



THE Flaming Gorge NATIONAL RECREATION AREA

5
FLAMING GORGE HOLDS 5 UTAH STATE RECORDS
including lake trout, rainbow trout, brook trout and brown trout.

FISH FOR A HEDGE VARIETY PACKAGING
Lakes, streams, brook, river, catchment, small stream trout, rainbow cutthroat, smallmouth bass, even water gophers.

The Green River basin has an average fish size of 15" or better.

WORLD RECORD TWICE AS BROWN TROUT

Where unbelievable stories come true.

FLAMING GORGE FORCE

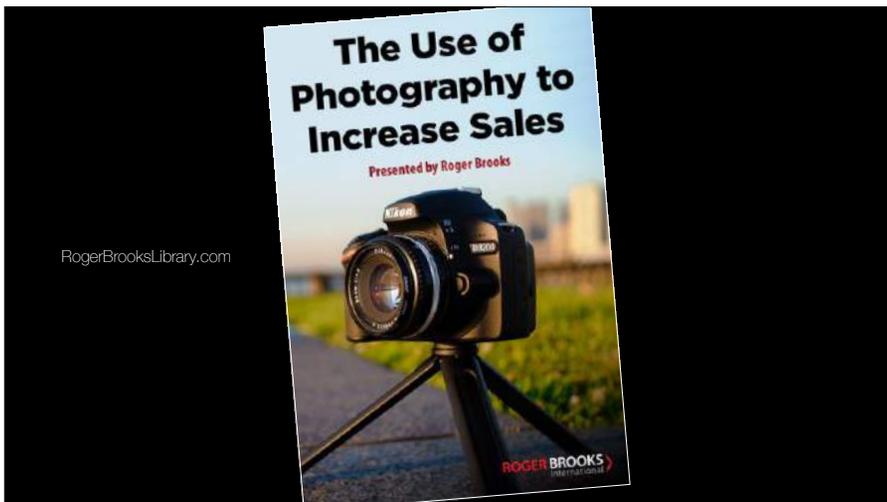
PHOTOGRAPHY

RULE

1

One photo that evokes emotion





WRITTEN WORD

RULE

2

A header that pulls them in

Size matters



Flaming gorgeous

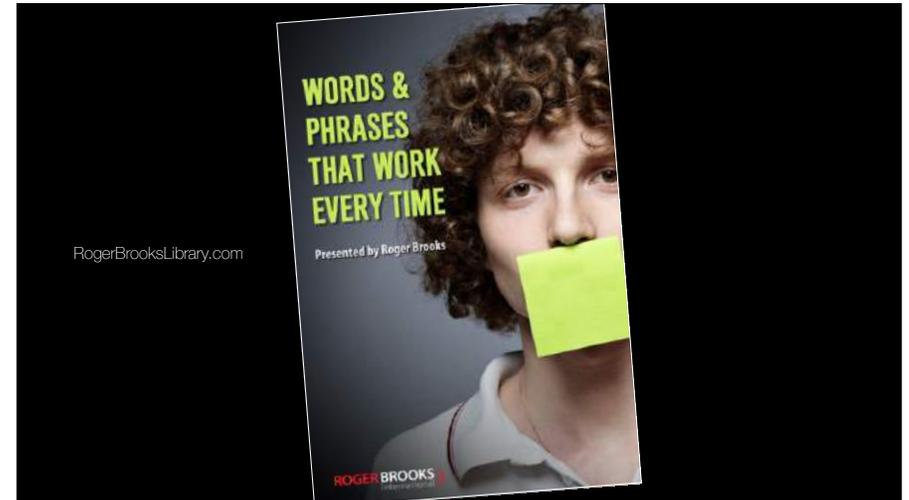


Flaming gorgeous



WHY I LOVE OGDEN





Your header is meant to have the viewer do a double-take.

The combination of photo and header make up 80% of your effectiveness.

WRITTEN WORD

RULE

3

The body text that convinces me you are the best option:
100 words or less

Prove you own it or tell me why or convince me.
You have one sentence.

Size matters



Both Utah and Wyoming claim ownership of America's top fishing destination, the stunning world-class Flaming Gorge. A National Geographic 5 that elevates the Gorge from the Great Basin to Utah records and 8 Wyoming records for catch size. In fact, the average catch is 15" long! And to top that, the trout population has 15,000 fish per mile. Is it any wonder that the most scenic fishing destination in America is right here?

But enough about fishing. If there's not your passion, sight-seeing, river rafting, lake cruises, and incredible destination resorts make this one of America's best destinations. Just a stunning scenic 2.5 hour from Salt Lake City, the Flaming Gorge should absolutely deliver the 100 best views out of Utah and America's finest - the wild west. Unspoiled and unbelievably beautiful, these views the Gorge sheep can't help but admire the views.

To plan your ultimate escape, visit at FlamingGorgeCountry.com

Flaming gorgeous



Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile no wonder the stunningly beautiful Flaming Gorge has become America's top year-round trophy trout fishing destination. Sheddling the borders of both Utah and Wyoming, you'll find amazing water and scenic, incredible boating, fun fishing, guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the top of a lifetime.

FlamingGorgeCountry.com

Flaming gorgeous



Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile no wonder the stunningly beautiful Flaming Gorge has become America's top year-round trophy trout fishing destination. Sheddling the borders of both Utah and Wyoming, you'll find amazing water and scenic, incredible boating, fun fishing, guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the top of a lifetime.

FlamingGorgeCountry.com

Prove it Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile: no wonder the stunningly beautiful Flaming Gorge has become America's top year-round trophy trout fishing destination.

Prove it Third-party quotes. "USA Today's #1 trout fishing destination in America, 2017" Ranked among the "Top 3 Trout Fishing Destinations" in Forbes "The most scenic fishing spot in America" - Fishing Guide Magazine

Either prove it - Or tell me why...

THE HONORS KEEP PILING UP!

- 3rd best place to raise a family
- Forbes (2016)
- 6th best place for business and careers
- Forbes (2012)
- Most equal city in America
- Newsweek (2015)
- America's Adventure Capital
- America Unraveled (2016)
- Among the best in the U.S. for tech jobs
- Brookings Institution (2015)
- Second best in America for volunteerism
- The Corp. for National & Community Service (2013)
- One of the Top 10 Streets in America
- American Planning Association (2014)
- The playground for adrenaline junkies
- Wall Street Journal
- The sixth fastest growing city in America
- Forbes (2016) three years running
- One of the best cities for millennial homebuyers
- National Association of Realtors (2014)
- One of the best places in America to retire
- Forbes (2014)
- Number one of the Top 10 emerging ski towns in the U.S.
- National Geographic (2012)

Join the renaissance and punch your ticket to Ogden at www.OgdenUntamed.com

Ogden
Still Untamed

WRITTEN WORD



Tells us where you're at

- Prove it** Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile: no wonder the stunningly beautiful Flaming Gorge has become America's top year-round trophy trout fishing destination.
- Location** Straddling the borders of both Utah and Wyoming,

WRITTEN WORD



Then sell the complementary activities

Prove it Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile: no wonder the stunningly beautiful Flaming Gorge has become America's top year-round trophy trout fishing destination. Straddling the borders of both Utah and Wyoming, you'll find amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery.

Location trophy trout fishing destination. Straddling the borders of both Utah and Wyoming, you'll find

Complementary activities amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery.

