

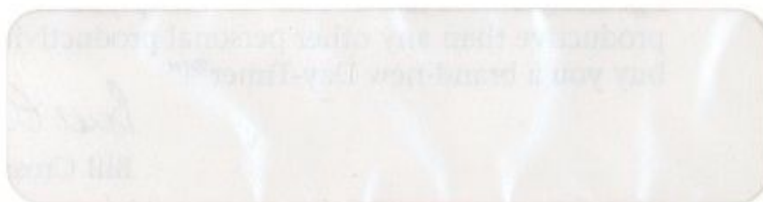
Planner Pads, Co.
5088 S. 107th St.
Omaha, NE
68127-0187



INSIDE:

Now you can get at least **ONE MORE HOUR** of productive time each day than Day-Timer® or other planning systems can give you...

GUARANTEED.



"I guarantee the Planner Pad® can help you become much more organized and productive than any other personal productivity system...or I'll personally buy you a brand-new Day-Timer®!"

Bill Crosson

Bill Crosson, President, Planner Pads Co.™

Plus: 2 FREE executive gifts for you inside...

Ssshhh!

Day-Timers® doesn't want you to know about this powerful secret for gaining an extra hour of productive time each day... *but we do!*

Dear Productivity-Minded Friend:

What would it mean to you to gain an extra hour of productive time a day ... 5 days a week ... 250 hours (equal to more than 30 eight-hour days -- a whole extra month!) each year?

Well, you're about to find out.

Because our world-famous personal productivity system ... the Planner Pad® ... can give YOU at least ONE MORE HOUR of productive time each day than Day-Timer® or other planning systems can ... guaranteed.

And now you can try the Planner Pad risk-free for 6 months in your home or office ... at substantial savings off the regular rate ... but only if you act quickly.

Imagine. More time to spend with your family. More time to catch up on your reading, play golf, or do what's important to you.

When your life is more organized, you can relax. Stress disappears.

You start each day with the confidence of knowing exactly what you have to do -- and by when. And, you get it done ... with time to spare!

As your personal productivity soars, you leapfrog ahead of others in your office. You get the praise ... the promotions ... the fat raises and bonuses. And your co-workers are left wondering -- how does he/she do it all?

**Profit from this little-known
time management secret...**

As the enclosed brochure illustrates, there IS a difference between planning systems.

Most planning system companies offer a bewildering variety of daily and monthly planners.

But for over 2 decades, Planner Pads, Co. has been the only planning system manufacturer dedicated 100% to making the world's best weekly planners.

Through long years of research and experience, time management experts ... like Jan Jasper, best-selling author of *Take Back Your Time* (Griffin), and Robert Bly, author of *101 Ways to Make Every Second Count* (Career Press), agree: **weekly systems**, like Planner Pads, are best.

"You must be able to see an entire week at a glance," writes Jasper. A planner that shows only a day at a time will cause problems because you can't see the big picture ... while a

continued on back...

How the Planner Pad works like a notebook so you can be better organized ... and much more

