



YOUR BRAND'S STORY – POWERFULLY TOLD

*VSN eBooks are a highly-effective recent innovation in marketing communications. They leverage the convenience of Web distribution and embedded links to transmit a perfectly-tuned **thought leadership** message into the minds of your best customers and prospects.*

WHAT'S AN EBOOK?

Put simply, eBooks **tell your brand story**. More detailed than a brochure, but less formal than a traditional white paper, a VSN eBook is written with a **clear target audience** in mind. We help you identify that audience and present your value proposition on their terms.

Copywriting style and tone are crafted to make complex ideas easy to grasp. Crisp text and liberal use of visuals and white space deliver your big ideas memorably. **Delivery format** ranges from a familiar .PDF download, to various e-reader formats, to online viewers on your site.

WHAT'S THE BENEFIT?

VSN eBooks bring you higher **readership** and more **connectivity**. Designed for online reading, they are accessible in **search engines**. Embedded **links** extend your eBooks into related blogs or podcasts. They are quick to download and easy to print or share. They have a long **shelf life** too.

HOW DO WE GET STARTED?

Call VSN to discuss the scope and to obtain a quote based on your specific needs. VSN begins with a review of your current thought leadership assets and initiatives. Successful recent eBook projects have been developed for clients based on:

- **Webinar Content** – A post-event download that expands your core message and keeps attendees' minds returning to your brand
- **Market Research** – Present the highlights of your findings in an easy-to-grasp format that gets saved and passed along to colleagues
- **Event Presentations** – Convert that winning conference talk into a lasting impression.
- **Corporate Positioning** – Define your core value proposition in friendly, specific terms.

Consultation and idea generation can often be completed via telephone, but when appropriate we also begin with an in-person meeting. VSN hands off finished copy to your graphic artist or we can provide design services.

WHAT WILL IT COST US?

Creative cost of a VSN eBook is comparable to a well-crafted white paper, depending upon your length, design and delivery requirements. A typical eBook may run 20 to 40 pages, but there is no hard and fast rule – your story defines the scope.

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