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| |  | | --- | | Who we are Don’t be shy! Let them know how great you are. This is the back cover of your booklet, so it’s one of the first and last things the recipient sees.  It’s a great place for your ‘elevator pitch.’ If you only had a few seconds to pitch your products or services to someone, what would you say?   * Consider including a couple of key takeaways on this back cover… * Just remember that this is marketing—if you want to grab their attention, keep it brief, friendly, and readable.  Contact Us If you have a physical location, provide brief directional information, such as highways or landmarks:  [Street Address] [City, ST ZIP Code]  Phone: [Telephone]  Email: [Email address]  Web: [Web address] | | |  |  | | --- | --- | | Placeholder logo | [Company Name] [Street Address] [City, ST ZIP Code] | | |  |  | |  | | --- | | [Title of Your Brochure or Booklet] | | |  | | --- | |  | | | [Company Name]  [Subtitle] | |