WRITTEN WORD



Create a call to action

Prove it Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile: no wonder the stunningly beautiful Flaming Gorge has become America's top year-round trophy trout fishing destination. Straddling the borders of both Utah and Wyoming, you'll find amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the trip of a lifetime.

Location trophy trout fishing destination. Straddling the borders of both Utah and Wyoming, you'll find

Complementary activities amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the trip of a lifetime.

Call to action book your escape, and pack your bags for the trip of a lifetime.

FlamingGorgeCountry.com

PHOTOGRAPHY & WRITTEN WORD



Add a website address (or other info) that will close the sale

Prove it Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile: no wonder the stunningly beautiful Flaming Gorge has become America's top year-round trophy trout fishing destination. Straddling the borders of both Utah and Wyoming, you'll find amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the trip of a lifetime.

Location trophy trout fishing destination. Straddling the borders of both Utah and Wyoming, you'll find amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the trip of a lifetime.

Complementary activities amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the trip of a lifetime.

Call to action book your escape, and pack your bags for the trip of a lifetime.

Book it | More info FlamingGorgeCountry.com

90 words, including 3 for the website address.

BRAND MARK & WRITTEN WORD



The logo and tagline are the explanation point



Flaming gorgeous

Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile: no wonder the stunningly beautiful Flaming Gorge has become America's top year-round fishing destination. Straddling the borders of both Utah and Wyoming, you'll find amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the trip of a lifetime.

FLAMING GORGE COUNTRY

FlamingGorgeCountry.com

America's most scenic trophy trout destination



Size matters

Five Utah records, and six in Wyoming, an average catch size of 15", and more than 15,000 trout per mile: no wonder the stunningly beautiful Flaming Gorge has become America's top year-round fishing destination. Straddling the borders of both Utah and Wyoming, you'll find amazing camps and resorts, incredible boating, fun-loving guide services, mouth watering Western cuisine, & world-class scenery. Log on, right now, look at some of our sample itineraries, book your escape, and pack your bags for the trip of a lifetime.

FLAMING GORGE COUNTRY

To learn more about the most scenic trophy trout destination in the country, visit FlamingGorge.com

Primary rule:

CLEAR is more **COMPELLING** than **CLEVER**



Some other examples

One out of four people in this country are mentally imbalanced.



Think of your three best friends. If they seem ok, then you're the one. Perhaps it's time you found your balance. Book a spa stay at the incredible Kalahari Spa's "Sanity Retreat" this May. Bring your three best friends and save 30%. Book it right now while you're thinking clearly. www.sanityretreat.com. Only in Wisconsin Dells. 1-800-123-4567.

Get attention One out of four people in this country are mentally imbalanced.

Pull 'em in Think of your three best friends. If they seem ok, then you're the one. Perhaps it's time you

Tell me why found your balance. Book a spa stay at the incredible Kalahari Spa's "Sanity Retreat" this May.

Call to action Bring your three best friends and save 30%. Book it right now while you're thinking clearly.

Sense of urgency www.sanityretreat.com. Only in Wisconsin Dells.

Location

67 words, including 2 for the website address.

The cadence of life is music

Music is one of life's greatest joys. It begins with mom singing lullabies to her unborn child, to the last serenade as we're laid to rest. Where words fail, music speaks. It's the cadence of life and harmony that brings all people together.

From outstanding school music programs to seasoned performers, Tinley Park promotes and fosters the power of music to change lives.

Isn't it time to change the tempo of your life? Tinley Park will be music to your ears.

Tinley Park
ILLINOIS



Our playgrounds are a little different.

Light melodies in keys. To the quiet after dinner. In the...
 bass, expect an edge of electric ears, ten...
 conversation in a quiet key. Then...
 quiet. An...
 all quiet and...
 in...
 melody...
 bass, expect an edge of electric ears, ten...
 conversation in a quiet key. Then...
 quiet. An...
 all quiet and...
 in...
 melody...

Tinley Park
Life Amplified

The universal language that inspires the best in all of us, regardless of age, race, gender, or disability is the incredible power of music. It's a playground that welcomes all and those who play are celebrated.

Why

The people of Tinley Park, just 30-minutes south of Chicago, understand the lasting power of music have made it a key priority in nearly everything they do.

Where

Here you'll find award-winning musical programs in the local schools, music on stages as small as street corners to the big stage at the Hollywood Casino Amphitheater, and at a dozen clubs and eateries.

What

And nearly every day you'll find music, water and light shows at Harmony Square in downtown Tinley Park.

Yes, we have the traditional playgrounds, but the best playground of all is the stage that changes lives and brings us together. You'll find that tempo in Tinley Park. Come join us and amplify your life in a new kind of playground.

Who

Unalienable Rights: Life, liberty, and the pursuit of great music.

Light melodies in keys. To the quiet after dinner. In the...
 bass, expect an edge of electric ears, ten...
 conversation in a quiet key. Then...
 quiet. An...
 all quiet and...
 in...
 melody...
 bass, expect an edge of electric ears, ten...
 conversation in a quiet key. Then...
 quiet. An...
 all quiet and...
 in...
 melody...

Tinley Park
Life Amplified

Music is not what we do, it's who we are.

Light melodies in keys. To the quiet after dinner. In the...
 bass, expect an edge of electric ears, ten...
 conversation in a quiet key. Then...
 quiet. An...
 all quiet and...
 in...
 melody...
 bass, expect an edge of electric ears, ten...
 conversation in a quiet key. Then...
 quiet. An...
 all quiet and...
 in...
 melody...

Tinley Park
Life Amplified

Promoting your top
restaurants, retail shops &
activities

Especially those with a
musical component.



[Home](#)
[About](#)
[Events](#)
[Arts & Culture](#)
[History](#)
[Economic Development](#)

One of the world's few UNESCO Creative Cities, Paducah is home to the National Quilt Museum, a thriving fiber arts community, and a haven for creative thinkers and doers.

Less than a three hour drive from Louisville, St. Louis or Nashville, not only will you love the creative vibe, but you'll fall in love with the Lower Town Arts District, vibrant Downtown Paducah, and our charming inns and eateries.

Isn't it time you found your creative genius? You'll find it right here.

Welcome to Paducah
 Community is the common thread that connects people from around the globe to Paducah, a designated UNESCO Creative City. As a member of the National Quilt Museum and a thriving fiber arts community, Paducah is a haven for creative thinkers and those who find inspiration here.

As the heart of America's quilted landscape, the fiber contributes to the vibrant life of Paducah's engaging energy and thriving history. From the colorful revitalization of the Lower Town Arts District to the vibrant growth of 19th century architecture in Historic Downtown, Paducah invites visitors to immerse themselves in rich American heritage with historically one-of-a-kind - and find your inspiration in Paducah!

[Add QuiltWeek](#)
[UNESCO Creative City](#)
[Who is Paducah Gateway?](#)

[Home](#)
[About](#)
[Events](#)
[Arts & Culture](#)
[History](#)
[Economic Development](#)

The world's most epic outdoor adventures - from sea to sky - all within 10 minutes of one another.