Mary uses the Planner Pad weekly so she can organize her life.
Her Planner Pad

HOW IT WORKS —

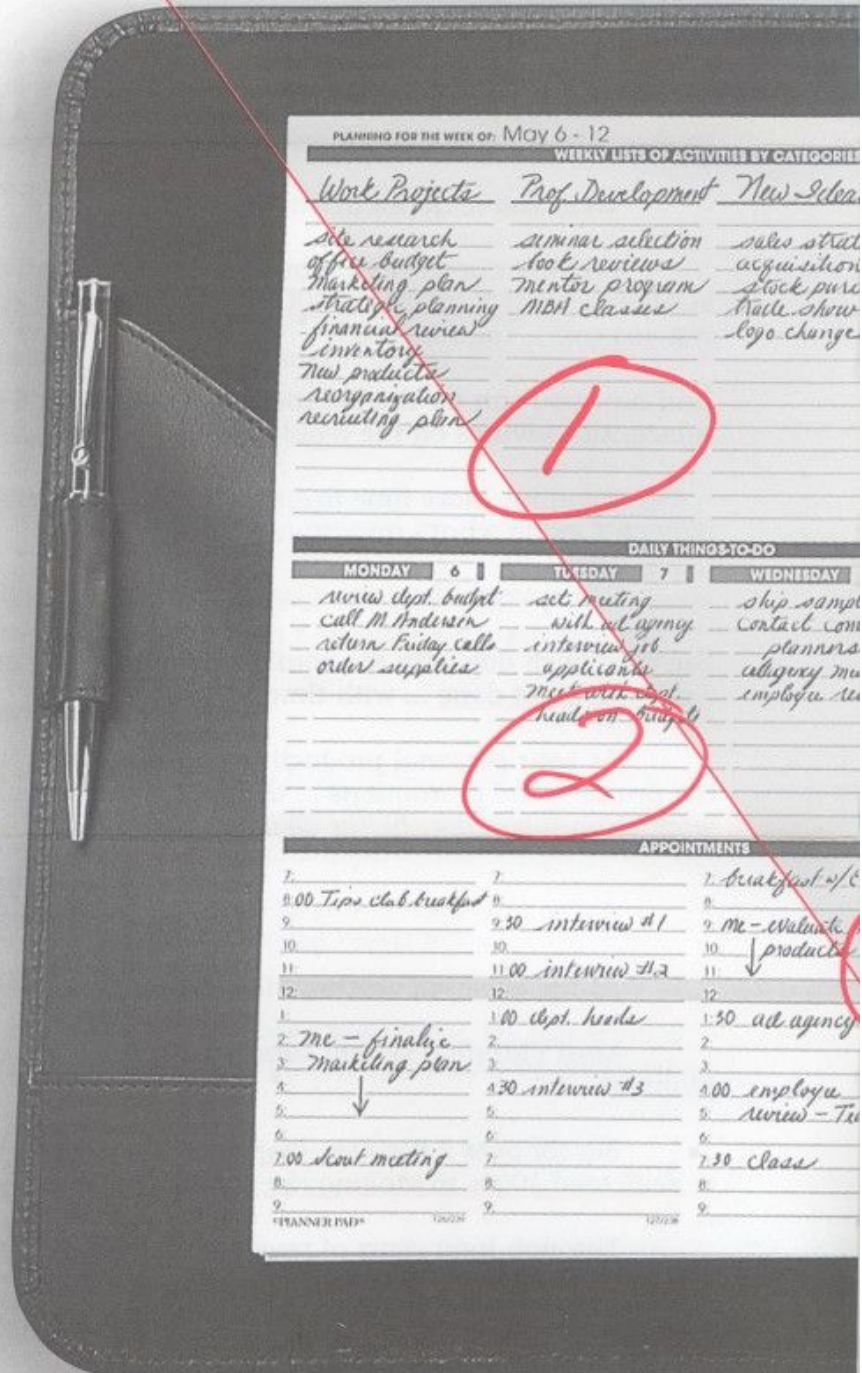
1 The major areas of Mary's life include work projects, professional development, volunteering, and her family. With the Planner Pad she can organize her tasks for the week -- according to these major category headings -- in the top section of the Planner Pad, Weekly Lists of Activities by Category. (You can customize your Planner Pad® with your own major categories.)

2 Now that Mary has identified her major tasks by category, she can funnel them down into the middle section of her Planner Pad -- Daily Things To-Do -- instantly creating her daily activity plan for the week.

3 Once the day's to-do lists are created, Mary schedules specific appointments and activities in the lower third of her Planner Pad, the Appointments section. All meetings and phone calls are assigned specific start and finish times for each day, ensuring that no deadlines or appointments slip through the cracks.

