

You Have To **See** It, To **Be** It



Home Show & Fundraiser Guide

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Positive Black Images Retail Brochure

The PBI retail brochure is designed for PBI dealers (fundraisers, wholesalers and others that sell PBI products) to distribute to current and potential customers. It includes our most popular selling prints. It features the title of each unframed print, size(s), and retail prices. Remember, when you place an order, you pay the discounted price. That is 40% off of the retail price for PBI Dealers/Fundraisers and 50% off of the retail price for wholesalers. The website defaults to retail pricing so if you are a retail customer, nothing else is required. At checkout time, PBI dealers and wholesalers will be able to enter their appropriate PBI dealer or Wholesaler promotion code. Based on your classification, that person will receive either a 40% or 50% discount on all of the items listed in the PBI retail brochure. The pricing of the items in the shopping cart will update to reflect your appropriate discounted price.

On each brochure cover, at the bottom, we have included an area for you to write, stamp, or place a label including your name, telephone number, address, city, state, and zip code. Please make sure it is filled out completely on all brochures before distributing them to your customers. A complete address is necessary should your customer decide to mail the order form (on the back of the brochure) back to you. It may be best to include your contact number also.

Please note that when you open the retail brochure on the leftmost side, we mention that this brochure includes only a sampling of our fine art products collection. Other products that are listed via our website are only available at the suggested retail prices.

Please note on the right-hand side of the brochure, we mention that if your customers would like to place an order, they should call the dealer whose name is printed on the brochure cover. That is why it is very important for you to ensure your name, address, and phone number are placed on the cover of each brochure in the allotted space.

On the back side of the brochure is a customer order form. This will make it easier for your customers when they call you to place orders. They can arrive at a total for their orders. Wholesalers that are selling retail will charge a sales tax. This does not apply for those that are conducting fundraisers for non-profits. There is a block at the bottom of the order form entitled customer information if your customer should decide to mail the order form to you at the address you have written, stamped or labeled on the brochure cover.

Cost Information When Ordering Your PBI Retail Brochures

The PBI Retail Brochures are sold in packages. **There are 50 retail brochures to a package and the cost per package is \$10.00.** You can order these via our website or send payment via check through the mail.

How To Use Your PBI Retail Brochure As A Marketing Tool

After you have ordered your PBI Retail Brochures, make sure that you stamp, label or write your name, address and telephone number on each of them in the space allotted at the bottom of the brochure cover.

By distributing the brochures to perspective customers, you will be able to sell to a lot more people. Your customers have the capability to help make sales for you because they have something tangible to show. Companies such as **Mary Kay** and **Avon** have provided similar marketing tools for their consultants and dealers. Art is a very visual medium. **I have no doubt, you can double or triple your sales just the same.** For example, let's assume that you purchase 4 brochure packages. Based upon the pricing structure for the brochures, your cost would be \$40.00 for 200 retail brochures. If you distributed all of the brochures to potential customers and received responses back from only 50 of them, your profit margin would be tremendous.

Let's assume that the 50 people who responded purchased the large Old Fashioned Baptism that retails for \$40.00. Your total amount of sales would be $50 \times 40.00 = \$2,000.00$. You would pay \$1,200 and based on the retail cost per print, your profit would be \$800. Remember, your only investment would be the minimal cost of the retail brochures and the discounted price of the prints. By taking advantage of the retail brochure as a marketing tool, your sales should increase dramatically.

If you sell via conventions, expos, etc., you can now provide a retail brochure to every customer that comes to your booth regardless of whether they buy at that time or not. For the customers who do not want to buy immediately, the brochure gives them the option of purchasing black art from you at a later time. At home shows, there may be several people interested in buying, but prior to purchasing, they may want to discuss it with their spouse or simply think it over. By giving each of your attendees a copy of their own retail brochure, it allows them to conveniently purchase from you now or later.

If you have a retail shop or gallery, the retail brochure is perfect. Many customers simply enjoy shopping. They may not necessarily buy, but they love to shop. If you give a brochure to every customer that enters your shop, it will pay dividends.

Who Are Your Potential Customers

Your potential customers should include people you have sold to, friends, co-workers, neighbors, relatives, social and civic organizations, church members, political organizations, recreational contacts (fitness club members, bowling partners etc.), those people who provide some type of service to you, acquaintances of friends, people you meet on an infrequent basis at shows, expos etc. This is a great way to meet new people.

