

## DO I NEED NEW FORMS?

This is a question that many people ask, and the answer is different in many cases. Some forms need to be updated because they are year specific, some need a little color to bring them to life, and some are just plain unuseable. A proper form should have the following qualities!

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>- Easy to read</li><li>- Concise</li><li>- Pleasant to look at</li><li>- Easy to understand</li><li>- Good flow</li><li>- Correct information</li><li>- Header</li><li>- Form number</li></ul> | <ul style="list-style-type: none"><li>- Proper formatting of paragraphs</li><li>- Proper font sizes</li><li>- Proper line spacing</li><li>- Good grammar</li><li>- Proper spelling</li><li>- Convenient file size</li><li>- Color that suits the type of form</li><li>- Font that fits the type of form</li></ul> |
|--|---|

## BUT MY FORMS LOOK PRETTY GOOD!

Win-Win Publishing has done thousands of forms, and looked at hundreds more. Recently, we took it upon ourselves to search the internet and see just how many businesses might have a need for our service. We were more than surprised at the results. Not only does almost every business in the world use some sort of form during their day-to-day business, but we were really hard pressed to find a form that was offered for download that came anywhere close to what we offer. 90% of the forms we looked at such as intake forms, were NOT active, were very unattractive, flowed like a mud puddle instead of a river, and had absolutely NO appeal to them at all!

## SHOW ME WHAT YOU MEAN!

Easy to read...**NOT EASY TO READ.**

Concise... *This portion of the form is to explain some of the differences between good forms and bad!*

Pleasant to look at... *Pleasant!*

There are many things which go unnoticed while reading a form, however, when two forms are set side by side, you can certainly tell the difference between the ones which took time and a conscious effort to create. You may not notice while reading, but this paragraph has 2 points of spacing inserted above and below each line. This keeps the letters from touching each other and/or the lines in the table.

This paragraph contains no formatting. As you can see, the letters are much closer to each other, and to the lines in the table. It's not enough to ruin a form, however, if the whole page was like this, you would definitely see a difference and it would be just slightly more difficult to read.

## CONSISTANCY

You'll notice I have changed the font in the following header and in this paragraph. It doesn't look good! A form should be consistent from one end to the other. Also, because the header is all capital letters, it can easily be misspelled and go unnoticed! **CONSISTENCY**. Spell check ignores caps, and it looks bad on a nice form that was otherwise well done! (I've come across this more than once)

## FONT THAT FITS THE TYPE OF FORM

This form is business oriented, so the font is Arial.

Legal forms are typically done in Times New Roman.

*Bradley hand is nice for Children!*

**So is Kristen ITC.**

*Maybe something like Chiller for a Halloween party!*

**Or Comic Sans for a community event!**

Now, let's go take a look at a real form we found on the internet while I was perusing a friend's site.

# Program Selection Form September, 2010

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Email \_\_\_\_\_

Children's names &

ages: \_\_\_\_\_

1. Please select the programs you would be interested in attending during this term (Description of programs attached).  
Number your selections by choice: #1 being your first choice, #2 being your second, etc.

**Please do not put X's or check marks!** We need to know your priorities.

Monday (9:30-11:00) FamilyTime Drop-In (Sackville Legion) \_\_\_\_\_

Tuesday (9:30-11:00) BabyTime \_\_\_\_\_  
(2:00-4:00) Drop-In (PlayShop/Clothing Depot/Parent Centre) \_\_\_\_\_

Wednesday (9:30-11:00) Coffee Chat \_\_\_\_\_

Thursday (9:30-11:00) FamilyTime \_\_\_\_\_  
(2:00-4:00) Drop-In (PlayShop)/ Parent centre/discussion sessions \_\_\_\_\_  
(6:30-8:30pm) Prenatal Classes \_\_\_\_\_  
(7:00-9:00pm) Parenting Sessions \_\_\_\_\_

Friday (9:30-11:00) Parent Advisory Committee \_\_\_\_\_

Saturday (10:00-12:00) Me and My Dad PlayTime \_\_\_\_\_

*No programs Wednesday and Friday afternoons - staff meetings & planning*

The above information will help us in the admission process. All efforts will be made to get you into the program(s) of your choice. You will be notified by September 16<sup>th</sup> of your fall sessions.

