

PUBLISHER INFORMATION PACKET

Kids' Directory™

Hidden Values™

TARGETED MARKETING PUBLICATIONS

Hidden Values, Inc.

5207 McKinney Ave., Ste. 14, Dallas, TX 75205-3355

(800) 960-6788 • www.hiddenvalues.com



Hidden Values offers six targeted marketing publications.

Home Resource Directory™

Kids' Directory™

Legal Resource Guide™

Metro Woman Directory™

Pets' Directory™

Wedding Ideas Directory™

Start Your Own Business!

Hidden Values licenses and assists business minded people to start their own publishing business. Your business would be a target marketing Directory designed to help businesses sell their products and services.

We began our company in 1986 with one Magazine. Our first Magazine was an instant success (meaning we made money from the first month). In 1999, we developed a licensing and printing program for expanding our network of Magazines for independent business people. The program has proven to be very successful for our publishers, our advertisers and for us. We now license and print targeted marketing Magazines in over 100 cities. For a complete listing of our Magazines, visit our website: www.hiddenvalues.com.

Kids'[®]
DIRECTORY

The **Kids' Directory™** is a targeted marketing publication designed to inform moms-to-be and parents about various products and services they will have a need or use as their child or children grow up. The information in the publications is in ad format, describing the various products and services. It is also designed to reach new customers month after month for the advertisers. For a complete listing of the Kids' Directories™, visit www.kidsdirectory.com.

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Becoming a Publisher

Hidden Values will guide you in the steps necessary for you to have your own successful business. You must believe in yourself, enjoy being your own decision maker, have sales experience, aspire to above average income, and the desire to own your own business.



We are expanding our network of Magazines to others by licensing individual publishers in their local area. These licensed individuals own their own business and with our assistance, publish their own Magazines. Hidden Values grants you the use of the name “Kids’ Directory™” and manages the production and printing of your Magazine.

Hidden Values Publishers enjoy having their own business and being their own boss.

We have a proven system available for the novice with little or no publishing experience. Sales experience is a must. Our proven plan offers you all of the information, contacts, and materials you will need to have your own successful magazine. You will be in business for yourself, but not by yourself. You will have the ability to control your income, your workday, create job security, and offer a valuable service to your clients and the community.

“Be in business for yourself, but not by yourself”

One of the activities as Publisher is to call on customers that should be involved in your Magazine. To be successful, new Publishers must have previous sales experience. Unlike most continuing sales, ours is normally a one-time sale. Once an advertiser becomes involved in your Magazine and is pleased with the results, they will stay in your Magazine for years. After the initial sale, your business becomes one of servicing the account by including them in your Magazine each month. Your ads can be compared to an oil well. Once you sell the ad, the ad continues to work for you.

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Hidden Values is one of the best small businesses available for people who desire to own and operate their own business.

Own Your Own Business

We believe this is one of the best small businesses available for people who believe in themselves, enjoy being their own decision maker, have sales experience, desire above average income, and desire to own their own business.

How do Publishers make money?

You make money by selling ads in your licensed Magazine.

Example: A 16-page Magazine

A 16-page Magazine can produce income to you (after your printing expense) up to \$5,000 per month, depending on the pricing of your ads and the number of ads you sell.

Example: A 32-page Magazine

A 32-page Magazine can produce income to you (after your printing expense) up to \$10,000 per month, depending on the pricing of your ads and the number of ads you sell.

How Publishers Work

Your work will include using a proven business plan, which includes: contacting your clients, using your selling skills, organizing their information and payment, and being able to work with deadlines.

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The Advantages of Being a Hidden Values Publisher

Some of the Benefits:

- **Small Investment**
- **Minimum capital needed**
- **Work from your home**
- **Flexible work hours**
- **No employees**

Publishers Must Be:

- **Self disciplined**
- **Able to “sell”**
- **Service oriented**
- **Comfortable dealing with people**

Hidden Values Publishers enjoy having their own business and being their own boss. The advantages are numerous.

- As a Publisher, you are able to work out of your home. You call on the customer and see them at their place of business.
- There are no employees needed to operate your business. You should be able to handle the sales and distribution of your Magazine.
- The ideal hours to contact most of your potential customers are between 10:30 and 3:30 each day.
- We schedule your printing for you. We verify your data, and manage the production of your Magazines.

What about competition?

The competition varies from radio, cable TV, local newspapers, to various types of magazines. However, we have found our Magazines to be the best value available for your advertisers to reach new customers because of the targeted marketing and controlled circulation.

The logo for Hidden Values, featuring the company name in a stylized, cursive script font. A small 'TM' trademark symbol is positioned to the right of the word 'Values'.

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Hidden Values and the Proprietary Operating Package™

To assist new Publishers, Hidden Values also includes a **Proprietary Operating Package™** that includes the following:

- **A confidential operating manual.** Our manual details every aspect of your business and gives you the knowledge you need to be successful. Specific information is revealed for the use of a media package, selling techniques, how to obtain information for the designing of ads, billing and distribution information, etc.
- **A selection of forms** to operate your business.
- **Copies of printed Directories** for your media packages.
- **A list of prospective advertisers in your licensed area.**
- **Assistance in locating a graphic designer** to design and lay out your directory, and prepare the directory files for print.
- **Custom Website Available.** Each site is designed with your exact needs in mind for you to generate additional income. Please contact us for additional information and pricing.

The logo for Hidden Values, featuring the company name in a stylized, cursive script font. The letters are black and the overall style is elegant and professional. A small trademark symbol (TM) is located to the right of the word "Values".

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Getting Started

Investment Needed:

The investment for your office supplies and copies needed to begin will vary, but should be under \$200. You will need a computer with internet access and a color printer. You will have to make a decision about your phone and mail service. Your investment with Hidden Values for your exclusive right to own your own directory in your area is a low, one time fee and the per page fee each month for the business model and printing.

More Information

For more information on owning your own publishing business, visit our website at www.hiddenvalues.com and complete the information on the "Contact Us" page. You can also call us toll-free at (800) 960-6788.

I pray, in the name of Jesus, for your success.



Jim Crofford, Founder

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