Your Sales Presentation

Your presentation means a lot. It makes a great deal of difference if you are enthusiastic about the product you're selling. Try to be organized, direct, and a good listener. Most importantly, be for real. Show your customers that selling artwork is not the only thing you're interested in. Whether a customer buys from you or not, it should be a privilege and a joy to be able to promote greater cultural awareness via black art. For example, the baptism prints remind a lot of us of how we were baptized. The fraternity and sorority prints instill a renewed sense of pride in the Greek organizations. All of us can identify with Martin Luther King's speech on Washington featured in **Let Freedom Ring. Sisters** reminds us all that it doesn't matter whether your skin is brown, light, or dark, we are brothers and sisters. Selling black art not only has financial rewards, the cultural exchange is positive. **Seize the moment to be a Positive Black Image.**

Develop A Contact List

It's important to keep a written contact list of everyone you come in contact with and those that have purchased fine art products. Keep records of their name, address, telephone number and the results of your conversations with them. Always extend a copy of a retail brochure to them. If they appear interested and have not contacted you, call them up a few weeks later. Ask if they had an opportunity to look through the retail brochure or if any of their friends have seen it. Let them know that you want to be their source for African-American art and you want their business. Remember, your contact list is what you make of it.

Follow-up, Follow-up

It's important to always follow-up. Follow-up with existing customers that have already purchased from you. They may not be interested in buying additional art; however, they may enjoy hearing from you or helping you sell to others they know.

Follow-up with potential customers. If they haven't contacted you, then contact them. Each time one of your customers orders from you, please include an additional retail brochure with their order. Always seek to expand your customer base by meeting new people. Don't be afraid to approach someone you don't know.

Home Show & Exhibition Tips

Since our inception in 1989, an increasing number of PBI dealers have effectively used home shows and exhibitions as vehicles to market and sell PBI products. Home shows are not a new concept. In fact, the concept was derived from such prominent and successful companies as Mary Kay, Tupperware, Home Interior and Amway. We view both home shows and exhibitions as innovative mechanisms that benefit PBI dealers by providing greater flexibility and exposure to PBI products.

Selecting a Target Market

It was once believed that home show sales were most successful among the working class, ethnic, and small-town population groups where the social lives and relationships were closer knit. However, there are some trends working against the networking approach of direct selling. These include:

A declining economic situation poses greater scrutiny for when and how to use limited disposable income, the scattering of relatives and families across wider geographic areas, weakening ties to ethnic neighborhoods, increased social mobility, the growing popularity of apartment and condominium living where acquaintances and relationships are more transient, and the springing up of bedroom communities and subdivisions populated by commuters and/or by families that stay only a few years.

Therefore, we urge you to be mindful of these factors and at the same time continue to promote Positive Black Images strong belief that "art is not simply a financial investment; but most importantly, it is a cultural investment".

You should always work toward your goals at a level in which you are most comfortable and best able to accommodate. Home shows can be conducted with as few as five people or with as many as 50+ people. They can also be used as a tool for exercising your innovative skills in selling PBI products and networking. This means that you will constantly have to pursue new markets of opportunity. However, the most common target audiences have been and continue to include relatives, friends, neighbors and acquaintances, business associates and social clubs.

Preparing for the Event

Planning and Scheduling

Given the chaotic world in which we live, appropriate planning and scheduling of events is crucial. For example, Mary Kay consultants found that Tuesday, Wednesday, and Thursday nights were the most convenient for most people to conduct smaller home shows. For larger shows, weekends have proven to be the ideal time. In any event, you should always work closely with your host/hostess, as well as order your supplies well in advance so that Positive Black Images and other suppliers can ensure timely delivery of the items you need.

Invitations

Simple pre-printed invitations, post cards, or flyers have proven to be very cost effective in publicizing scheduled events. The following is a sample invitation used by one of our dealers:

Please Join Us At a Special Fine Arts Show!

Date

Name

Address

City State Zip Code

Phone

You'll see this area's most impressive collection of fine art products focusing on educational, religious, and contemporary themes featured by Positive Black Images.

Food, beverages, and door prizes will be provided along with a raffle for a beautiful 12 x 20 full color lithograph print.

We Look Forward to Seeing You There!
Please R.S.V.P. By Calling 555-123-4567
(Directions are below)

NOTE: The host/hostess should mail invitations at least 3 weeks in advance of the event. Also, an additional host or hostess could be used the night of the event to welcome guests, manage the guest registry, distribute name tags, and collect funds for a raffle as guests arrive.

