



"Judge For Yourself" is the title of this book for UNC Law. It's a recruiting piece that is mailed out first class like a thick postcard. It's known that smiles will get you places. This book opens with a big smile on the cover, "Welcome to UNC Law!" on the spine and Important Dates for application, orientation and first day of classes are on the back. It's concise, well designed and professionally presented, like a legal case should be! Inside was a "UNC Law" T-shirt to spread the smiles and team spirit even farther.

"When you have confidence, you can have a lot of fun. And when you have fun, you can do amazing things."

Joe Namath

BookWear!

tell your story

November 2016 Newsletter



"Start With The Best"

is the statement on the front of the book by Coet & Coet CPA's. They wrote a short story of their accounting business. "Regardless of the size of your business, it is difficult to keep up with today's financial rules and regulations. Tax planning and preparation are our specialties." Inside was a customized 100 sheet notepad with their logo printed on every page. On the back they listed their services like Budget Control, Payroll Preparation, Financial Statements, etc. with details about each of them. Like any good book, it had customer reviews on the back, making a novel and creative statement of their services.

Turbo-charge your Message!

TurboTax did with a BookWear® that went out to their beta testers. The message on the book cover is a "Thank You" to hundreds of people who help shape future editions of their software. It's a small but significant way to express their appreciation and galvanize team spirit. The gift inside was a TurboTax t-shirt.