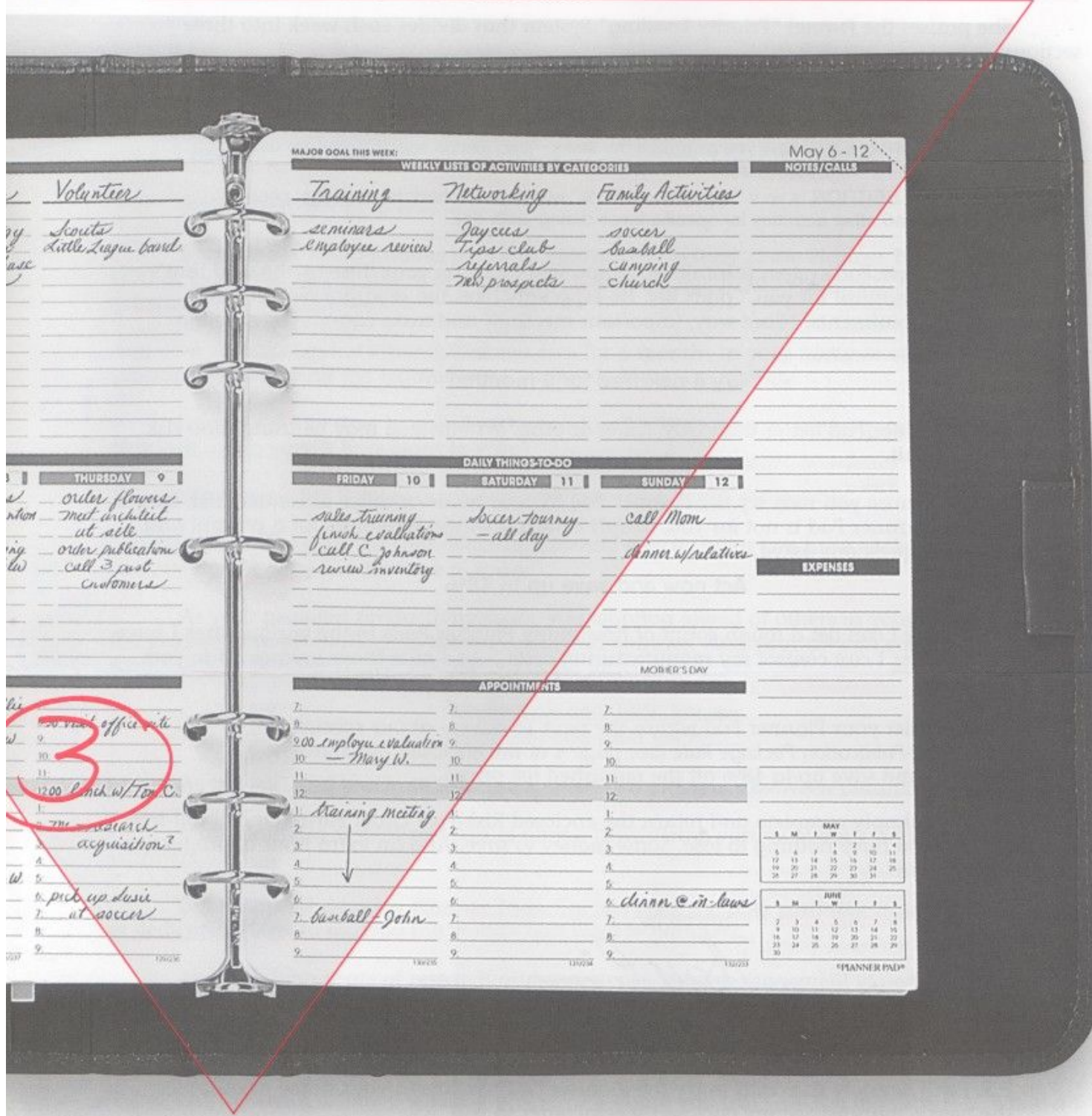
- By categorizing, prioritizing, and scheduling all her tasks, Mary automatically becomes more organized. Having everything on paper at a glance reduces stress. Anxiety declines and personal productivity soars.

- Cathy, Mary's boss, asks, "How do you get it all done, Mary?" After walking Cathy through her Planner Pad, Mary asks if Cathy has any questions. "Yes," says Cathy. "Can you order one for me?" And after Cathy writes a glowing performance appraisal, Mary's not surprised at the big raise and bonus she receives.



a FUNNEL to help Mary Ketchum more productive!

planning system instead of the Day-Timer system –
size her entire week at a glance.
r Pad® works like a funnel...



month-at-a-glance planner has too little space for each day.

"A week-at-a-glance format, like Planner Pads, gives you room to write. Yet you can see the month easily by turning only four pages, one page per week."

**A unique "Priority Loading" system lets
you make order out of chaos.**

Of the few month-at-a-glance systems on the market, according to Jasper, "The Planner Pad is ideal."

She praises the Funnel "Priority Loading" System that divides each week into three sections:

- ☐ **THE TOP SECTION** of each page is where you **categorize** your activities for the week. You then "funnel down" the most important and urgent of these tasks into ...
- ☐ **THE MIDDLE SECTION** where you **prioritize** the tasks -- and assign specific days for each action. *This is your daily activity plan.*
- ☐ **THE BOTTOM SECTION** is your "appointment book" where you **schedule** meetings, phone conferences, and other activities for specific times during each day.

"The Planner Pad system is intuitive, letting you organize your time by the way that's easiest and most natural for you," adds Bly. He especially likes the separate section for highlighting appointments. "That way, important meetings and tasks cannot slip through the cracks."

Try it risk-free for 6 months!

Is the Planner Pad better than Day-Timer or other systems you may be using? You risk nothing to find out.

That's because you may try the Planner Pad in your home or office absolutely risk-free. If you decide the Planner Pad is not for you, simply return it within 6 months for a prompt and full refund -- no questions asked.

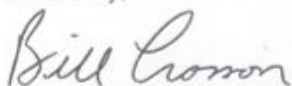
Act now and save up to 48%

The earlier I can get a rough count of how many Planner Pads in the various sizes I have to make, the better I can control my manufacturing costs -- and pass those savings on to you. Here's how:

Order your Planner Pad within the next 15 days -- at our special
Pre-Publication Package Rate (see page 4 of the enclosed brochure) --
-- and save up to 48% off the published list price.