[Visit Now](#)

[Squamish](#)

[Home](#)
[About](#)
[Events](#)
[Arts & Culture](#)
[History](#)
[Economic Development](#)

British Columbia, Canada

Ranked by The New York Times as one of the top 10 Places to Go, Squamish is recognized internationally as a haven for windsurfing, rock climbing, hiking and mountain biking. Squamish is nestled between Vancouver and Whistler along the Sea to Sky corridor, one of North America's most scenic coastal routes. Its spectacular 100-degree ocean range from snow-capped mountains to sheltered bays to wild growth, thanks to the temperate waters of the Fraser Sound, find their best almost too good to be true.

Guarded by the Squamish Chief and inhabited by North America's highest concentration of world-class hikers, Squamish is an outdoor, West Coast mountain town with an unbeatable mix of history and adventure. From its 19th-century logging, sawmills, and early coffee, agricultural traditions, a rich First Nations culture and an expansive network of walking, hiking and mountain biking trails begging to await your adventure.

[PLAN YOUR TRIP](#)
[ACCOMMODATIONS](#)
[RESTAURANTS & DRINKS](#)
[EVENTS & LOCAL](#)
[TRAVEL](#)
[VISITOR INFORMATION](#)
[COMMUNITY & CONTACT](#)

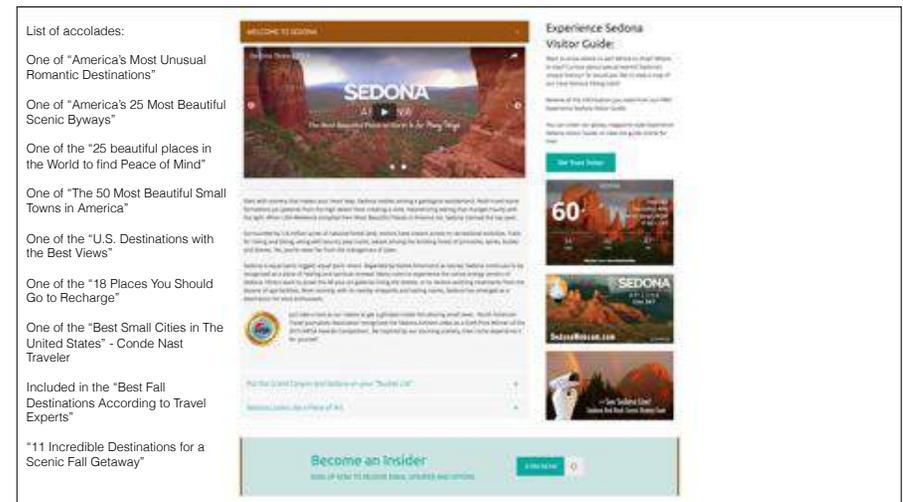
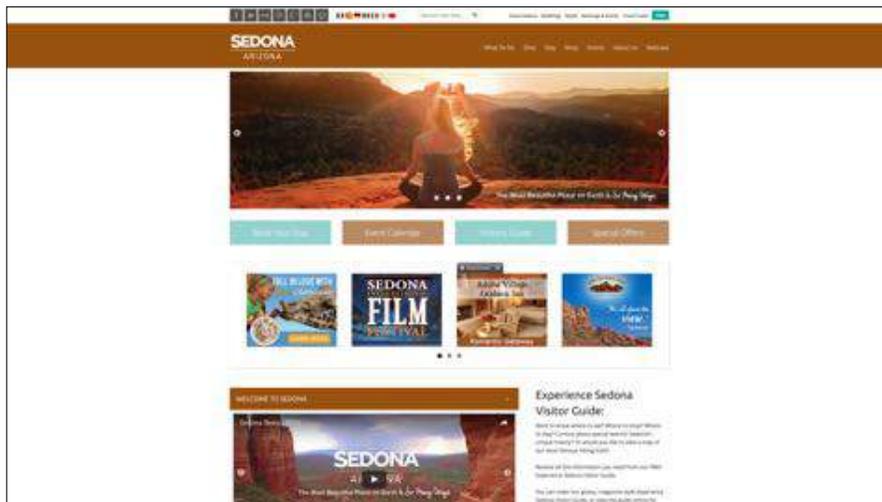
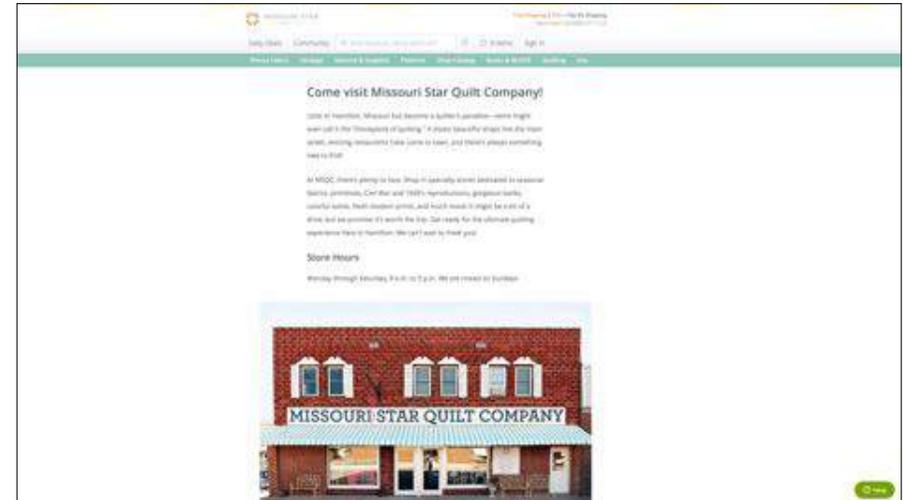
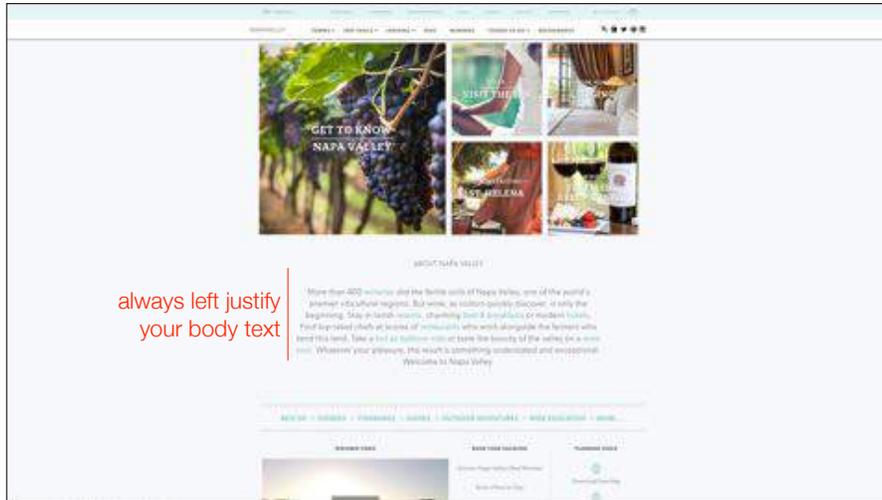
[Home](#)
[About](#)
[Events](#)
[Arts & Culture](#)
[History](#)
[Economic Development](#)

Discover the beauty of Napa Valley and start planning your dream visit.

CHECK OUT NAPA VALLEY

GET TO KNOW NAPA VALLEY
 VISIT THE...
 GET TO KNOW NAPA VALLEY
 VISIT THE...
 VISIT THE...
 VISIT THE...

