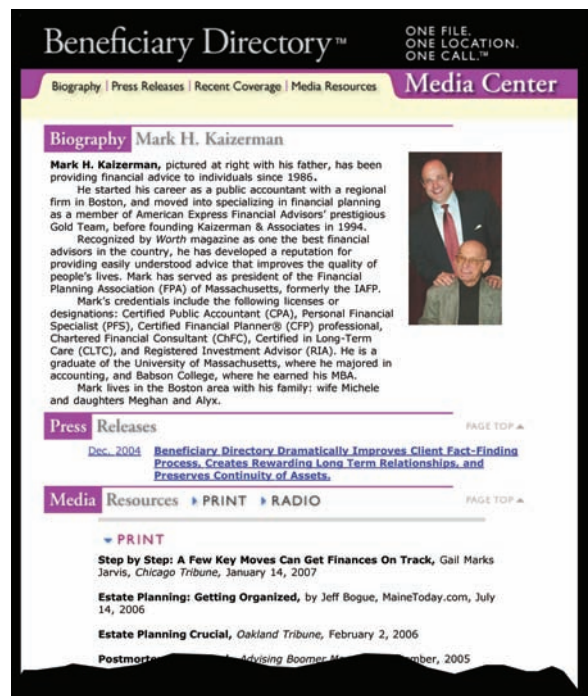


WEBSITE DESIGN: One of the primary vehicles for marketing and sales of the *Beneficiary Directory* is Mark's website, BENEFICIARYDIRECTORY.COM. The home page was designed to display the main product, show industry professionals' praise for it, emphasize the tagline (with a simple fading Flash animation) and give the visitor a choice of four entry points: 1) individuals, 2) financial professionals, 3) groups interested in booking Mark to speak, and 4) people seeking media references about the *Beneficiary Directory*.

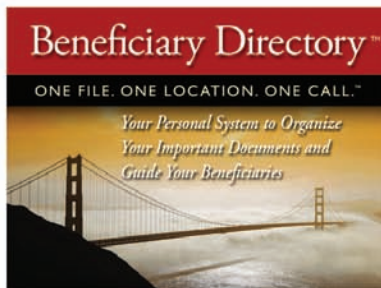
The interior design of all the web pages carries a file folder motif to suggest the easy organization that the *Beneficiary Directory* promises.

Mark chose not to set up direct online sales (a shopping cart system). Instead, he offers PDF order forms, which I designed for him.

Recent additions to the website are audio CDs of Mark's coaching presentations on using the products, which feature MP3 samples online.



POWERPOINT SLIDES: As self-publishing author of the *Beneficiary Directory*, Mark consistently creates opportunities to market and promote book sales. For his live speaking presentations, I designed a series of slide backgrounds that are easily imported into PowerPoint.



PYLIO.COM: Mark uses a special system for checking off the steps in the *Beneficiary Directory*, which he calls “pylio” (an acronym for “putting your life in order”). Because he thought it was catchy, he wanted to create T-shirts and ballcaps with “pylio” printed on them. But I pointed out that he had a real branding opportunity, not just something clever for sportswear. First, we needed to make it meaningful to the public: maybe we should develop another website just for consumers, one he could optimize so that people searching for estate planning tools online would find something unique. PYLIO.COM would be an unusual, benefit-driven domain name.

Mark agreed and now, when you visit the PYLIO.COM website, you see the upside for you and your loved ones if you follow through with the “pylio” promise: primarily peace of mind and relief. You’re also directed to BENEFICIARYDIRECTORY.COM to purchase the *Beneficiary Directory* and workbook.

MARK KAIZERMAN on working with Robert Mott



“Every time Robert does work for us, we react the same way: WOW! Not only does he have outstanding skills as a graphic designer,

but his real ‘magic’ rests in an uncanny ability to listen to his clients and capture their vision in his design work.”

Mark H. Kaizerman, CPS/PFS, CFP, ChFC, CLTC
Author, *Beneficiary Directory*

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Let's be real:
Everyone will experience at least one of these three life-changing events . . .

1. Disability.
2. A need for Long-Term Care.
3. Death.

When that happens, will your loved ones find . . .
**Chaos? Clutter?
Burden? Frustration?**

. . . or will they find
**Serenity. Tidiness.
Peace of Mind. Relief?**

▶ Animation story continues through 27 major frame changes

What details will they miss?
Not a one.
 (You've thought about it.)