To order, simply complete and return the enclosed Risk-Free Order Form. Or call toll-free 800-315-7526. You have nothing to lose. Some money to save. And an extra hour of productive time a day to gain.

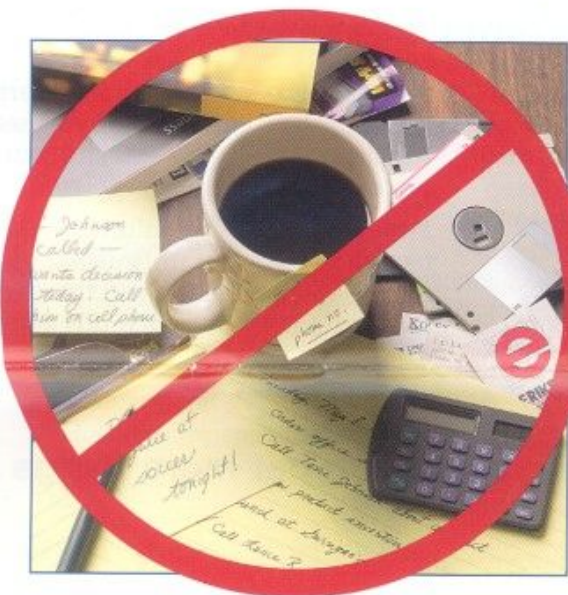
Sincerely,



Bill Crosson, President
Planner Pads, Co.

P.S. I will actually PAY YOU to try the Planner Pad risk-free in your home or office for the next 6 months! See my enclosed special letter to you....

7 ways the Planner Pad® can help you become much better organized and more productive than your old Day-Timer® system ... guaranteed!



BEFORE:

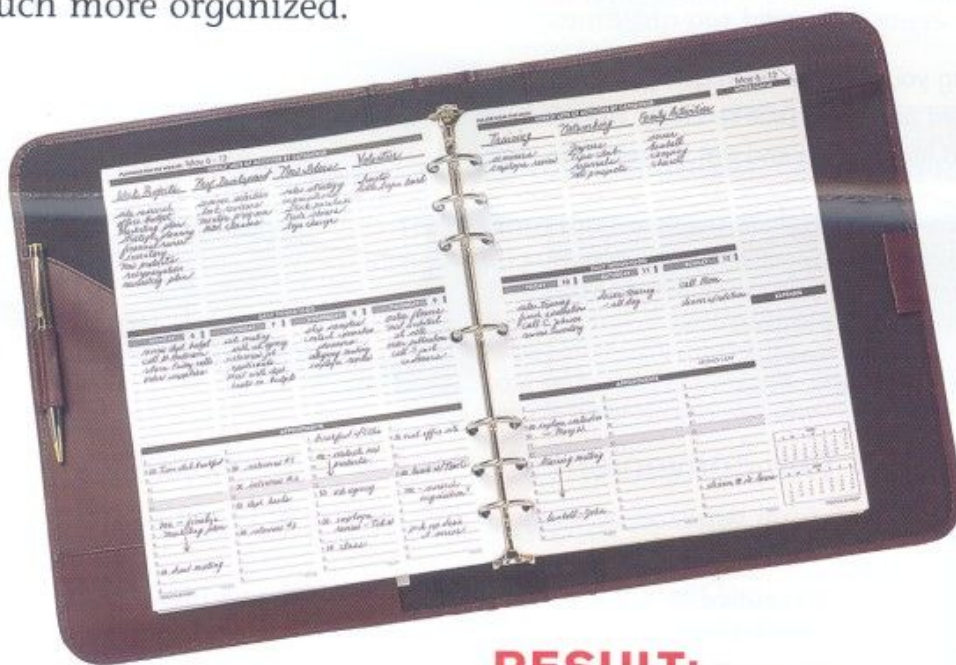
Your desk is covered with Post-It Notes, files, business cards, scratch pads, appointment books, and dozens of scraps of paper containing essential information. But since all these little notes are never stored in one central system, finding what you need is another story.

RESULT:

You spend half your life looking for information-- and the other half recreating plans, ideas, and schedules you've lost.

AFTER:

With the Planner Pad, you organize your week's tasks, daily to-do list, and schedule at a glance in a single, convenient system. You get rid of the clutter, reduce the stress, and become much more organized.



**PLANNER
PADS®**

RESULT:

You save time -- gaining an extra productive hour a day or more. Your personal productivity soars.

7 ways the Planner Pad can help you become

Forget Day-Timer®, DayRunner®, and Franklin Covey®. Time management experts agree: the Planner Pad beats those other planning systems hands-down! *Here's why....*

1) Detailed scheduling at a glance makes you more organized.