ABOUT NAPA VALLEY



A few ideas for our friends

Your Unique Respite

Nestled on the Ogeechee River - just outside beautiful, historic Savannah - lies The Ford Plantation - a premier private sporting and residential community. This 1,800-acre premier sporting community boasts Pete Dye Golf, a 22-stall equestrian center, deep water access, fishing, family-friendly pursuits, spa, fitness center and culinary traditions that will satisfy the most discerning foodie.

Named one of the top seven safe havens in the country by Town & Country magazine, The Ford Plantation features a relaxed Southern lifestyle providing everyone from the casual walker, among acres of preserved wetlands, situated on the banks of the serene Ogeechee River. The stay at The Ford Plantation is filled with simple details and personal interactions on every level. It's truly uncommon living.

Truly uncommon living.

If you've yet to visit the incredible White Mountains of New Hampshire, you're in for the treat of a lifetime. Home to the highest peak in the Northeastern United States and the famous Mt. Washington Auto Road, 100 scenic waterfalls, the famous Appalachian Trail, covered bridges, incredible fall foliage, the 800 foot Flume Gorge and the winding Kancamagus Highway, your bucket list just got a little longer.

No matter what time of year you chose to visit this magical part of the country, the true magic takes place right here at Yankee Magazine's "Best of New England" Editor's Choice award in 2013, and always a top choice on TripAdvisor.

Welcome to the charming, cozy, and luxurious Sugar Hill Inn.

Located less than a three hour drive from Boston or Montreal...

[Now you sell the amenities] - the "what we've got"

[Then the call to action]

[Then your logo]

Bar Harbor
Acadia National Park

TO STAY TO DO TO EAT SHOPS HAPPENING

YOUR TRIP

Book Your Stay

Check In Date

Check Out Date

Book Your Stay

One of the best places to visit in Maine & New England

"Bar Harbor should be on the top of your list" - make sure you back it up with a third-party endorsement.

"Bar Harbor should be on the top of your list, but don't take our word for it. This seaport gem is consistently among the top picks by National Geographic Traveler, Travel + Leisure Magazine, Conde Nast Traveler, to name just a few.

And why? A day trip to Mount Desert Island is "just breathtaking" as is the Ocean Trail and the Land Bridge to Bar Island. Top that off with a lobster fishing excursion, a sailing day trip from Frenchman Bay, or a scenic flight in one of the most beautiful places in the Northeastern States...

Visit | Maps | Guide | The official website of the Bar Harbor Chamber of Commerce

visitgahanna

MENU

Visit & Explore | Shop & Discover | Dine & Drink | Relax & Sleep

Discover Gahanna
The Herb Capital of Ohio

What's New in Gahanna

Herbal Trail Discovery

Herb Trail

- 1. Visit the Gahanna Herb Shop
- 2. Visit the Gahanna Herb Shop
- 3. Visit the Gahanna Herb Shop
- 4. Visit the Gahanna Herb Shop
- 5. Visit the Gahanna Herb Shop
- 6. Visit the Gahanna Herb Shop
- 7. Visit the Gahanna Herb Shop
- 8. Visit the Gahanna Herb Shop
- 9. Visit the Gahanna Herb Shop
- 10. Visit the Gahanna Herb Shop

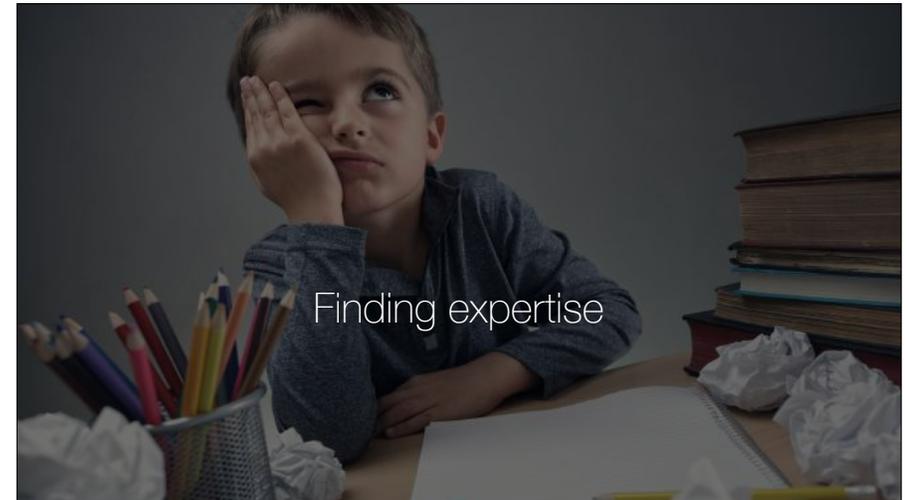
Sierra Silver Mine

Go Underground! with the Historic Sierra Silver Mine Tour

Welcome to The Sierra Silver Mine Tour!

ABOUT US

- 1 One signature photo that evokes emotion
- 2 A header that pulls us in: a double-take
- 3 Body text that you're the best - or tells us "why you" - convince me!
- 4 Tells us where you're at
- 5 Sells the complementary activities
- 6 Creates a call to action
- 7 The next step (log on now...)
- 8 Logo, tagline: the exclamation point



The priority list

1. Top notch copywriter
2. Creative: Photography, videography
3. Creative: Graphic design
4. Public relations



Issue a Request for Qualifications (RFQ)

Include the expertise you want on the "team."

Writing, editing, creative services including photography, videography, graphic design.

Bonus: public relations expertise.

TEXTBROKER

- o Either self service or managed service
- o Price is per word. Ranges from 1.3 to 7.2 cents per word
- o Steps to use
 - Step 1: Register as a client
 - Step 2: Create your order through their platform
 - Step 3: Deposit funds into your account
 - Step 4: Place and receive your order



Constant-Content.com

The screenshot shows the Constant-Content website homepage. At the top, the logo 'constantcontent' is visible. The main headline reads 'Quality Content To Fuel Your Business'. Below this, there are two primary service options: 'Tailor-made' and 'Ready-made'. The 'Tailor-made' section includes the text 'Write original and SEO-optimized blog posts and more' and 'of professional writers - start at 1.3¢'. The 'Ready-made' section includes 'Buy content directly for your website, business blog' and 'with professional copywriters on any topic'. At the bottom, a large circular graphic contains the number '0' and the word 'SECONDS', with the text 'Get Started in 30 Seconds' next to it. A small note below says 'Create an account in 30 seconds, including writing order rules, custom content with images from requirements before, making and progress and money to over 100,000 professional writers.' A 'Sign Up Now' button is located at the bottom right of this section.

• CONSTANT-CONTENT

- o Mainly for website content
- o You can order custom content or purchase ready made content
- o For purchase ready content, pricing runs from \$20 to \$200 for articles
- o Custom content requires you to submit what you are looking for and then you choose from a list of writers.



