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THE
WELLS & DREW
C O M P A N I E S

ENGRAVERS  PRINTERS
Since 1855



Imagine: a book about your company. It's the ultimate branding tool.

It seems no matter what you do to make your company and its products and services get heard above the noise in the marketplace, you are drowned out by all the promotions bombarding your customers on a daily basis; the average adult sees approximately 600 ads a day.

Now, Wells & Drew – servicing professional service firms with printing and branding services for over 155 years – has a unique solution: **The Company Story Book™** by Wells & Drew.



A powerful new way to command your prospect's attention

Would you like to tell your company's story in such an engaging and persuasive way that your prospects feel compelled to do business with you? With your own custom company story book, you can consistently tell your winning story that way every time!

A company story book is a short book that tells whatever story you want to communicate to your customers and prospects. It could be your company history ... mission statement ... vision ... track record ... innovations and patents ... accomplishments ... technology ... partners' bios ... philosophy ... whatever you choose.



Imagine: you meet with a new prospect or an important client. You want to make a great impression. And you do it: by handing them a beautiful book like this one that tells your company story the way you want it told.

When this information is on the “About” page of your web site, it is quickly glanced at and forgotten. But when it’s set down permanently, in print, in a book – prospects and customers take notice. And now Wells & Drew can help you create a story book for your company faster and easier than you might think.



Why a company story book?

Your competitors are blasting your prospects with so many e-mails, PDF white papers, Google ads, and other online promotions, that nothing stands out. These messages are typically abandoned or deleted, in seconds, with a single mouse click.

But a hard copy company story book like this one demands attention ... gets noticed ... and makes a strong impression on whoever you give it to.

White papers, brochures, and direct mail are soon consigned to the trash bin. *But a book is a brochure that will never be thrown away!*



When experts, celebrities, and businesspeople want to brand themselves as recognized authorities in their field, they write books. Now, your company can use this same time-tested strategy – writing and publishing a book – to command attention and even respect.

Whoever said “books are dead” and “people don’t read any more” is quite wrong: In 2012, annual book sales in the U.S. were \$29.5 billion. Go into any Barnes & Noble and you will see eager buyers lined up, cash in hand, to purchase books.



Creates a lasting impression

This book has a front cover printed on charcoal linen with the title in silver foil for an elegant, high-end look. The inside pages are on a heavy uncoated stock, giving the whole production a touch of elegance that sets it apart from the typical company brochure or white paper.

Open the book and lay it on your desk.

We use special papers that lay flat with no gutter between the pages. So your images can flow seamlessly across the fold.

Our graphics department has more than 40,000 hours of design experience for professional services firm branding and marketing materials.



These professional designers can create a company story book that you will be pleased and proud to give to your most important prospects and clients.

With over a century and a half of experience producing marketing and branding materials for professional services firms, Wells & Drew offers unmatched quality in printing, engraving, embossing, foil stamping, and die cutting – enabling us to achieve a unique look for your company story book unduplicated by any other printer.



Engraved in gold ink
on cotton bond
by Wells & Drew



Custom content

As for what you say within the book's pages, that's up to you. You can provide our graphics department with copy ready to put into a book layout. Or you can work with one of our writers to craft the most compelling story possible about your company and your brand.

What can you say about you and your business in a Wells & Drew company story book? Anything you want! When you publish a book with a New York publishing house, they control the content, and the editors can change the copy at their whim.



When you choose Wells & Drew to produce your company story book, the book comes out exactly as you want it. Every word is approved by you – just as you wanted it written. The copy and design reflects your branding and your vision with pinpoint accuracy.

Like this one, your company story book can be lavishly illustrated with beautiful color photos and illustrations. Research shows that readers retain 65% more information when pictures are added to a page.

In short, a Wells & Drew story book tells the story you want to tell, in the way you want to tell it.



Company story books are blessedly brief

But one thing you'll notice is that this is a short book. We know your customers are busy, with too much to read and not enough time to read it.

That's why we recommend that your company story book run not much more than a thousand words. Reading time: less than 10 minutes. By comparison, a 300-page business book is approximately 120,000 words and can take hours, even days, to get through.

Think of your custom company book as a grown-up story book – hard cover, with color pictures, describing how your company helps its customers in a smart yet fascinating and concise way.

It's a handsome volume that will

never end up in the trash, but instead will be passed around board rooms and widely circulated to tell your story to many of your important customers and prospects.

Take the next step.

There's no obligation.

For more information on how Wells & Drew can communicate your company story and brand in a customized and elegant company story book ... and a free, no-obligation estimate ... call us toll-free at 800-342-8636 today. And discover a powerful communications tool not one company in a thousand even knows about: the Wells & Drew company story book.



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