Planner Pads Co. is the only planning system manufacturer dedicated 100% to making the world's best **weekly** planners.

Reason: Planning systems that show only one day at a time don't allow you to see the big picture. Planning systems that show a month at a time have too little space to write all you have to do

each day. And with only one day visible per spread, you waste time continually re-entering unfinished tasks in your planner as you keep carrying them over from day to day.

Only *weekly* planners, like the Planner Pad, give you the room you need to write down everything you need to do and remember --

while showing you your long-term calendar at a glance (you can see the month easily by turning four pages, one page per week).

Plus, our "week-at-a-glance" system shows you all unfinished tasks for the week, eliminating the need to rewrite them for each day they aren't completed.

2) Our unique Funnel "Priority Loading" System helps you get more things done in less time.

The Planner Pad works like a funnel to find priorities and end the clutter of multiple lists. You capture notes, ideas, schedules, details, and priorities in one spot -- making you more organized than ever before.

Here's how the funnel system works...

The TOP SECTION replaces long lists written on scratch pads. List all activities for the week by category. Group them under major category headings that you create (e.g., "work," "family," "community," "home," "school").

The MIDDLE SECTION is your daily activity plan. Select those items from the top that need prompt action this week. Assign each to a specific day. You will have "funneled down" the most important and urgent.

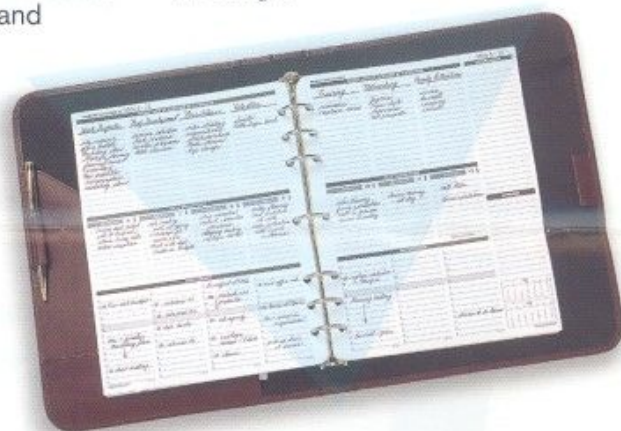
The BOTTOM SECTION is your "appointment book." Schedule specific times for people to see, things to do, phone conferences, and meetings.

- 1) **Categorize.** List everything you want to do in groups.
- 2) **Prioritize.** Select the urgent and important items for action.
- 3) **Schedule.** Assign times to see people and get things done.

"One book replaces three..."

"I tried a Day-Timer. I used it for appointments, plus a tablet for my master list, plus a tablet for my daily to-do list. Too much...I ordered a Planner Pad. One book replaces three."

--Jeff Davis, CFP, Gainesville, FL



3) Two convenient sizes give you freedom of choice.

Select from two sizes of Planner Pads to fit your needs in terms of write-in space and portability:

- ☐ **The Executive** (8 1/2 X 11" pages) -- a larger Planner Pad with full-size pages and plenty of space to write.
 - ☐ **The Personal** (6 3/4 X 8 1/2" pages) -- a more compact version.
- Approximately 1" thick, both models fit easily into your briefcase. They don't take up a lot of room or add much extra weight, unlike other binder systems that are much more bulky.

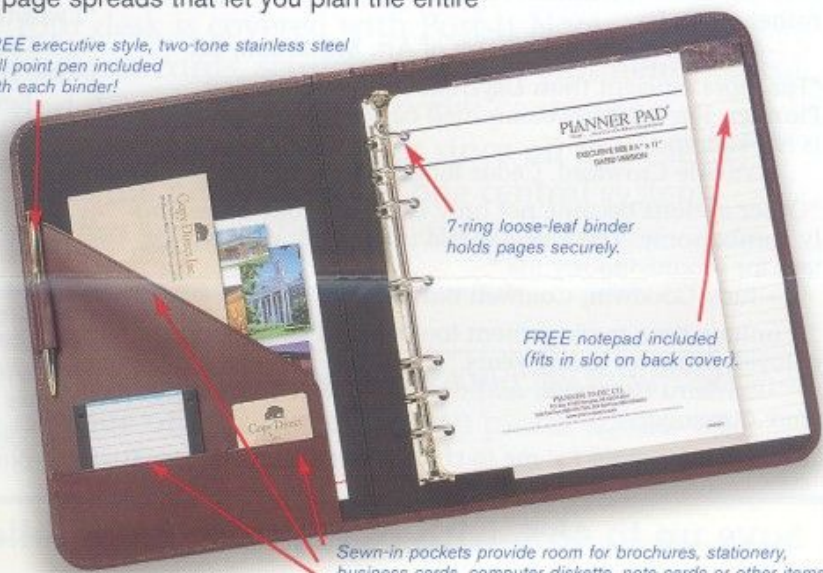


much better organized than a Day-Timer can...