**NOTE:** Program / Registration information is available on our web-site [www.memorylanefamilyplace.com](http://www.memorylanefamilyplace.com)  
Please complete this form and return it or email to [children@accesswave.ca](mailto:children@accesswave.ca) by **Wednesday September 8<sup>th</sup>**.

## **Fall programs begin the week of September 20<sup>th</sup>**

2. Are you interested in any of the following? (Please check)

- Family Movie Night (Last Friday of the month - (Oct.29 & Nov.26-6:30 pm) \_\_\_\_\_
- Parent Support Group-Tourette Syndrome (first Wednesday of the month)  
7:00pm \_\_\_\_\_
- Confidence Building (3 workshops-Monday Nov. 15, 22 & 29)-(9:15-11:30) \_\_\_\_\_ (Women's Employment Outreach)
- STARSS - Smoking Reduction Program \_\_\_\_\_
- First Aid/CPR \_\_\_\_\_
- Basic Shelf Cooking program \_\_\_\_\_
- Single Parent Group \_\_\_\_\_

3. What else would you like to see offered at the Family Place?

\_\_\_\_\_

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Other Programs offered at the Centre:

Mon.-Wed./Tues.-Thurs. mornings. . . . . Licensed Preschool Program

Wednesday (1:30-3:30). . . . . **Public Health Drop-In** (2<sup>nd</sup> & 4<sup>th</sup>

Wednesday of month)

Administration of the in-home Family Day Care program and the Family Support Project.

Over all, it's not really a BAD form per se, but let's take a look at it, and think about your own forms while you do. This form is VERY typical of what most businesses use.
Two pages are used, even after me stretching the margins. It lacks any real formatting.
There are a number of unnecessary font size changes.
The form is non-active, so it must be printed to be filled in.
No color
No header.
No form number for tracking.
No borders, so nothing lines up.
As I said, this form is VERY typical of the hundreds we looked at on the internet and I'm in no way picking on the creator of this form. Truth be known, MOST forms are created in-house, this seems to be the root of the problem.
Now, let's take a look at the same form, with all the same information, but with a little magic worked on it!



# Memory Lane Family Place

## PROGRAM SELECTION FORM

Name:	Telephone #:
Mailing Address:	Email:

### CHILDREN

NAME	AGE

Please select the programs you would be interested in attending during this term. Number your selections by choice: #1 being your first choice, #2 being your second choice, etc. Please do not use X's or checkmarks!

#### WE NEED TO KNOW YOUR PRIORITIES.

MONDAY	9:30 - 11:00	Family Time Drop-In (Sackville Legion)	
TUESDAY	9:30 - 11:00	Baby Time	
	2:00 - 4:00	Drop-In (Play Shop/Clothing Depot/Parent Centre)	
WEDNESDAY	9:30-11:00	Coffee Chat	
THURSDAY	9:30-11:00	Family Time	
	2:00-4:00	Drop-In (Play Shop/Parent Centre/Discussion Sessions)	
	6:30-8:30pm	Prenatal Classes	
	7:00-9:00pm	Parenting Sessions	
FRIDAY	9:30-11:00	Parent Advisory Committee	
SATURDAY	10:00-12:00	Me and My Dad Play Time	

**No programs Wednesday and Friday afternoons - staff meetings & planning**

The above information will help us in the admission process. All efforts will be made to get you into the program(s) of your choice. You will be notified by September 16<sup>th</sup> of your fall sessions.

**NOTE:** Program / Registration information is available on our web-site [www.memorylanefamilyplace.com](http://www.memorylanefamilyplace.com)

**Please complete this form and return it or email to [children@accesswave.ca](mailto:children@accesswave.ca) by Wednesday September 8<sup>th</sup>.**

**Fall programs begin the week of September 20<sup>th</sup>**

Are you interested in any of the following? (Please check)

Family Movie Night (Last Friday of the month) - (Oct.29 & Nov.26) 6:30 pm	
Parent Support Group-Tourette Syndrome - (First Wednesday of the month) 7:00pm	
Confidence Building - (3 workshops-Monday Nov. 15, 22 & 29) (9:15-11:30) (Women's Employment Outreach)	
STARSS - Smoking Reduction Program	
First Aid/CPR	
Basic Shelf Cooking Program	
Single Parent Group	
What else would you like to see offered at the Family Place?	

