

“ We have about ten minutes to make an impression with clients and messing with projectors isn't really efficient. We experimented with a Blurb book and it was quickly apparent that it was the right way to go.”

Steve Worth, FUEL Creative Group



# FUEL Creative Group & Blurb



**Tool:**

Blurb for Adobe® InDesign®

**Format:**

Large Square, ImageWrap

**Size:**

12 x 12 in (30 x 30 cm)

FUEL Creative Group does branding and identity campaigns, website design, signage, packaging—basically all the same things other agencies do. So how do they stand apart from the crowd? They made a really great Blurb book to showcase their talent. It worked—and keeps working. In fact, it's landed them some great business. The shelf life of a book is a competitive advantage for FUEL.

## Way Better than a PowerPoint

Steve Worth of FUEL Creative Group says their book gets clients' attention. "It's a great way to get our work literally into the client's hands and let them explore." Worth also says that the tactile quality of their Blurb book makes a lasting impression: "I know it sounds really old-school, but it's clear that when a client is holding our book, they are impressed with the way it feels in hand. People ask all the time how we can afford to make a book like this one."

“ It’s been a great investment. A typical project for us runs between \$5,000 and \$25,000, so sending a really professional presentation book is a no-brainer.”

Steve Worth, FUEL Creative Group



## Professionalism that Stands Out

Perhaps one of the greatest things that FUEL’s book does is allow the client to flip through the content as he or she likes. “We bring multiple copies of the book to presentations so everyone’s experience with the book is unique to them,” says Worth. He also loves the fact that, after they leave and while the next firm walks in and sets up their presentation, FUEL’s bright red book is usually sitting on the conference table. Best of all, the book has won FUEL some great projects.

## Books Made, Projects Won

For example, FUEL made a book similar to their presentation book for a client who was trying to land a large corporate sponsor for a big event. The book was one of the key reasons the sponsor came on board. A win for FUEL, a win for their client. Worth says, “A large-format book printed as nicely as Blurb books are gives a sense of professionalism we can’t match anywhere else. It turns heads.”

For more examples of business books made with Blurb, visit: [Blurb.com/business](https://blurb.com/business)

### About Blurb®

Every company has a story to share with their customers. Blurb® is a creative publishing platform that unleashes the creative genius inside everyone. Blurb’s platform makes it easy to design, publish, market, and sell professional-quality books, catalogs, and magazines in both print and digital forms. Through its bookstore and online marketing tools, Blurb enables businesses to sell and share their work.

Founded by Eileen Gittins in 2005, Blurb includes a team of design, Internet, and software veterans who share a passion for helping businesses bring their stories to life. To date, Blurb has shipped over 6.5 million books to 70 countries. In 2010, Blurb was ranked the fastest growing media company on the Inc. 500. Blurb is based in San Francisco with an office in London.