4) All the extras to make you even more productive and efficient.

- ✓ 53 weeks of planning. See all your plans for the entire week at a glance on a 2-page spread. Each spread has extra space for making notes and jotting phone numbers you need to call that week.
- ✓ Goals at a glance. Special section helps you capture goals, track results, and collect ideas.
- ✓ Notes pages and an extra notepad in a slot on the back cover provide writing space to capture discussion topics, ideas, and meeting notes.
- ✓ Forward planning calendars. Contains three 2-page spreads that let you plan the entire year in advance for 3 full years.
- ✓ Holidays in advance. Lists holidays and special events.
- ✓ Important phone numbers. Customize your own quick-reference directory of important phone numbers for clients, colleagues, vendors, family, friends, services, and emergencies.
- ✓ Time zones. Helps you plan long-distance calls and traveling.
- ✓ Business expense record. Each spread has space to record the week's expenses.

FREE executive style, two-tone stainless steel ball point pen included with each binder!



Sewn-in pockets provide room for brochures, stationery, business cards, computer diskette, note cards or other items.

5) Genuine leather cover adds a touch of elegance to your life.

A nice added touch of the Planner Pad is the soft, supple leather cover, available in your choice of burgundy, black, or tan.

We choose only the finest leathers, custom-finished for color, grain, luster, cut, and thickness -- so rich it has the same aroma as the leather of a new pair of

leather gloves, or an expensive piece of luggage, or a new Cadillac or BMW.

In a hectic, fast-paced world, these elegant, hand-sewn, leather-bound planners offer a touch of old-world craftsmanship our busy customers appreciate.



6) Direct-to-the-customer pricing saves you money.

Unlike many other planning systems, Planner Pads are not sold in stores. They are shipped to you directly from our plant.

Our direct-ship distribution eliminates middlemen and their mark-ups, lowering our costs. We pass these savings on to you by giving you over \$75 worth of system materials for under \$40

(see back cover for details).

The bottom line: A Planner Pad can help you put an extra hour of productive time into your schedule, all year long ... for as little as 11 cents per day. (Compare that to the cost of hiring a professional organizer or time management consultant to come to your office and help you get organized --

Day-Timer user converts to the Planner Pad

"I was a Day-Timer, user for 8 years until I discovered PLANNER PAD. I'm a convert. Makes my life more manageable."

—Deborah Steely,
Executive Director, Raleigh, NC

anywhere from \$1,000 to \$2,000 a day or more.)

7) The industry's best guarantee protects your time-management investment.

Most other planning systems come with a 90-day guarantee. That's hardly enough time to decide whether the system really works for you.

Planner Pads comes with a **6-month** money-back guarantee -- the best in the industry! We want you to be 100% sure our Planner Pad is increasing your productiv-

ity at least an hour a day more than Day-Timers -- week after week, month after month. If not, return it for a full refund.

That way, testing the Planner Pad against your current planning system costs you nothing. All the risk -- and burden of proof -- is on our shoulders, where it should be.

Our Planner Pad Users Say It Best!

"After years of using *Day-Timer*, I found I can be more organized than ever before with my **PLANNER PAD**, I love it."

--Susan C. Wright, Phillips LMS, Colo. Springs, CO

"I was a devout user of the *Day-Timer*, but your system far exceeds it. I'm sold on the **PLANNER PAD**."

--Dan J. Matsche, Orlando, FL

"It truly does eliminate clutter. I look at my colleagues who lug around Franklin Planner®, or a Filofax®, and feel rather smug."

--Melissa A Freye, Museum of Art, Muskegon, MI

"Far more efficient than *Day-Timer*, or Franklin Day Planner, I'm a totally committed customer. My husband is hooked, too."

--Valerie Crawford, Cedar Ridge, CA

"Other options become not only expensive but exceedingly cumbersome. The Planner Pad is the most efficient system for organizing my life."

--Judy Goodwin, Coldwell Banker

"A unique time management tool which I've personally enjoyed using for many years."

--Barbara Hemphill, author, *Taming the Paper Tiger at Work* (Kiplinger)

"My company paid for me to change to another system. I

refused. I'm more confident using my **PLANNER PAD**."

--W. Starke Camden, Scott Insurance, Lynchburg, VA

"I no longer have lists taped to my desk or my purse.

Everything is written in my **PLANNER PAD**."