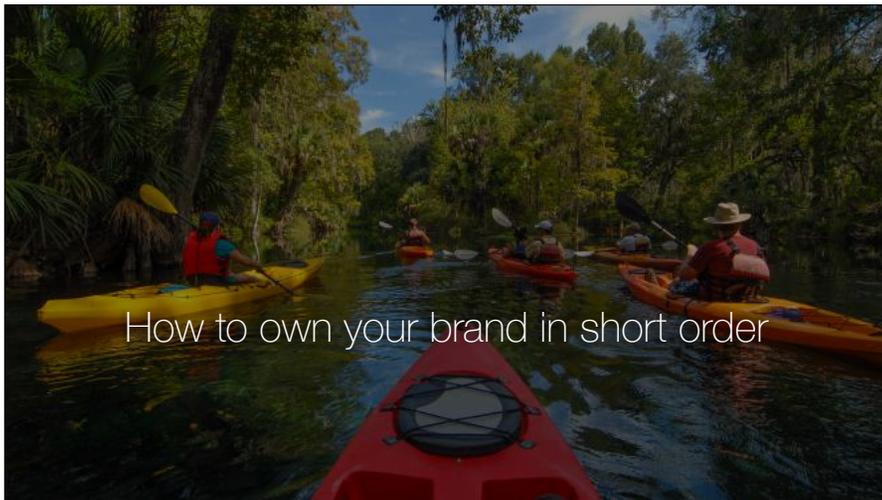
Crowdsourcing sites for video resources:

Wooshii | wooshii.com
VeedMe | veed.me
Userfarm | userfarm.com
Zooppa | www.zooppa.com



Crowdsourcing sites for graphic design:

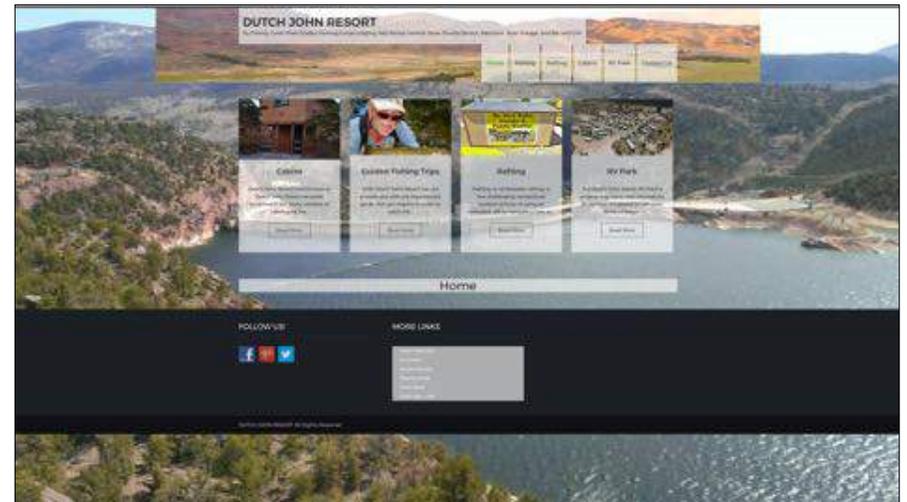
99designs | 99designs.com
DesignCrowd | designcrowd.com/crowdsourcing
CrowdSpring | www.crowdspring.com
DesignHill | www.designhill.com



How to own your brand in short order



Get as many local organizations - and businesses -
focusing on your unique selling proposition (USP).

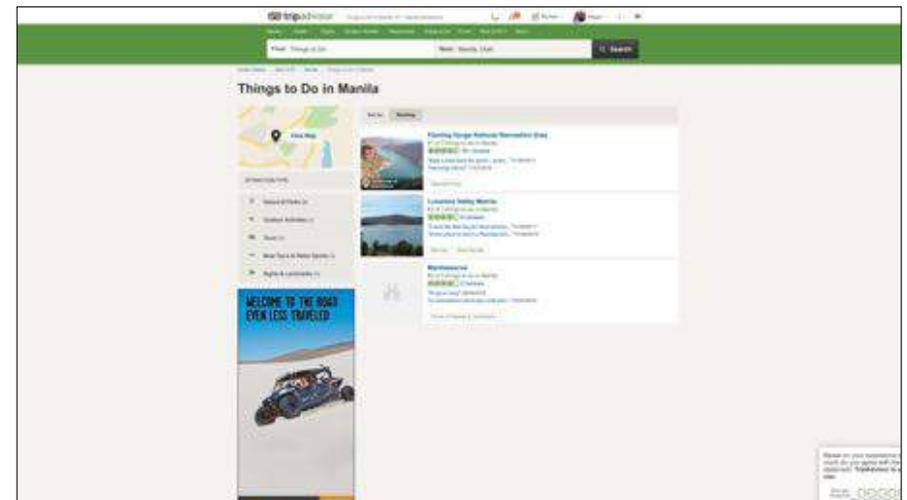
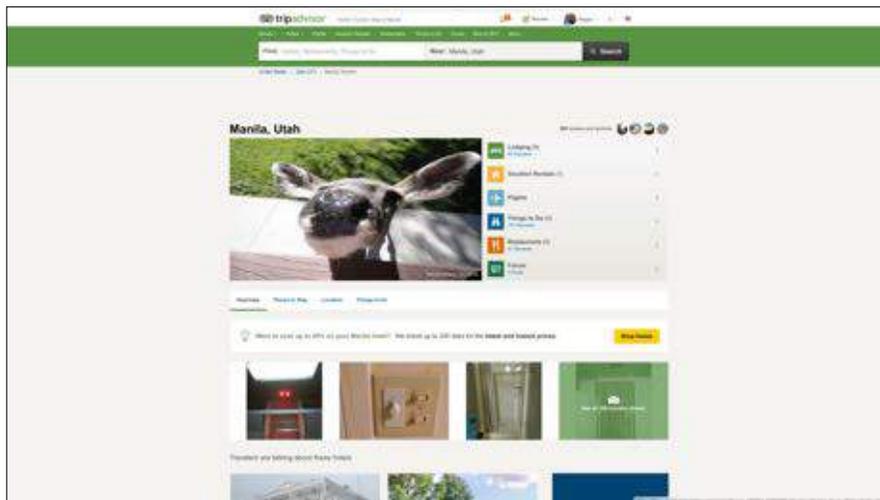


