

Aquinas and More Catholic Store Consulting  
Good Faith, Guaranteed.

Ian Rutherford, President and Founder  
Aquinas and More Catholic Goods, Inc.  
4727 N Academy Blvd, Ste. A  
Colorado Springs, CO 80918  
Phone: 866-428-2820

Aquinas and More Catholic Goods, Inc.

[www.aquinasandmore.com](http://www.aquinasandmore.com)



719-495-7493

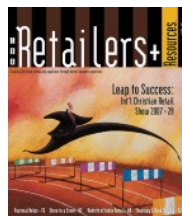
Thank you for allowing Aquinas and More the opportunity to earn your trust as we help you with the great commission of evangelization.



Your business, and even if it's a non-profit you need to think of it as a business, depends on you to not only keep it running but to help it grow so that it can be an effective means of evangelization. My goal as your consultant is to provide you with the tools to reach that goal.

Let me tell you a little about myself and Aquinas and More. I'm a life-long Catholic and father of ten with a love of Catholic books, liturgy and sacred music. I started Aquinas and More primarily as an on-line Catholic store and that is where we still do most of our business. However, we also have opened a brick and mortar store that we believe any Catholic store owner would be proud to call his own.

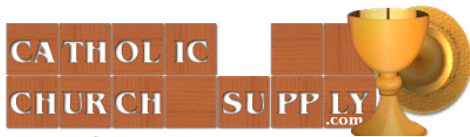
Our store has been featured in:



We have worked with many Catholic websites as their store-front including:



We have launched multiple successful websites including:



The Catholic Liturgical Library



**We know social media.** We maintain the longest running and most-visited Catholic bookstore blog, [Musings from an Catholic Bookstore](#), have the oldest and one of the largest Catholic store presences on [Facebook](#), and have been "[Twittering](#)" longer than any other Catholic

**Aquinas & More Catholic Goods**  
Good Faith. Guaranteed.

## The Aquinas and More On-Site Consulting Program

---

Our goal is to make sure that your time and money is used as efficiently as possible. To that end, we have created a five step process to make sure that the time we spend working together is exactly what **you** need. Here is how the process works:

1. **Planning survey**—Before we even sign an agreement we will send you a survey that gives you the opportunity to tell us **where your business is, what plans you have and what you need help with.**
2. **Planning phone conference**—Once you have filled out the survey we will review it and call you to discuss in more detail what your needs are. If we both agree that our service will benefit your business we will send you a contract and choose a date for our meeting.
3. **3-Day on site visit**—This is where the most concentrated work happens. We'll be spending three days discussing the topics that you picked during our planning session. This discussion will include a review of what you are currently doing, what you have planned and what you want to do down the road. I will be taking notes and video so that when I get back to the office I can put together a package to send back to you.

Part of the visit should include a tour of local parishes and shrines. You can learn a lot about the potential support you might have by paying a visit.

4. **Post visit report**—After our visit I'll be spending time going through all of my notes to put together a report with recommendations and observations from our visit. I'll email this to you when it is complete.
5. **Followup Calls**—For the two weeks after you receive your report you can contact me free of charge to ask any questions you might have.

**Your Investment:** \$3000 plus travel expenses.

**Guarantee:** I do these consultations to help you improve your store. If you don't believe that the advice provided will actually help you, just fill out our post-consultation survey and I will send back the \$3000 consultation fee.

If you need to spend a smaller amount of time discussing a specific area of your business we also offer phone consultations.



# The Aquinas and More Phone Consulting Program

---

If you only need to discuss a specific aspect of your business or have an idea that you want a second opinion about, a phone consultation is the way to go. These consultations can be from one hour to three and after they are over I'll send you a recording of our conversation so you don't miss any ideas we discussed. Here's how it works:

1. **Business Survey**—Choose one of our business area surveys and fill it out. I'll review it and email you any questions I have so that I'm fully prepared for our conversation.
2. **Phone Call**—Once we have a time set you can pay for the time through Paypal. I'll call you and we'll discuss whatever topic you chose.
3. **Phone Call Recording**—I'll send you a link to download our conversation so you can review it at your convenience.

**Your Investment:** \$75 per hour or 4 meetings a month for the price of three (\$225)

**Guarantee:** I do these consultations to help you improve your store. If you don't believe that the advice provided will actually help you, just fill out our post-consultation survey and I will send back the consultation fee.

## Suggested Topics for Discussion

- Location assessment
- Mission statement and vision planning
- Budgeting
- Marketing
- Product selection and vendor recommendations
- Fixtures and layout
- Point of sale
- Parish support
- E-commerce
- Social Media Marketing
- Book fairs and conferences
- Merchandising
- Customer Care
- Current Customer Assessment

