

Crescent City Cupcakes

- Wrap Party Refreshments

- Thank you gifts

- Craft Service

- Production Office sweets

- Props

Contact me directly. I bid competitively.

John Smith

Owner

Crescent City Cupcakes

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New Orleans, LA

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Katherine Gunnell 4/27/10 10:01 AM

Comment: Keep the title simple. Using your company's actual logo is ok, but keep in mind if ANYTHING in the document is too graphic-intensive then it may not read well when faxed.

Katherine Gunnell 4/27/10 10:08 AM

Comment: Remember, keep it simple. Film production people are extremely busy and will not take the time to read beautifully crafted prose describing your goods, property or services. Your goal is to identify the offerings of your business that interest the film industry and just list them. You can fill them in on the details when they call you.

Katherine Gunnell 4/27/10 10:00 AM

Comment: While this document appears very plain, it should. Fight the urge to make a "better" flyer by including images that will reduce the "readability" of the document when faxed. The person on the other end of the fax number/email should quickly understand EXACTLY what your company offers.

Katherine Gunnell 4/27/10 10:06 AM

Comment: Bluntly state these two things. Nothing will give you an edge over the competition than COMPETITIVE BIDDING and ACCESSIBILITY. These two facts cannot overstated. It's also valuable to recognize that these two things mutually support each other: It does no good to bid competitively if the producer cannot get in touch with you, and it does no good to get in touch with you if you refuse to bid competitively.

Katherine Gunnell 4/27/10 10:10 AM

Comment: Make sure to include your CELL PHONE number and ANSWER IT. The people in film looking to connect with you will not take the time to chase you through a series of secretaries or call screeners or leave messages. They will move on to the next business. Give them your cell phone and answer it.