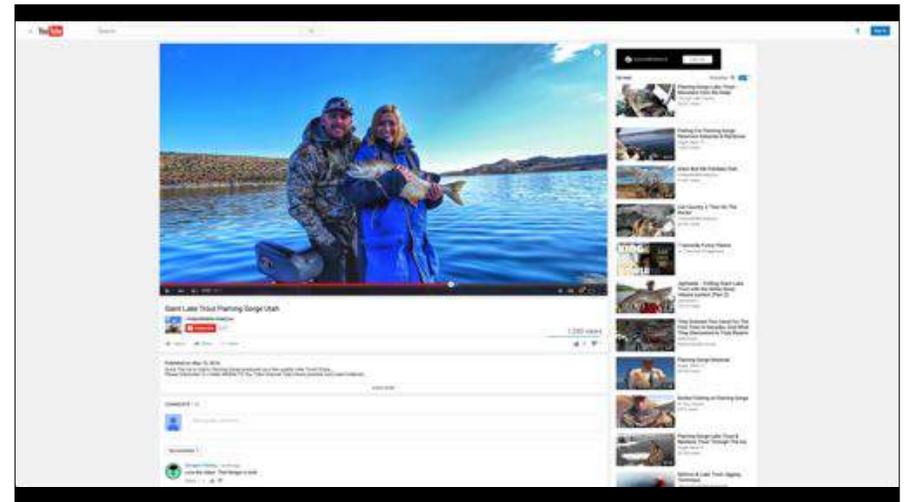
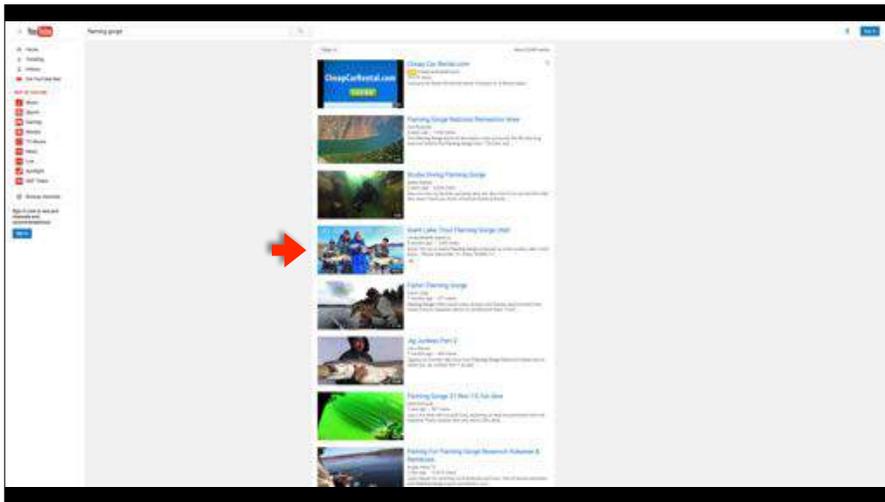
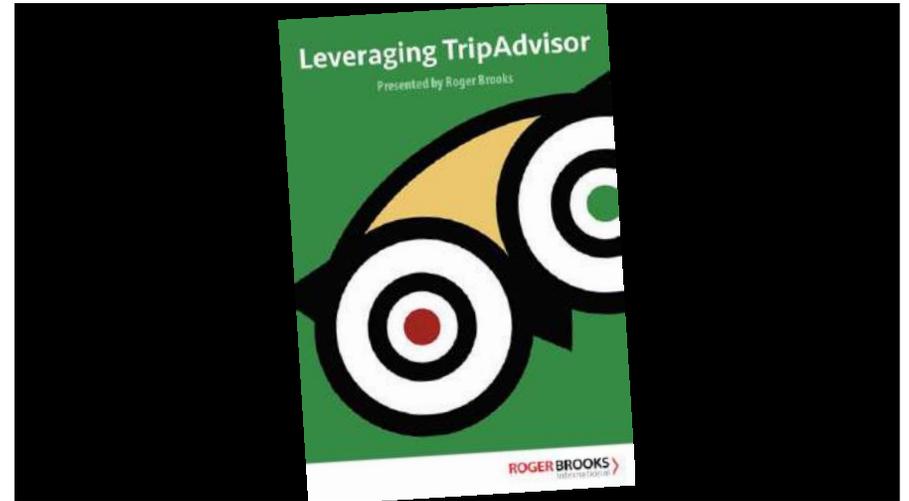
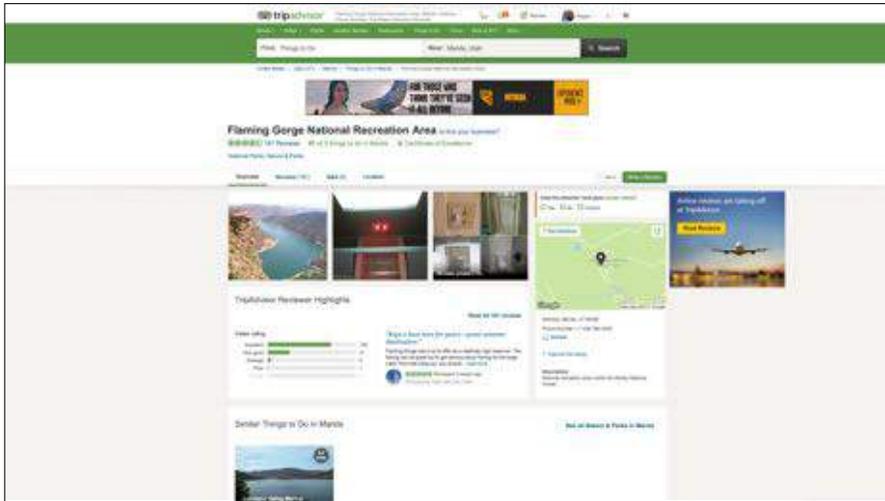
You are far more powerful as one loud voice
than a number of small individual voices.

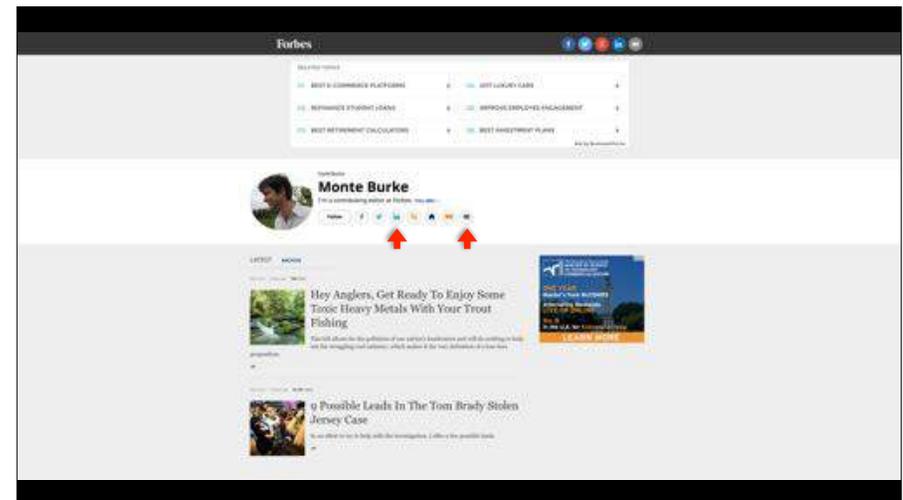
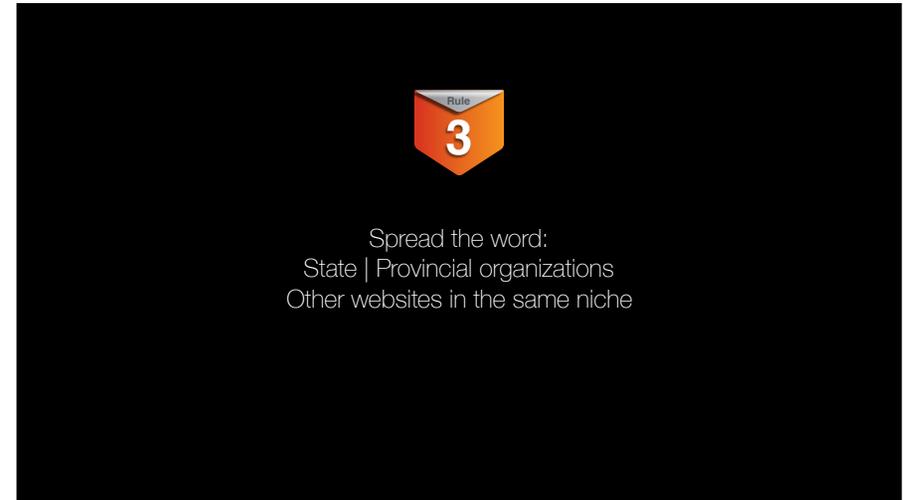
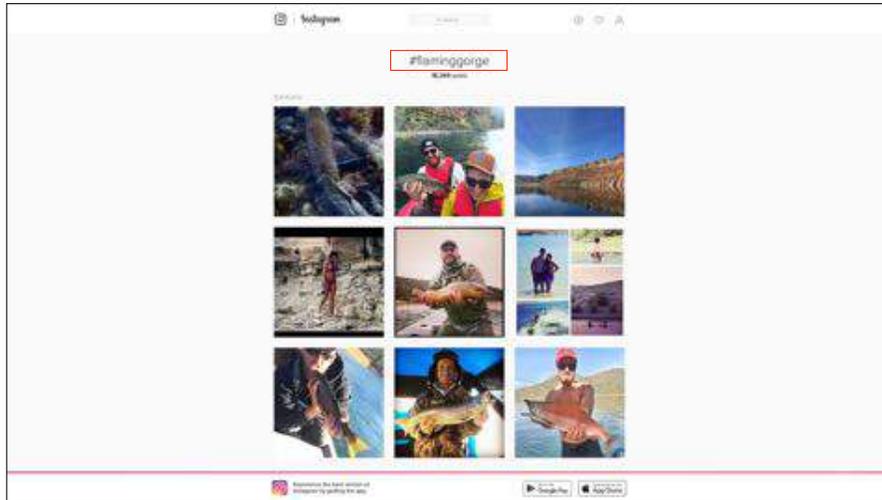
Rule
2

