



# EDC Creations



Creations that Leave a Lasting Impact



Virtual Secretary

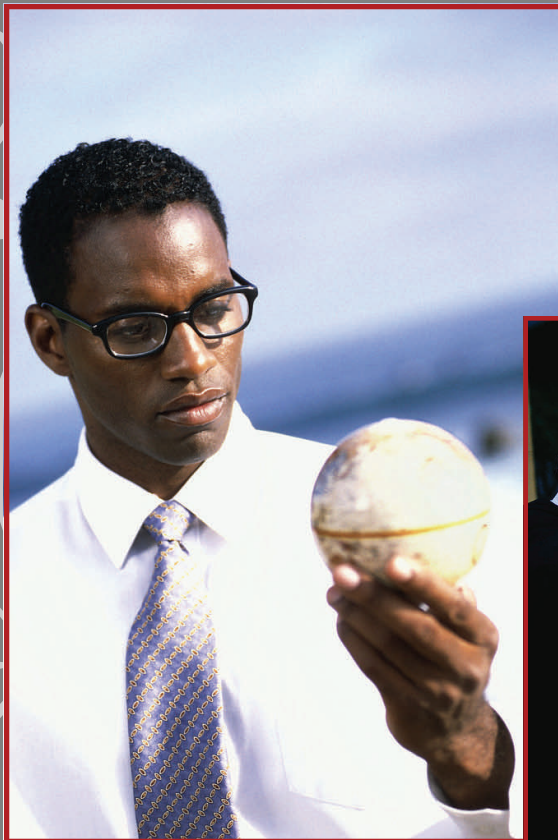
Branding Consultant

Web & Graphic Design

Book & Business Coaching

Internet Marketing Campaigns

Marketing & Promotions Specialist



*You are  
not alone!*

[www.edc-creations.com](http://www.edc-creations.com)



## Why Hire EDC Creations

EDC Creations plans, analyzes, and creates visual solutions to communications problems. We decide the most effective way of getting a message across in print, electronic, and media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques.

### What We Offer:

EDC Creations develops the overall layout and production design of websites, newsletters, brochures, press kits, corporate reports, and other publications. We also produce promotional displays, packaging, and marketing packages for products and services, design distinctive logos for products and businesses, and develop signs and signage systems.

### The First Step:

The first step in developing a dream by creating a new graphic design is to determine the needs of the client, the message the design should portray, and its appeal to customers or users. EDC Creations considers cognitive, cultural, physical, and social factors in planning and executing designs for the target audience. Designers gather relevant information by meeting with clients, creative or art directors, and by performing their own research.

### Our Clients Needs Come First

Identifying the needs of consumers is becoming increasingly important for EDC Creations as the scope of our work continues to focus on creating corporate communication strategies in addition to technical design and layout work. We do not claim to be everything to everyone. We offer only those services where we can excel - where we can be better than our competition. Realizing that many

of our customers want a provider to offer a broad variety of services so that they can work with one vendor, we have developed strategic alliances that enable us to provide you with genuine solutions on a broad variety of subjects. In those situations, you are still dealing solely with our designers or event consultants - we service what we sell and will be responsible for the projects undertaken. Ask us; we are not bashful to say no if it does not fit within our core competencies.

### Why We Need to Build Your Site

What do you want your web site to do? All over the world, small business owners are spending thousands of dollars on building and maintaining web sites without being able to answer this big question! Creating a web site without a marketing strategy can be an expensive and time-consuming mistake. Remember, if you want your web site to attract traffic and, more importantly, sales, your web site must be DESIGNED to accomplish these goals—resolve your customers issues or provide a service they can not find else where. All in an easy navigated environment.

### Keep Your Business On Top

Graphic Design helps reinforce your message plus helps keep your business at the top of people's mind by acting as a "silent salesperson." Planning a graphic design strategy, whether it is in traditional media or a website on the Internet, is extremely important—creating the right theme to carry across all media and implementing it is a factor in determining if your business will succeed or fail. We tailor our process to help your business move forward...





