

# Channel Partner Template instructions

Create a **to-customer flyer** with your value proposition and AWS Marketplace information. Add your logo, alter all copy in brackets, and save the final content as a PDF to lock in your edits. The headline, AWS Marketplace information, and subheads are not customizable.

The flyer template includes the following sections and instructions:

- Top Left:** [CP Logo here] - Add your logo. Right click on the "CP logo here" and select "Change picture".
- Header:** Innovate and deliver on your cloud strategy  
With AWS Marketplace and [CP Company Name Here] - Add your company name to the headline.
- Body Text:** As an authorized AWS Marketplace Seller, we can recommend and deliver third-party software and related Professional Services tailored to your specific technology needs. AWS Marketplace is a curated digital software catalog with dozens of categories and thousands of listings. With flexible consumption and pricing models, it's easy to find, test, buy, and deploy a range of ready-to-run software solutions.
- Section:** AWS Marketplace makes it easy to work together. With Channel Partner Private Offers (CPPO), we can offer you custom pricing and terms from your preferred software vendors on solutions in AWS Marketplace. In addition, with a simplified procurement process and a single AWS bill, we make it easy for you.
- Section:** AWS Marketplace gives you:
  - Verified, ready-to-run software on AWS
  - Easy provisioning of software and Professional Services
  - Flexible delivery options
  - Flexible consumption options
  - Streamlined procurement
  - One consolidated AWS bill
- Statistics:** Specializing in [X] solutions & services; Top partner for [XX] top software providers; Over [XX,XXX] active customers. - Add # for how many ISVs you work with; Add # for your solution areas; Add # for how many customers you have.
- Section:** Expertise to get it done. [Channel Partner value proposition or company overview and differentiation copy goes here. Could be paragraph or up to 5 bullets in space provided. Channel Partner value proposition or company overview and differentiation copy goes here. Could be paragraph or up to 5 bullets in space provided. Channel Partner value proposition or company overview and differentiation copy goes here. Could be paragraph or up to 5 bullets in space provided. This is what 500 characters with spaces looks like] - Add your value proposition or differentiators – Up to 500 characters.
- Section:** Extending even more value to you. [Channel Partner offer goes here. Introduce details of a special offer or promotion here. Channel Partner offer goes here. Introduce details of a special offer or promotion here and here and here and here. This is what 300 characters looks like.] - Add a special offer or promotion – Up to 300 characters.
- Section:** Future Opportunities. [Provide future opportunities here. Could be paragraph or two bullets. List up to 100 characters.] - Add future opportunities – Up to 100 characters.
- Section:** Our Top Software Partners. [ISV name here; ISV name here; ISV name here] - Add your top 5 ISV partners.
- Section:** Our Top Professional Services. [Professional Service here; Professional Service here; Professional Service here]
- Bottom:** [CP Logo here] - Add your logo. Right click on the "CP logo here" and select "Change picture".

## Save your completed file as a PDF

1. Complete all 10 customization boxes. Save your document.
2. To lock in your content, click "File" and then click "Export".
3. Click "Create PDF/XPS".
4. Change your file name and pick a location to save the PDF file.
5. Save your Word template to change copy for future use.

The screenshot shows the Microsoft Word File menu with the 'Export' option highlighted. The 'Export' dialog is open, showing the 'Create PDF/XPS Document' option selected. The dialog includes the following text:

**Export**

- Create PDF/XPS Document
- Change File Type

**Create a PDF/XPS Document**

- Preserves layout, formatting, fonts, and images
- Content can't be easily changed
- Free viewers are available on the web

The 'Create PDF/XPS' button is highlighted with a red box.