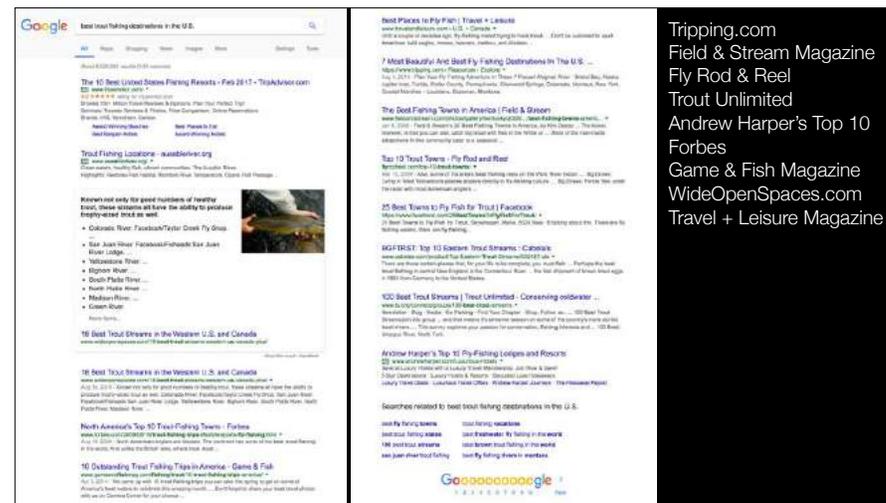
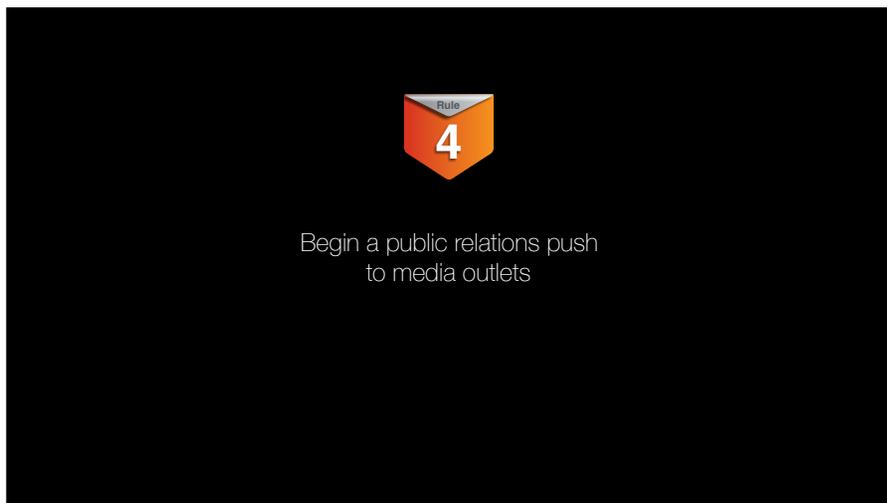
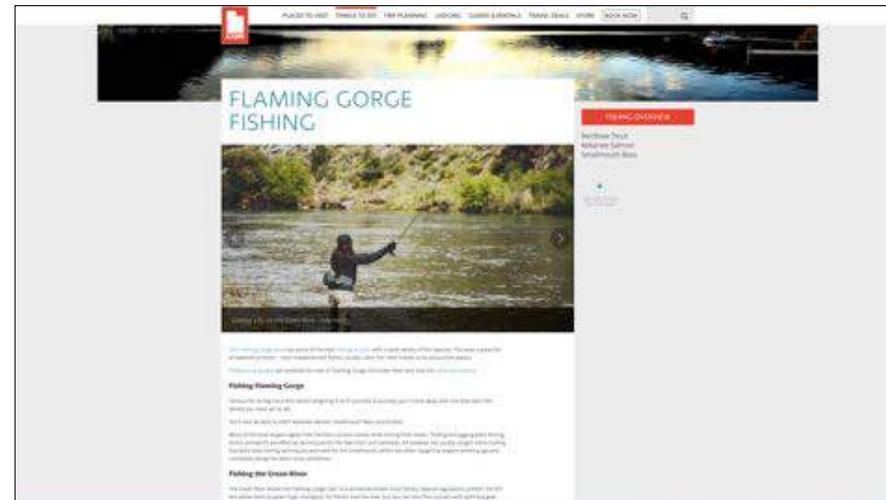
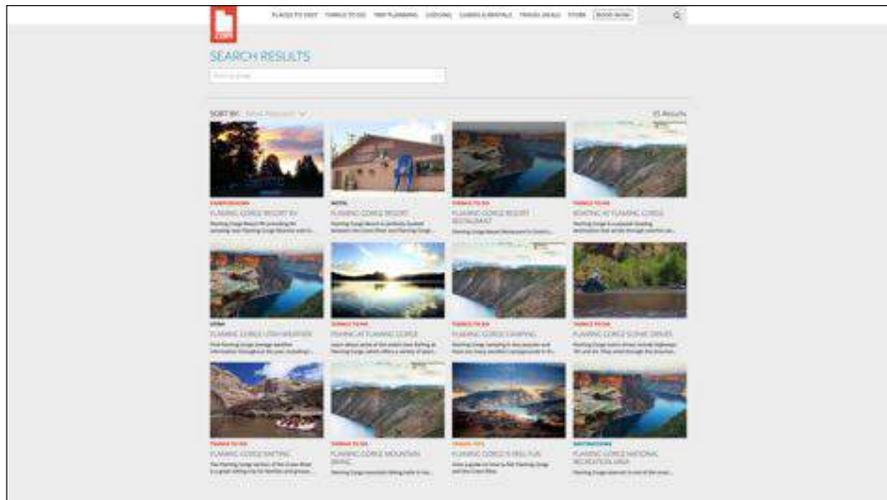
Make your USP a focus on social media sites:

- Instagram
- Pinterest
- Facebook
- Twitter
- SnapChat
- YouTube
- LinkedIn
- TripAdvisor (peer review sites)
- Yelp

