

## ORDERING MARKETING MATERIALS – HOW TO GUIDE


### INTRODUCTION

Toastmasters International District 91 has provided Helloprint with a template for double sided business cards, C fold flyers and A4 posters that all clubs can use to market and promote themselves.

### STEP BY STEP GUIDE

1. Create an account at Helloprint.co.uk
2. Head to the relevant section (business cards, flyers or folded leaflets) and select the specifications you require. Recommended specifications for each item are provided below.
3. Pay for the order and **make a note of your order reference number.**
4. Send an e-mail to [hello@helloprint.co.uk](mailto:hello@helloprint.co.uk) with – **FAO of Martha Marcus & Your order Number & Toastmasters – in the subject line.** In this e-mail, send all the information to place on the marketing materials ordered (Club name, meeting days, times, contact details and venue address).
5. You'll be notified when a proof has been created and uploaded to the order. Check the proof to ensure that all information is correct. Once the proof is approved, the order is sent to production.
6. Receive your marketing materials.

### BUSINESS CARDS

 <p><b>(Insert Club Name) (extra line)</b></p> <p>(Insert days of the week) From X:XXpm to X:XXpm</p> <p><b>Guests Always Welcome!</b></p> <p>(Insert Club Website URL here)</p> <p>E-mail: (Insert contact e-mail here)</p> <p>(Insert club meeting address here) (extra line)</p>	<p><b>WHAT IS TOASTMASTERS?</b></p> <p>Toastmasters is a worldwide organisation dedicated to public speaking and leadership skills development.</p> <p><b>WHAT IS IN IT FOR YOU?</b></p> <ul style="list-style-type: none"> <li>▶ A proven way to become a confident public speaker</li> <li>▶ The benefits of a structured educational programme</li> <li>▶ Leadership opportunities at the club level and beyond</li> <li>▶ Fluency in impromptu public speaking</li> <li>▶ Development of active listening and critical thinking skills</li> <li>▶ An empowering environment of like-minded people</li> </ul> <p><b>INTERESTED?</b></p> <p><b>It's FREE to come and visit us as a guest!</b></p>
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Recommended specifications: Standard size 85 x 55mm; 400gsm Unlaminated OR 400gsm + Gloss Lamination; Double Sided. Recommended order size is 500 OR 1000 units.

TRI-FOLD FLYERS

## TESTIMONIALS

Shaheen – Entrepreneur

"I joined Toastmasters in order to work on my public speaking skills. However, I soon found myself developing my leadership skills as well, taking on roles that challenged me and helped me develop skills that I was able to transfer across to my professional and personal life. Thanks to what I learnt in Toastmasters, my businesses run more efficiently and I can communicate better with clients."

Eleanor – Civil Servant

"I can't stand up in front of a group people and talk! That was me just over 2 years ago and I knew I had to do something about it. I decided to join Toastmasters and with the help of a mentor I completed my first ten speeches! If I can do it, anyone can do it too with a bit of Toastmasters support."

Tony – Telecoms expert

"5 years ago, I'd have found every excuse to avoid speaking to a group as I had a stammer. Now thanks to Toastmasters, I enjoy speaking. We are a fantastic, diverse and supportive group of people. Toastmasters is the best thing since sliced bread!"

## VISIT A CLUB

With more than 250 clubs in the United Kingdom, you're sure to find a one near you. All clubs are **FREE to visit** as a guest so pop along today!

For a list of clubs meeting in your area visit:

[www.toastmasters.org](http://www.toastmasters.org)  
[www.d91.toastmasters.org.uk](http://www.d91.toastmasters.org.uk)

You can also contact us directly at:

[membership@d91.toastmasters.org.uk](mailto:membership@d91.toastmasters.org.uk)



**Give voice to your potential**

**Become a confident public speaker and presenter**

## YOUR LOCAL CLUB

(Insert Club Name)

Meetings every (Insert meeting frequency)  
From X:XXPM to X:XXPM

(Insert address)  
(extra line if needed)

(Insert club website)

(Insert club e-mail address)

# FIND YOUR VOICE





# TOASTMASTERS

## WOULD YOU LIKE TO?

- ▶ Become a confident public speaker?
- ▶ Improve your communication skills?
- ▶ Answer 'on the spot' questions with ease?
- ▶ Practice meeting facilitation?
- ▶ Become more confident?
- ▶ Develop your leadership skills?

## THEN TOASTMASTERS IS FOR YOU

Toastmasters will give you the confidence and skills you need to express yourself in any situation. Toastmasters members come from all walks of life from bankers to students to tradespersons. They all share a common interest in improving their communication skills and confidence. You will additionally have plenty of opportunities to learn and develop leadership skills.

Since 1924, Toastmasters International has helped millions of people to overcome their fear of public speaking and become confident public speakers. Our network of clubs is present in 142 countries with over 250 clubs and 6,000 members in Britain.

## HOW DOES IT WORK?

The Toastmasters educational programme runs on a 'learning by doing' philosophy. The self-paced programme allows you to build confidence and learn new skills stepwise with each project. Ample guidance is provided via manuals, online learning modules and from a mentor that will help you complete your speaking projects.

Each time you deliver a speech or take a meeting role, you will receive personalised feedback to help you become even better. Constructive evaluation is at the core of all Toastmasters meetings.

Club meetings typically last 1-2 hours in a friendly and relaxed environment with many opportunities to network and socialise with club members if you wish to.



## CREATING LEADERS

The skills you can learn in Toastmasters will also help you to become a better leader, able to communicate clearly with others as part of a team and to put a vision and plan of action forward.

Toastmasters will help you to:

- ▶ Deliver great presentations
- ▶ Be better in job interviews
- ▶ Put your ideas and thoughts forward
- ▶ Conduct effective business meetings
- ▶ Communicate easily with everyone

Recommended specifications: Portrait design, DL size, Gloss Coated 135gsm.

Recommended order size is 250 to 1000 units in offset printing.



**(INSERT CLUB NAME)  
(EXTRA LINE)**

**WOULD YOU LIKE TO**

- ▶ Become a confident public speaker?
- ▶ Improve your communication skills?
- ▶ Practice active listening skills?
- ▶ Build your confidence?
- ▶ Develop your leadership skills?

**JOIN OUR CLUB - ALL WELCOME!**

(Insert meeting frequency) – X:XXpm to X:XXpm  
(Insert meeting venue address)  
(extra line)

(Insert club e-mail address)

(Insert club website url)

Recommended specifications: Portrait design, A4 size, Gloss Coated 135gsm.

Recommended order size is at your discretion. Offset printing is cheaper than digital printing.