

-Pre Order List-



Heal Yourself:

Learn to unlock the secrets of climbing healthy

Heal your unhappy forearms and fingers with self-care

Learn to keep an injury log and to problem solve your own injuries

Understand your pulley injuries

Layout/Editing by Staff
at Climbing Magazine

Get the book at \$15 OFF

Sign Up to
get on the
pre-order
list.

**10% is Donated
to the ASCA.**



Hello and thanks for your interest in carrying our book. We recommend testing your audiences interest it before you decide to carry it. We have enclosed a flyer and a sign up list in case you are interested!



Tips to Generating Sales

1. Introduce It.

Leave the book out on the front desk where it can be seen. Invite customers to page through it and to ask questions. This book was born at a USAClimbing medical tent and printing was paid for on KickStarter. Layout and editing were done by the staff at Climbing Magazine and it aims to give back in education and funds to the climbing community.

2. Test It:

Get your customers involved. Tape our Pre-Order Sheet on the front desk next to the book to generate interest. This helps to introduce the book. Don't forget to invite them to peruse through it, and point to it to seal the deal by offering a pre-order discount. If they decide not to sign up, don't worry- they still become familiar with the item and are less hesitant at purchasing the book during the next interaction. Did we mention it will increase the buzz with their climbing buddies?

3. Sell It.

Now your audience will recognize the book when they see it and are more familiar with the book. If your audience wants it, get it! If not, we'll gladly come pick up the tester book and try again another time.

4. Make a Profit and Give Back.

Not only does this book sell for double your cost (\$46.50) but 10% of proceeds are donated to the ASCA, a nonprofit for safe climbing and anchor and bolt replacement in our favorite outdoor places. Keep your climbers healthy and giving back is a great way to feel good about your business.

Your Price: \$25 per book for your first order and \$20 per book for the Pre-sale books. Call us at (303) 877-1458 or email us at climbinginjuriesolved.com to get your books.