

Model Document: Brochure

The Lifemaker System 40

The Compact, Affordable Home Gym
Designed for Maximum Fitness Conditioning

Home gym systems are designed to eliminate the hassle and expense of working out at a health club, but most systems take up too much space and can injure both your budget and your back. The Lifemaker System 40 offers a solution to the problem of oversized, overpriced, and ineffective home gyms, because Lifemaker is designed to fit a limited living space, a modest budget, and maximum fitness requirements. Purchasing a Lifemaker System 40 will let you integrate a complete weight-and-cable exercise system into your living space and your budget.

Compact Design

The Lifemaker's comprehensive strength-training program is designed to occupy minimal space. The system offers more than 40 exercise combinations, but because it measures only 4 feet wide and 7 feet long, Lifemaker will fit easily into almost any room.

Multiple Stations

Three workout stations let you move through your conditioning program as efficiently as if you owned a roomful of weight-and-cable machines. In addition, the multiple stations are designed so that two people can work out at the same time.

Cast-Iron Weights

The Lifemaker features dual weight stacks, totaling more than 200 pounds of cast-iron plates. The dual stacks offer a resistance range of 10 to 150 pounds; resistance can be adjusted in 5-, 10-, or 15-pound increments.

Adjustable Cables

A unique cable system allows you to reconfigure the dual weight stacks without taking apart the entire system. Simply pull the rod located between the stacks and you can add or remove as many plates as you need for a particular exercise. The cable tension can also be adjusted to increase or decrease the amount of resistance within exercise sets.

Easy Assembly, Easy Maintenance

The Lifemaker System 40 can be assembled in less than an hour; no special tools are needed for assembly. You can maintain the Lifemaker in good condition simply by wiping down the system with a damp cloth; no oiling or scrubbing of parts is ever necessary. All parts carry a two-year guarantee and can be shipped to you within 24 hours of your placing an order.

Affordable

Lifemaker, Inc., is pleased to offer you this state-of-the-art, compact home gym for only \$999.99. You can also purchase the Lifemaker on a low-interest monthly payment plan. Call (800) 554-1234 and we will be happy to arrange a plan that works with your financial needs. At Lifemaker, Inc., we believe that owning a home-gym system should strengthen your back, not flatten your wallet.

Introduces major benefits from Figure 2-2

Headings make brochure inviting to readers

Expands equipment, fitness, maintenance, and affordability benefits from introductory paragraph

Figure 4-3 Final Sales-Brochure Copy

Source: Walter E. Oliu, Charles T. Brusaw, Gerald J. Alred (Bedford/St. Martin's 2010)