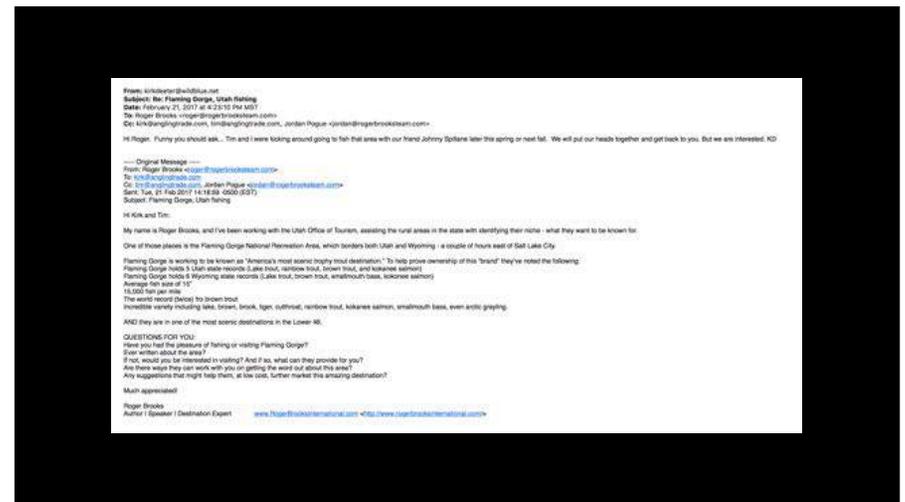
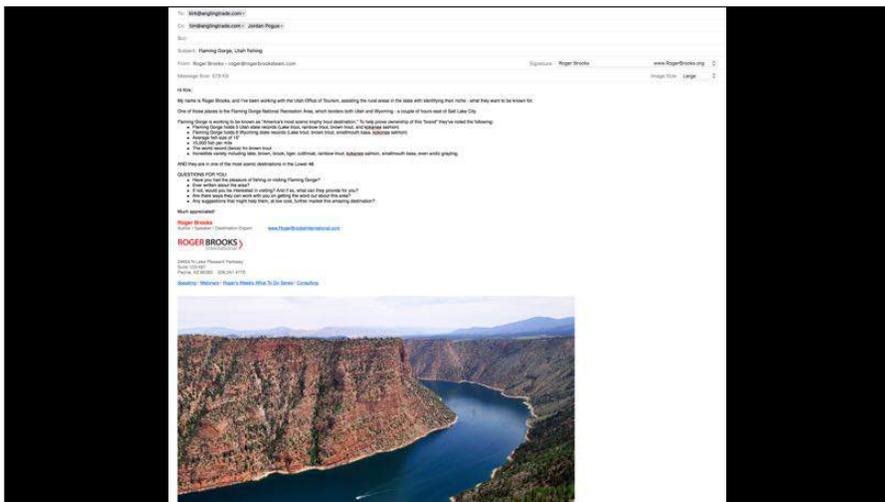
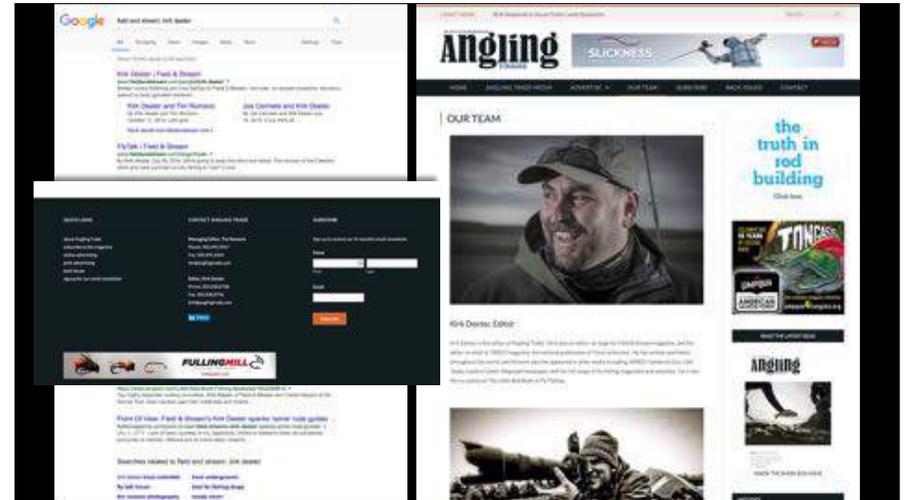


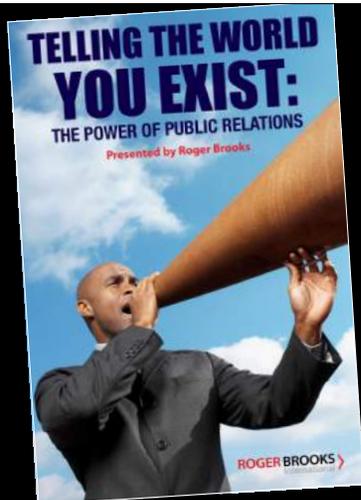






Tripping.com
 Field & Stream Magazine
 Fly Rod & Reel
 Trout Unlimited
 Andrew Harper's Top 10
 Forbes
 Game & Fish Magazine
 WideOpenSpaces.com
 Travel + Leisure Magazine





WARNING

Make sure your product is in place!

Marketing will bring us to you exactly once.
Only product brings us back.

Introducing
Roger's instant-access how-to video library

Branding



RogerBrooksLibrary.com

RogerBrooksLibrary.com

Finding money



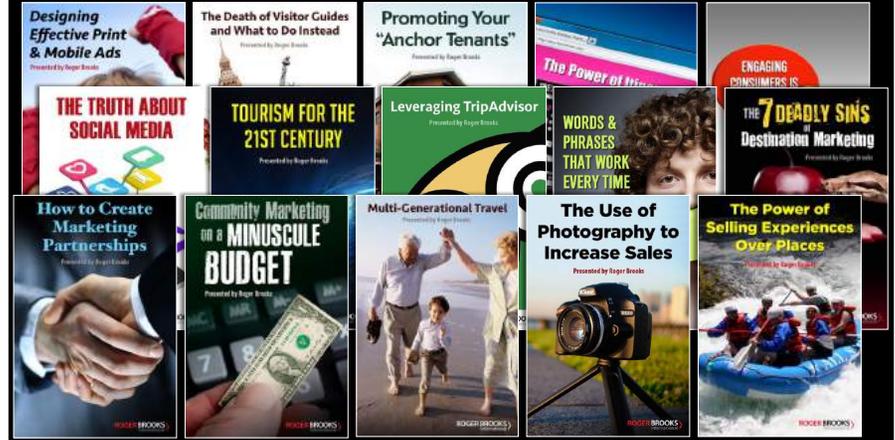
Product development

RogerBrooksLibrary.com



Marketing

RogerBrooksLibrary.com



Here's to messaging that will close the sale!

For access to the video library visit
RogerBrooksLibrary.com

ROGER International >

THE ULTIMATE GUIDE TO LOGOS & SLOGANS

Presented by Roger Brooks



Wednesday, March 15th

- 8:30 Pacific
- 9:30 Mountain
- 10:30 Central
- 11:30 Eastern
- 12:30 Atlantic

For Europe - figure it out.