--Linda K. Daly, Virginia Beach, VA

"Being able to design my own categories makes this a truly personal tool. My weekly planning is much easier than in the past."

--Clarence E. Bass, Benefits Planning, Richmond, VA

"I was the typical person described in your literature who had lists of lists of lists, etc. Now I have everything in one place. A great concept. An easy way to stay on top of life."

--Kevin O'Malley, Business Connection, Bristol, RI

"I tried expensive systems. I'm thankful I gave your product a chance. I juggle two part-time jobs and have special interests that need balancing. The **PLANNER PAD**, makes it easy."

--Marion E. Cason, Litchfield, NH

"I've tried everything else under the sun. I've never found anything as simple and easy to use."

--Steve Shorter, Shorter Agency, Hutchinson, KS

"After 10 years of *Week-At-A-Glance*, I'm ordering my 5th Planner Pad®. You have an excellent product. The concept is so logical, I wonder why nobody thought of it sooner."

--Barbara J. Wright, Cincinnati, OH

Save up to 48% with our Special Pre-Publication Package Discount Offer

The cost of manufacturing our Planner Pads depends on the volume handled by the factory. With a more accurate projection of demand, we can reduce manufacturing costs -- and pass those savings on to you.

As a reward for helping us control costs by giving us your order now, you are entitled to the special Pre-Publication Package Discount price below ... a savings of up to 48% off the list price for our system.

Special Pre-Publication Package Offer

	Personal Size	Executive Size
Full Year's Planning Pages	\$22.95	\$23.95
Leather Binder	\$36.75	\$52.50
Executive Pen	\$6.95	\$6.95
Cassette Program	\$9.95	\$9.95
Total Value	\$76.60	\$93.35
You Pay Only	\$39.99 (save 48%)	\$49.99 (save 46%)

3 Easy Ways to Order

1. *By mail:* Use the enclosed order form and pre-addressed reply envelope.
2. *By fax:* Fax your completed order form to 800-410-6654.
3. *By phone:* Call toll-free 800-315-7526.

Our Unconditional 6-Month Money-Back Guarantee

Use the Planner Pad in your home or office to help get better organized and increase your personal productivity.

If you are not 100% convinced that Planner Pad beats *Day-Timers* and other planning systems hands-down ... or you are dissatisfied for any other reason ... simply return your Planner Pad within 6 months for a full and prompt refund. No questions asked.

2 Executive Gifts... yours **FREE!**

FREE Gift #1:



Executive Pen

(retail value: \$6.95)

A handsome, slim executive pen. Polished brass body with goldtone fittings. Fits snugly in the leather holder attached to your Planner Pad for easy carrying. Twist-action ballpoint has the look and feel – and smooth writing action – of “designer” writing instruments costing much, much more. Refillable with standard refills sold at any stationery store.

FREE Gift #2:

Time Management Audiocassette

(retail value: \$9.95).

Time management expert Gary Parker explains his unique “funnel approach” to prioritizing schedules and tasks using the Planner Pad. You’ll discover:



- ✓ Pros and cons of day, week, and month planning systems.
- ✓ Why calendars, appointment books, and scratch pads are poor time-management tools.
- ✓ How to stay focused on tasks that matter most.
- ✓ Using a schedule to overcome procrastination.
- ✓ The 3-part Funnel “Priority Loading” System.
- ✓ How to get your priorities in order.
- ✓ Tips for dealing with “information overload.”

*Both are yours **FREE** when you accept our offer to try Planner Pad risk-free for 6 months in your home or office!*

To order your **FREE** Executive Gifts
call toll-free **800-315-7526** today!

A “special letter” from Bill Crosson....

“I guarantee the Planner Pad® can help you become much more organized and productive than any other personal productivity system...or I’ll personally buy you a brand-new Day-Timer®!”

-Bill Crosson, President, Planner Pads Co.

Dear Productivity-Minded Friend:

It drives me crazy.

I know that if you'll only try the Planner Pad®, you'll find it to be a much better and easier-to-use time management system than Day-Timer®, DayRunner®, or Franklin Covey® ...

... and the Planner Pad will save you at least AN HOUR A DAY OR MORE of time vs. those other systems.

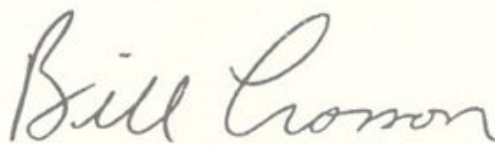
But inertia often prevents us from trying something new, even if it's really beneficial to us.

So here's my offer: Order the Planner Pad today ... and test our weekly planner against whatever other planning system you're using. Then decide which helps you become more organized. Which is simpler. Which is easier to use. *Which you like better.*

Then, if you are not 100% convinced that the Planner Pad beats the competition hands-down, simply return your Planner Pad within 6 months – for a full and prompt refund. That way, trying our Planner Pad costs you nothing!

