

MAKE YOUR MARK

'How To Make The Most of Your Project'

1 Sell To Students, Parents & Colleges

Students, friends, family and their businesses are always a great resource! Encourage parents to take 'The Music' CD to their workplace. Remember, 'The Music' is a pop CD and will appeal to people of all ages!

ONLY AVAILABLE
THRU EDUCATION
PROGRAMS

2 On-Site Promotions

Use 'The Music' CD at high foot-traffic locations to raise funds, donations, and awareness for your program. Wal-Mart, Safeway, Mars Music, & malls are great examples.

- Publicize your promotion through local media, including newspapers, radio & TV.
- Set up a table, decorate & mingle with your community.
- Talk about the valuable discount card inside.
- Let everyone know 'The Music' CD is exclusively produced for education.
- Sell the CD at your school functions. (See included template letters)

3 Get Retailers To Buy & Resell

Many local retailers will purchase 'The Music' CD and then resell it in their store. Sam Goody, Camelot, Best Buy & gift shops are great examples. Make follow-up calls to see if they need more CDs. (See included template letters)



BELIEVE



COLUMBIA

SKECHERS

- Track your progress - Keep an inventory of CD sales. Checked out CDs do not = Sold CDs.
- Reorder CDs by calling 877-7-BELIEVE (TOLL FREE) or Fax reorder to 303-283-6721.
- Believe must receive payment for total invoice within 45 days of shipment receipt.
- Leftover CDs may be returned for a nominal restocking fee of \$1.50 per CD. Credits for returned CDs will be issued within 45 days of payment receipt.

SUBMIT ALL PAYMENTS & RETURNS TO:

Believe
2851 S. Parker Road
Suite 1300
Aurora, CO 80014

Destiny's Child
Marc Anthony
Nacy Gray
Shawn Mullins
evan and jaron
Dixie Chicks
Nine Days
Guns N' Roses
CoCo Lee
Will Smith
Jessica Simpson
Billy Gilman