Presentation Special Effects

As a PBI dealer, you should always be conscious of the way you present your products. Some of the following effects can add that extra degree of professionalism during your home show presentation or exhibition.

Product Display Tips:

Print protectors can be purchased to hold and protect your prints from damages that can occur from fingerprints, dust, rolling, etc. Normally, size 26" x 36" will accommodate most of the prints published and distributed by PBI, but other sizes are also available. Additionally, while protectors with white inserts are the least costly, protectors with black inserts have a better effect. These protectors are also available with external pockets to insert print descriptions and price information. Depending on the supplier, the protectors can be purchased with horizontal or vertical openings for inserting prints. This should be dependent on the type of print bin you use.

Print bins are used to hold the print protectors and prints. They allow your potential customers to browse through your assortment with ease. Both metal and wooden bins can be purchased in portable or stationary forms. We found that the wooden bins are very affordable, sturdy, and add an extra touch of class to the presentation.

Lighting can make a world of difference when displaying your art. Portable lamp lights can be purchased and attached to print bins to illuminate the outstanding features and colors of our prints. Even if you opt not to purchase additional lighting accessories, you should always try to have your home show in a place that is well lighted. Rooms with track or recessed lighting also provide similar effects.

Visible prices and titles can eliminate many of the basic questions regarding the displayed items. For prints displayed in protectors and bins, you could post a medium size color coded poster to correspond with the prints you are displaying. For example, a red dot could indicate that all prints coded with this color of sticker are priced at \$20.00, etc.

Art Presentation Portfolios can be used to show the collection of prints.

Framed Mini-Prints

Picture stands, tables or shelves should be used to display framed mini-prints in an upright position, preferably at the eye level. This makes them more appealing to potential customers and minimizes the risk of having your products damaged.

Framed Regular Prints

Easels or non-permanent wall mounts can be used to showcase selected framed art prints. This will allow people can get a better sense of how the print can accentuate some area of their home or office when framed.

Greeting Cards

When selling assorted greeting cards, you should take at least one set of each type out of the packaging so that your potential customers can see the entire assortment. By using a revolving display rack or stand, you can make the cards more visible and make it easier for people to browse through them.

Packaging Material for Sales

You should always have supplies on hand to package your products at the time of sale. We suggest that you purchase the appropriate sizes of brown paper bags for the products you plan to sell. You could also purchase such supplies as tubes for larger prints or clasp envelopes for mini-prints.

Host/Hostess Rewards for Sponsoring Event

As an incentive or reward for hosting a PBI home show or fundraiser, you should always provide a reasonable gift to the host/hostess at the conclusion of the show. Some dealers provide a framed mini-print or an unframed PBI published print. You should decide beforehand and notify the host/hostess that they will receive a gift in appreciation for featuring you at their show.

Fundraisers

Positive Black Images publishes and distributes the most inspiring collection of black art prints available nationwide. These prints depict over a century of African-American culture. As part of our continuing goal to spread positive images to new dimensions, we are offering you an opportunity to promote these prints by sponsoring fund-raisers for nonprofit organizations. To offset the cost of sponsoring such fund-raisers, PBI will offer those products listed in the PBI retail brochure at a discounted price that is 40% less than the suggested retail price.

PBI Dealer Fundraiser Price List

Print	Size	Dealer Cost To Be Paid To PBI	Fundraiser Profit
Old Fashioned Baptism	22x28	\$24.00	\$16.00
Old Fashioned Baptism	8x10	\$4.80	\$3.20
11 O'Clock Service	24x18	\$15.00	\$10.00
Crown of Thorns	20x18	\$12.00	\$8.00
Personal Touch	20x16	\$15.00	\$10.00
Saturday Morning Chore	18x14	\$9.00	\$6.00
Sunday Worship	20x16	\$12.00	\$8.00
Sunrise Service	10x8	\$4.80	\$3.20
The Lord's Supper (Beck)	24x18	\$12.00	\$8.00
Catch of the Day	16x20	\$15.00	\$10.00
My Brother's Keeper	16x20	\$15.00	\$10.00