#### Other Programs offered at the Centre:

Mon-Wed /Tues-Thurs mornings	Licensed Preschool Program
Wednesday (1:30-3:30)	Public Health Drop-In (2 <sup>nd</sup> & 4 <sup>th</sup> Wednesday of month)

Administration of the In-Home Family Day Care Program and the Family Support Project.

The form now has a header, a logo, color, format, and it's clear, concise, visually appealing, and fully active so it can be completed and emailed back. It now has a form number and revision date to enhance tracking and ordering and It's now one page. It is now a professional reflection of this business.

## OUR FREE OFFER

If your forms look like the "before" as opposed to the "after" shot of the previous form, and you have an interest in seeing what one of your forms might look like with a little "magic" done to them, send us a form, and we'll work a little "magic" for you at no cost!

Don't worry if you don't have any single page forms, we'll do page 1 from a longer form for you.

All of our forms are done from "scratch". No templates are used. This gives us, and you, more freedom in design and layout of the information you require on your forms.

## HOW DOES IT WORK?

When you order forms from Win-Win Publishing, you simply send us the information you require on your form, either in a word document, or by way of utilizing an existing copy. We do the magic! We then send you a draft of your form, prior to making it active. This is when any changes are made. After editing, we PDF the file and add the active fields. Your form is then ready to be used.

Active forms can be placed on your website by your webmaster, allowing clients to download the file, fill it in and email it back to you. No messy hand writing to contend with. Also, many businesses have quite a lengthy intake form and lose up to half an hour during each initial visit.

## HOW IMPORTANT ARE MY FORMS, REALLY?

Very often, your forms are what people see of your business first. Scroll up and have another look at the "before" and "after" shots! Would you have continued reading if this informational form was laid out like the "before" shot?

Win-Win Publishing has built a business, by building other people's businesses. If you don't look good, we don't look good! Let's put your best foot forward, and when people ask who did your forms for you, you can help build our business! That's what we're after, and we're confident that we can partner with any business out there!

## PRICING

What's it worth? A good question in my mind!

In building the "Forms Division" of Win-Win Publishing, we have asked ourselves this question many times. What is our service worth? The answer it seems; is not that easy.

When you deal with Win-Win Publishing, you are purchasing TWO things. Our expertise, to create your forms, and a product, which you will use, over and over again. Both of these things must be kept in mind while thinking about utilizing our service.

Effectively, you are purchasing not only the form, but the rights to re-produce the form as well. (The copyright). We hold NO copyright on any product purchased by a client. We retain a copy of the file, for the sole purpose of making it easier to do revisions in the future, if you require any. (Files will be destroyed at the request of the purchaser).

Each potential client is priced out depending on what they are looking for. A typical form such as the one above would be used for one year, as it is date and time specific, therefore, that would be taken into consideration when pricing. Also, the expected use of the form must come into play. The previous form would be used approximately 100 times, give or take. As this is a relatively small organization. The same form, used by another outfit, might expect a usage of 1,000 times, and therefore the price must reflect the usage.

## WHAT ELSE MIGHT AFFECT MY PRICE?

Many things come into play when pricing this type of work. Who is the job for? Are they non-profit? Or are they government? Is this a new business that's trying to get off the ground? Would I charge Apple Computer the same amount as a small computer store? Probably not, however, both would receive the same attention to detail and customer service. And no one would be over charged. The non-profits and new start-ups would simply be given a break.

## WHAT CAN I EXPECT FROM WIN-WIN PUBLISHING?

Win-Win Publishing is no different than any other business. We're here to make money and stay in business, pay the employees, and keep the lights on! We believe that every transaction should be a Win-Win for everyone! Not just us! We know what our service is worth, and what it's worth to you.