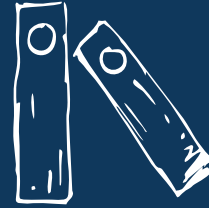
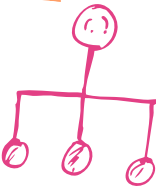


7 Easy Steps



1. Determine your goal.

What action do you want your customers, employees, leads to take? Are you looking to create awareness, adoption, interest, usage? These are some of the questions we'll work with you to help answer.



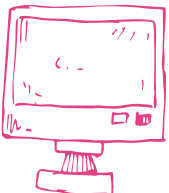
2. Wireframe/storyboard your content.

What content can we feature to help deliver on the goal of your flipbook? How does the story unfold? This can be done together as a working session or we can draft for your approval.



3. Design.

Our design team will create a draft flipbook, designing each page with all stories, content, images, and links. Plan for 1-3 rounds of review depending on the completeness of the content and your approval process.



4. HTML.

Deliver approved draft to our design team for HTML creation.

Two key pieces included in the hand off:

- 1) All pop-out/interactive visuals and text
- 2) All links with tagging necessary for tracking



5. Review.

Review HTML version, check all links and interactive features.



6. Approve.

So close! Approve the HTML with any updates needed, create accessible version Word document.



7. Go LIVE!