

General Introduction and overview

Our book IT'S A DISASTER! ...and what are YOU gonna do about it? helps families and businesses prepare for and respond to most types of emergencies and natural and man-made disasters ... including Terrorism. It is not written to alarm people, rather it suggests tips in 2-color format on what citizens and businesses should think about and do before, during and after specific types of scenarios.

Since 1999, we have offered our books in bulk for only **\$3.50** each (that's over **75%** off list), and encourage agencies and businesses to use them as customized giveaways to employees, volunteers, customers and local citizens.

We now offer consumers this same **\$3.50** government price on the paperback or our new eBook in PDF for only **\$2.50** through our secured shopping cart. Another new product for agencies and businesses is our customizable CD for only **\$3.25** each sold in lots of 100 and up.

My wife and I are the authors, copyright owners and publishers of IT'S A DISASTER! ... but we didn't write a book to sell a book. The book, CD and eBook are just educational vehicles to be used with our collaborative programs that help fund and support First Responders, nonprofits and schools.

Many of these programs are described in these audio files and on our web site, but please remember we're completely open to ANY new idea that helps get this information into the public's hands and supports our volunteers and country.

Please call 1-888-999-4325 toll-free or email us at info@itsadisaster.net or visit www.itsadisaster.net for samples and overviews. Thank you.

Customizing our books, ebooks & CDs in bulk

Fedhealth provides free customization on our "IT'S A DISASTER!" books, eBooks and CDs so agencies, businesses and organizations can personalize them for local recipients.

Books are only **\$3.50** each for ANY quantity (not the \$14.99 retail price) and this includes free customization -- either in the print process or with peel and stick labels.

To customize it in the print process, the minimum quantity is 1,000 books (mainly since we can't start and stop printing press fast enough) so we bundle small jobs together to print at least 25,000 at a time. The book covers and first 9 pages can include logos, emergency information, training or marketing data ... basically anything you want conveyed to your target audience. It may take 2 or 3 months to do a custom print, but we can start on design work anytime so your job is ready to go once paper trails or approvals catch up.

In small volume and on rush orders, we provide free peel & stick labels for our standard books. Just email us the raw data and images and we'll design stickers into various layouts for your review and approval .. all at NO charge. Examples of both custom books and labels are viewable online.

Custom CDs are available in several sizes for **\$3.25** each on 100 units & up. Your images, documents and marketing data can be added on CD with our 1.7 megabyte electronic book. And CDs can be left open-session so recipients can add their personal files, pictures or videos and other data. Plus CDs only take a few weeks to produce, and (as with all our products) we can be flexible on pricing in large volume.

Customized bulk ebooks are a unique low-cost gift for Trainings, Conferences and community events to show you really care about your recipients' safety and well-being. IT'S A DISASTER! ebooks start at only **\$2.50** each and, of course, price drops in volume.

Fedhealth can incorporate artwork and documents into our eBook (or zip your custom eBook in with other materials) and set up a unique web page for your organization. Then your customers, employees, attendees or citizens can visit that link and download your custom file through our secured server. You'll also receive an accounting of downloads and contact data for your files. Or we can authorize you to add our eBook to your own CD or DVD being distributed to attendees or in mail pieces. It can add value to your offering with a gift that really matters ... for as low as a buck (in large volume)!

One final note ... consider getting local businesses, service clubs or other agencies involved to help sponsor your purchase or put ads inside your books, CDs or eBooks. Take whatever you can get for ads or sponsorship like cash, lines of credit, barter or trade .. and keep it all! We'll do all the ads for free and throw in the value as match.

Learn more about all these products and ideas at www.itsadisaster.net or call Fedhealth toll-free at 1-888-999-4325. Thank you.

Example of collaborative custom book project with Ads / Sponsors

Many times groups want to purchase "IT'S A DISASTER!" books for local volunteers and citizens but have very limited budgets. A creative way to raise money and get local businesses involved is to sell ads or sponsorship inside books (or CDs or eBooks).

Just let businesses, utility companies, service clubs and others know they can pay for Ads with cash, lines of credit, barter or trade (basically whatever you can get) ... and keep it all since Fedhealth will print the ads for **free** and throw the value in as "match" on your paperwork.

For example, a small community in Alaska had no money to purchase custom books but wanted a copy in every home on the island. So the DPS Director approached his Local Emergency Planning Committee and the LEPC members contributed money, services, fuel and other stuff in exchange for having their logos and data in the book and on the cover.

In fact, the Director collected enough money to pay for his entire book order and part down on a civil defense siren for the Island. It was a community effort that was a total win-win for the agency, residents and local businesses.

Logos, lists of sponsors, messages and other data can be added to any custom book, CD or bulk eBook order ... or done with free peel & stick labels.