# Ella D Curry Creations

EDC-Creations.com

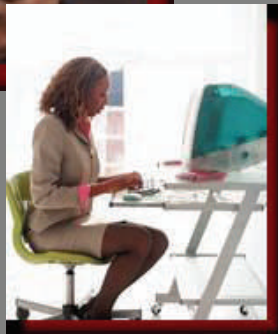
## **Can I actually succeed with an Internet business?**

The principal answer to this million dollar question is yes. You can really become successful by working from the comfort of your home. I will be frank with you. To succeed with an internet business is not as easy as you may think. It is not always easy as most of the “work at home” e-books may claim.

Internet business is just like any other business in the world. For one to succeed, he/she has to be very hard working. You can not really become a successful online business guru if you are lazy or unmotivated to continually grow. If you want to make a lot of money with a Internet business, then you must have a hard working personality. This type of work is not for individuals that are not hard working. If you are not a hardworking individual, then you may not make much on the Internet unless you hire a professional and creative firm, such as EDC Creations, to take over operations for you.

Another important factor that will determine your degree of success is focus and determination. If you are not focused and determined, then your dream of achieving success will be a mere pipe dream. When you are focused and determined, your resources will be adequately channeled to the right place and success will definitely be yours. EDC Creations will help you to remain focused, motivated and productive. We offer services to help the small business owner or new author with office administration, writing and promotions assistance—leaving them with the time needed to move forward with the more important factors of their business, writing or trade.

**Free Phone Consultation: 301-434-9446**



## **Consulting**

Do you need a book coach to keep you motivated to write? Is the world of technology or Internet marketing too intimidating to you? Would your company like a web presence, but has no idea where to start? Would you like to take your small business to the next level? Let us research your company, competitors and industry, and suggest solutions for creating an effective Internet, marketing, and branding strategy. Whether you need to re-develop an existing site or you are taking your first step on to upgrade your company's image, here at EDC Creations we understand how important impressive results are now and in the future.

EDC Creations now offers first time authors, book mentoring sessions to help guide them along the right path to writing, publishing and promoting their first book or novel.

## **Web Site Development**

Our web development team has many years and hundreds of projects worth of experience to share with you. We'll use the latest technology to create a web site that stands out from your competition and enhances the value of your company. We will help you bring about a company identity that is heads above your competition!

Our work is a reflection of our commitment to excellence, creativity and ensuring that client goals are exceeded. We produce confidence and we have the vision and expertise to make your dreams a spectacular reality! .







### **Identity Creation**

We are equipped to support clients from the moment of identity conception through the process of branding, consulting and deployment of print and interactive web campaigns, as well as subsequent maintenance and upkeep.

EDC Creations can help you breathe new vigor and strength into your company. Our creations leave a lasting impact! Your dreams for starting or updating your company's image can be created in living color by our artists and event consultants!

Have you had time to explore the vast services we provide for the small business owner?

If you haven't please visit our site and open doors you may have thought were closed to you:

[www.edc-creations.com](http://www.edc-creations.com)

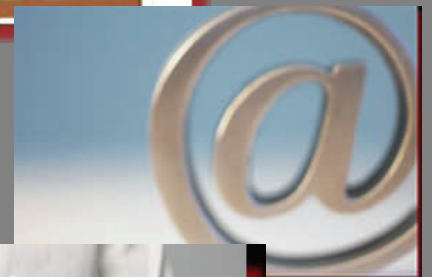
Your potential is unlimited!

### **Branding Consultants**

Dare to be different in your branding. Branding is not only about constants, but individuality! The Internet has created a level playing field for all competitors. Competitors need to differentiate themselves to win the customer.

It is just as important to brand your business on-line as it is off-line. Branding is about getting your customers to see you as the only solution to their problem. Any marketing or promotional material that EDC Creations creates, can be delivered in print as a hard copy or produced in a way that it can be added online to reach the maximum amount of customers.

If you need an effective web site for your small to mid-size business, let us help you create one for your needs and specifications. A well-planned web site design, in partnership with other marketing activities, has the potential to produce highly qualified sales leads, increase your sales, increase staff effectiveness, reduce costs in the long run, and more. EDC Creations understands what is needed to take your business to the next level.