I can't think of a fairer ... or more risk-free ... way for you to discover how much more time the Planner Pad can save you than Day-Timer can!

Sincerely,



Bill Crosson, President
Planner Pads Co.

P.S. Let me go even further – and PAY you to try my Planner Pad! Here's the deal: If, after half a year, you are not totally convinced that the Planner Pad can increase your personal productivity a quantum leap over Day-Timer, *I will personally buy your next Day-Timer for you.** That's how confident I am that, once you give the Planner Pad a try, you'll never go back.

** Just send me the paid receipt for your purchase of the 2003 Day-Timer System (Folio-size #BAL14010 or Desk-size #BAL 12010). I will reimburse you by check as soon as I get your paid-in-full Day-Timers bill or receipt.*

6-MONTH MONEY-BACK GUARANTEE

**Use the Planner Pad in your home or office to
help you get better organized and increase
your personal productivity.**

If you are not 100% convinced that the Planner Pad beats Day-Timers® and other planning systems hands-down ... or you are dissatisfied for any other reason ... simply return your Planner Pad for a full and prompt refund. No questions asked.

The free executive gifts -- including the pen and audiocassette program -- are yours to keep, with no cost or further obligation of any kind.

PLANNER PADS®, CO.

5088 South 107th Street
P.O. Box 27187
Omaha, Nebraska 68127

Fill out section #1 if the address listed below
is different or a P.O. Box number.

1. Your Name and Shipping Address

This is a ☐ Business address ☐ Home address

Checks on U.S. banks only please. (Please make checks payable to Planner Pads)

Name _____ Company _____

Street Address _____

City _____ State _____ Zip _____

Phone: (in case we have questions) Work () Home ()

Your Occupation: _____ E-Mail Address: _____

2. Selections

	Color	Qty.	Price Ea.	Amount
Executive 12-Month Planner Pad (8-1/2" x 11" pages) 800TS	<input type="checkbox"/> black <input type="checkbox"/> tan (T) <input type="checkbox"/> burgundy (BG)		\$49.99	
Personal 12-Month Planner Pad (6-3/4" x 8-1/2" pages) 500TS	<input type="checkbox"/> black <input type="checkbox"/> tan (T) <input type="checkbox"/> burgundy (BG)		\$39.99	
3. Start date: <input type="checkbox"/> April 2002 <input type="checkbox"/> July 2002 (Your Planner Pad contains 12 full months.)				
4. Add Shipping and Handling (use chart in the light blue box at right)				
5. Sales Tax (NE residents only, add 6.5% sales tax)				
TOTAL				\$

Your complete system includes:

- Leather Binder
- Full year's Planning Pages
- Executive Pen
- Cassette Program

Key Code: e m 40

Our Guarantee: If you are not 100% satisfied, return your Planner Pad system within 6 months for a prompt and full refund - no questions asked. Keep the pen and cassette free with our complements. See guarantee certificate on reverse side for details.



PLANNER PADS

No-Risk Order Form

5. Payment Method

☐ Check or Money Order enclosed
Checks on U.S. banks only, please.
(Please make payable to Planner Pads)

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover



Credit Card # _____

Expiration Date _____

Signature _____

Thank you for your order!

You may fax this order form to:
1-800-410-6654

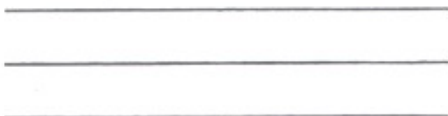
For fast service, call toll-free:
1-800-315-7526

Shipping Rates (United States)

Merchandise total up to \$50.00	\$ 6.95
Merchandise total up to \$100.00	\$10.95
Merchandise total over \$100.00	CALL

Please correct name and address if different than below.
NOTE: Street address required for shipping.

BOB BLY 113
22 E QUACKENBUSH AVE
DUMONT NJ 07628-3055



PLACE
POSTAGE
STAMP
HERE

PLANNER PADS®

5088 South 107th Street

P.O. Box 27187

Omaha, Nebraska 68127-0187



Please let us know about friends who'd like to receive our brochure. We'll mail it promptly. Thank you.

①

(Mr. Mrs. Ms.) _____	
COMPANY _____	
ADDRESS _____	APT ROOM # FLOOR _____
CITY/STATE/ZIP _____	
PHONE (_____) _____	

②

(Mr. Mrs. Ms.) _____	
COMPANY _____	
ADDRESS _____	APT ROOM # FLOOR _____
CITY/STATE/ZIP _____	
PHONE (_____) _____	