Keep in mind we are completely flexible and welcome any new ideas to get this information into the public's hands and help our country "be aware, be prepared, and have a plan". Learn more at www.itsadisaster.net or call 1-888-999-4325 toll-free.

Example of a collaborative CD project using multiple funding sources & Agencies

A community is working on combining funds to purchase 25,000 custom mini-round CDs for distribution at a sporting event. All Fedhealth products qualify as community education providing a minimum \$4-to-\$1 return on match, plus we can individually receipt each group making it a perfect draw-down vehicle for local, state and federal agencies.

We can customize our IT'S A DISASTER! eBook to include local contact information and other pertinent data plus agencies and volunteer groups like CERTs and MRCs can include their brochures and materials for the public.

Then those volunteers plan to approach local businesses, utility companies, service clubs and others about placing ads on the CD. Groups can take lines of credit, barter, trade, cash or whatever they can get ... and keep it all since we include the ads for **free** and throw the value in as match.

A mini-round can hold 180 megabytes of data and the eBook is less than 2Meg so there's tons of room on each CD for the various agency and volunteer materials plus the ads. The CD could be designed with a sports theme (like a baseball, basketball or football helmet) and is placed in a window sleeve making them convenient to hand out at events. Also, CDs are left open session so recipients can add their personal information, scans of important documents, videos and photos then put the CD in their safe or Grab & Go kits.

Plus, since the quantity is large and the agencies are limited on funds, we're offering to discount the \$3.25 CD price down even further providing a minimum \$7-to-\$1 return on match.

My wife and I are the authors, copyright owners and publishers of IT'S A DISASTER! books, CDs and eBooks and we welcome any ideas to help educate our country and help fund our Emergency Services teams. Basically, if we can afford to do it, consider it done! Please visit www.itsadisaster.net or call 1-888-999-4325 toll-free to learn more. Thank you.

Fundraiser Programs

We have some exciting and creative ways to help schools and volunteers raise funds utilizing our "IT'S A DISASTER!" books, eBooks and CDs.

Our "**traditional**" fundraiser allows kids to sell our books to local citizens and earn up to **75%** or more. Schools and youth groups can sell our \$15 book to the public for whatever price the Coordinator sets and keep everything above the \$3.50 per book cost. Some groups pre-order so they can give books out as sold -- others use the Order Form to take prepaid orders. And we provide free customization and freight to schools.

Another way volunteers and schools can raise money is through our "**referral**" program. This simple program just requires groups help us spread the word about our products to businesses and agencies ... or share the Fundraising Program with area schools. Just share our web site or toll-free# ... we do all the work and, if any sales result, we'll donate **10%** back to the referring entity.

Our creative "**Ad / Sponsorship Program**" complements other programs since **100%** of the money spent by local companies STAYS with local First Responders and schools. Consider getting local businesses, utility companies, service clubs or agencies involved to help sponsor your purchase or put ads

inside your books, CDs or eBooks. Take whatever you can get for ads or sponsorship like cash, lines of credit or trade .. and keep it all! We'll do the ads for free and throw in the value as match.

And finally, our **"Affiliate Program"** offers groups the opportunity to earn **10% - 20%** on eBook and book sales using an easy web link .. plus another **4% - 8%** is available as a 2nd level commission. There is no cost to become an Affiliate. Just sign up and place a text or banner link on your site. When someone clicks on your link they are taken to our site and the commissions are all tracked electronically on any orders placed by those visitors.

There are several overviews, examples and Kits online at www.itsadisaster.net or call 1-888-999-4325 to discuss any ideas to help fund your organization!

"Match" Benefits for agencies, service clubs & others

Many agencies, volunteer groups, service clubs, faith-based organizations and nonprofits rely heavily on grant money to help with special projects or programs. And .. quite often .. local and federal grants require groups come up with a percentage of match to gain access to the bulk of dollars being awarded. Match normally consists of money from other sources (like cash donations) and the value of donated materials and services.

Our IT'S A DISASTER! books, CDs and ebooks all qualify as community education under most grants and provide a minimum \$4-to-\$1 return on match.

In other words, the 75% to 83% discounts from the \$14.99 retail value of our book, the value of the free customization, the discounts we often provide on freight, and our donated services all qualify as in-kind or community match. So for every dollar spent on our products, your group can earn a minimum of 4 dollars in match.

We can even help bundle various grants or budgeted dollars together and individually receipt each group to help clean out any leftover buckets throughout the year making it a perfect draw-down vehicle for local, state and federal agencies.

Another way to get additional match is ... once you've got an order in the works, consider getting local businesses, agencies, Rotary, Kiwanis, utility companies or others involved to help sponsor your purchase or put ads inside your books, CDs or eBooks. And take whatever you can get .. lines of credit, barter, trade or cash if you can get it .. and keep it all! We'll do the ads for free and throw the value in as in-kind match to boost your coffers!

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