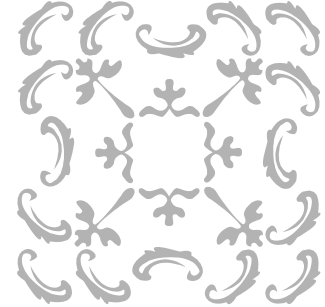


# EDC Creations

Creations that Leave a Lasting Impact

## Services and Coaching

**Packages to fit all budgets!  
We love the small business.**



- Author Resources
- Electronic Newsletters
- Electronic Press Releases
- Product Launch Parties
- Corporate Events
- Imprinted Materials
- Electronic Press Kits
- Website Design
- Brochures & Print Media
- Promotional Materials
- Blog Creation
- Logo Design
- Branding Coaching
- Bound Press Kits
- Advertisement Design
- Custom Sell Sheets
- Promotional Items
- Sankofa Events
- Book Coaching
- Corporate Identity Creation

When something as important as the success or failure of your business is at stake, to whom do you turn? Why not turn to recognized experts who can provide you with best practices that will make your strategic marketing effective and successful? EDC Creations will use our powerful methodology for creating and implementing strategic graphic design solutions tailored for your business. Only EDC Creations will guarantee you affordable services with friendliness and satisfaction.

Our work is a reflection of our commitment to excellence, creativity and ensuring that client goals are exceeded. We produce designs that will set you apart from the competition- we have the vision and expertise to make your dreams a spectacular reality.

EDC Creations strategic Marketing and Branding Consulting Team understand your toughest marketing challenges. We provide you with specific tools to help you quickly capitalize on marketing opportunities as they happen!

[www.edc-creations.com](http://www.edc-creations.com)



## WEB SITE DESIGN PROCESS

**Before we can begin development on your web site we need the following from you:**

1. Any ideas you have about layout, colors, graphics or themes.
2. Any web site address of sites that appeal to you.
3. All text you want on your site (submitted as a MS-WORD format (PC) or in plain text format.
4. We do not write the copy for your site, we enhance it.
5. Any graphics you wish to use on your site (i.e. photos, logos, etc.) in .gif or .jpg format.
6. All images need to be at least 300dpi.
7. Links to PayPal accounts and access to set up storefront accounts.
8. Ideas about the kinds of razzle dazzle you would like added to your site.

Development begins only when payment has been successfully processed or arrangements made and the above-mentioned items have been received and reviewed.

Providing us with the copy (text) for your site before we begin development helps to speed up the process. Remember, the sooner we have what we need, the sooner we can begin creating your dreams in living color! From our experience, not having your copy completed before the design process can significantly delay the production of your site, which can result in extra fees for the delay in production, as we reserve the right to close an account if we experience long waiting periods for material we need to complete the project. There is a \$75 fee to re-open an account once we have closed it.

Development begins with a graphic representation of the site design. During this phase you can make as many revisions to the design as you wish provided within the time allowed for each package. Any extra design time needed will be charged at our standard rate of \$65/hour. Once the graphic representation is accepted, we begin programming the web site in HTML programming code. We offer hard copies of your site details.

Any subsequent changes that affect the interface design, and that would require going back to the graphic file will be charged as extra design time at our standard design rate of \$65/hour. Note: During the design phase, we can take up to 4 business days to produce the requested changes. Once we have made the requested revisions and the client has been advised, we expect the client to communicate with us within 72 hours. Communication must be consistent in order for us to meet our deadlines.

The final step is the testing and launch of your web site. If we are not hosting your site, either you will provide us with ftp access to upload your site files to a server or we will send you a CD-Rom with your complete site files.



# EDC Creations



Creations that Leave a Lasting Impact



Virtual Secretary

Logo Creation

Pod cast Radio Shows

Book & Business Coaching

Internet Marketing Campaigns

Promotional Material



*You are  
not alone!*

[www.edc-creations.com](http://www.edc-creations.com)





# EDC Creations



Creations that Leave a Lasting Impact



**Ella D. Curry, CEO EDC Creations**

**Email: [elladcurry @ edc-creations.com](mailto:elladcurry@edc-creations.com)**

**Visit Us Online: [www.edc-creations.com](http://www.edc-creations.com)**

**MySpace: [www.myspace.com/edc1creations](http://www.myspace.com/edc1creations)**

**Book & Business Branding Consultant and Internet Marketing Coach, Ella Curry can help you build credibility and clients, sell a lot of books, brand your business in the most positive light and make maximum profits.**



*You are  
not alone!*

[www.edc-creations.com](http://www.edc-creations.com)