkbox"/> <b>Directly from Commissions</b> <input type="checkbox"/> 1 Payment <input type="checkbox"/> 3 Payments <input type="checkbox"/> <b>Check</b> (payable to 4WARD Financial Marketing 2500 Wilcrest, Suite 620, Houston, TX 77042 Attn: Courtney Irwin	<input type="checkbox"/> <b>Charge:</b> <input type="checkbox"/> American Express <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard Card # _____ Exp Date _____ Cardholder Name _____ 3 Digit Security Code _____  <input type="checkbox"/> A third-Party is contributing to this event Amount _____ Company(s) _____	<input type="checkbox"/> <b>0% Financing</b> 2 month grace period from the date of your seminar, and then start taking commission deductions over the following 3-months on the 1 <sup>st</sup> and 3 <sup>rd</sup> commission cycle.  Email Courtney Irwin for seminar financing form: Clrwin@4wardfm.com
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Within 24-hours one of our personal Marketing Specialists will call you to go over details or your order and start working strategically with you to make your seminar a complete success!

By signing below, you confirm that you understand the terms outlined in this form and that you will be responsible for the payment of this project. Please note, payment not received within 60 days of invoice will be deducted directly from commissions.		
Rep Signature		Date
<b>FAX BACK TO 4Ward Financial Marketing at 713-333-2666</b>		OFFICIAL USE ONLY Job # _____

If you have any questions please contact one of our Marketing Specialists at 1-888-224-3324