The Main Event	20x16	\$15.00	\$10.00
Getting Baptized	20x16	\$12.00	\$8.00
New Beginnings	23x24	\$15.00	\$10.00
I Can	16x20	\$12.00	\$8.00
You Can	20x16	\$12.00	\$8.00
We Can	16x20	\$12.00	\$8.00
Soul Mates	28x22	\$21.00	\$14.00
It Won't Be Long	18x24	\$15.00	\$10.00
Keeper of the Culture	22x28	\$21.00	\$14.00
Paint The White House Black	16x20	\$15.00	\$10.00
The Soul (Omega)	16x20	\$15.00	\$10.00
Diamond (Kappa's)	16x20	\$15.00	\$10.00
I See The Delta Light	16x20	\$15.00	\$10.00
By Culture (AKA's)	16x20	\$15.00	\$10.00
Sands (Alpha's)	20x16	\$15.00	\$10.00
African Cloth	18x18	\$15.00	\$10.00
Bus Stop	18x14	\$9.00	\$6.00
The Last Supper (Gurley)	20x16	\$12.00	\$8.00
A Family	13x24	\$15.00	\$10.00
Sisters	12x16	\$12.00	\$8.00
Let Freedom Ring	16x20	\$12.00	\$8.00
Adam & Eve	12x16	\$12.00	\$8.00
Joy	16x20	\$15.00	\$10.00
Love	16x20	\$15.00	\$10.00
Peace	16x20	\$15.00	\$10.00
Harmony	16x20	\$15.00	\$10.00
Celebration	16x20	\$15.00	\$10.00
Hallelujah	16x20	\$15.00	\$10.00
Grace	18x24	\$18.00	\$12.00
Billie's Blues	16x20	\$15.00	\$10.00
Merry Go Round	10x8	\$4.80	\$3.20
Expression	10x8	\$4.80	\$3.20
Praise Him	28x22	\$21.00	\$14.00
Just The Two Of Us	20x16	\$12.00	\$8.00
The Duke	20x16	\$12.00	\$8.00
Satchmo	20x16	\$12.00	\$8.00
Humorous Xmas Card Assortment	12 cards (4 designs)	\$7.20	\$4.80
Angels Xmas Card Assortment	12 cards (4 designs)	\$7.20	\$4.80
Angels All Occasion Assortment	12 cards (4 designs)	\$7.20	\$4.80

Suggested Fundraising Models

As the sponsor, you will supply order forms and information on the prints listed above so that members of the participating organization can take pre-paid orders from congregation members, family, friends, and neighbors at the above retail prices for a specified period of time. After the ordering period expires, you will collect the funds and order the requested prints through PBI. You should designate a period of 1-2 weeks delivery time for PBI to process and ship the orders to you for delivery to the organization for its customers. The following is an example of the rewards that can be achieved through a successful fundraising effort.

Example

A small community church in Anytown, USA held a fund-raiser to benefit its education fund. The committee, comprised of 10 members, took pre-paid orders from fellow congregation members, family, and friends for a two-week period. They sold a total of 125 prints which generated approximately \$4,000.00 gross [NOTE: Amount does not include the people who gave smaller donations for the cause rather than purchasing a print]. After all the accounts were settled, the PBI dealer and organization earned \$1,600.00.

PBI Fundraiser Verification Sheet

(Please make copies of this form for Future Use)

To initiate your fund-raiser, we are including a sample Fund-Raiser verification sheet. You can forward the following information to us once you have selected the organization you wish to sponsor:

PBI Dealer Name	
Address: (Street, City, State, Zip)	
Contact #	
Participating Organization	
Address: (Street, City, State, Zip)	
Contact Person	
Contact #	
Date(s) of Activity	
Size of the Group Taking Orders	

PBI Consolidated Order Form

Name (PBI Dealer or Fundraiser POC)	
Company Name (if applicable)	
Address	
City, State, Zip Code	
Phone	
Email	

Print	Size	Dealer Cost (To Be Paid To PBI)	Quantity	Total
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Subtotal	
Add 6% Maryland Sales Tax	
Add S/H Fee	
Grand Total	

S/H Chart

Order Total	Ground	3 Day Select	2nd Day Air	Next Day Air
Up to \$100	\$12.00	\$16.00	\$20.00	\$24.00
\$101 - \$250	\$16.00	\$24.00	\$28.00	\$36.00
\$251 - \$450	\$20.00	\$30.00	\$34.00	\$40.00
Over \$451	\$26.00	\$36.00	\$40.00	\$46.00