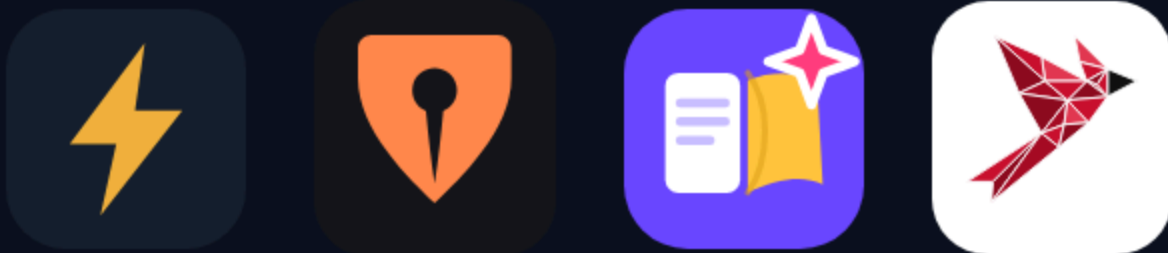


ATLAS PRO CONSULTING LLC

The Power User family

Marketing package and brand kit for PowerKit Pro, Inkstand, FlipbookWow and Round Robin Pro. One login across all four.



Inside: the family story, a brand kit for each product, positioning and pricing against the competition, ready-to-post social copy, emails, search ads, and a four-week launch plan.

Four products. One Power User Pro Account.

Each product is its own business with its own site, brand and prices. What they share is the account: sign in once with Google or email and every product knows you, your plans and your apps. Each site advertises the others in "More from our family".

PowerKit Pro

Twelve small-business tools in one login: QR codes, cards, forms, waivers, booking, proposals, menus, reviews, link pages, certificates, event programs, seating charts.

Free on every tool. Pro tools from \$5 a month. All twelve for \$29.

powerkitpro.com

Inkstand

Edit, sign, scan, fill and convert PDFs in the browser. Files never leave the device.

Free forever. Pro \$4.99 a month for unlimited e-signatures.

getinkstand.com

Flipbook Wow

Turn any PDF into a page-turning flipbook with lead forms, analytics and your own domain.

Free to start. Pro \$12, Business \$24.

flipbookwow.com

Round Robin Pro

Lead routing and a follow-up CRM for teams. Every lead answered, every agent accountable.

Free to start. Pro \$29, Team \$79.

roundrbn.com

Power User Pro Account



One login, hosted by PowerKit Pro. Everything links in the background. One Claude and ChatGPT connector runs all four apps by chat.

How the family looks and sounds

Voice

- Plain, specific, sentence case. Say what happens: "Sign waiver", not "Submit".
- Talk to the busy owner who does everything. Short words, real numbers.
- Prices are proud and visible. We compare honestly and name the competitor.
- Never use em dashes. Use a period or a comma.
- No hype words: "cheap", "revolutionary", exclamation marks in product copy.

Shared rules

- Each product keeps its own logo, colors and type. The family is a line, not a logo.
- Family mention: "Part of PowerKit Pro" on tools, "More from our family" on every site.
- Sign-in is always a normal Google or email login. Never "Continue with Power User".
- App icons: flat brand color, white symbol, no gradients or badges.
- Clear space around every mark: at least half its height.

The four marks



PowerKit Pro



Inkstand



FlipbookWow



Round Robin Pro

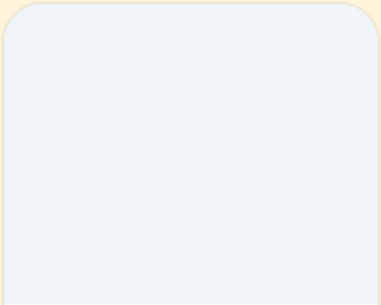
Family color line



PowerKit Pro



Colors

 Navy #18202F Grounds, text, the mark box	 Amber #F2B33D The bolt, buttons, highlights	 Paper #FFFFFF Pages	 Mist #F4F6FA Panels	 Tool colors #2F5BEA Each tool keeps its own accent
--	---	--	---	--

Type

Archivo Black for headlines, Plus Jakarta Sans for everything else.

Tool icons



Each tool keeps its own accent: QR, Card, Event, Bid, Menu, Seat, Links, Booking, Reviews, Certs, Forms, Waivers.

Twelve tools. One login. Built for the business that does it all.

PowerKit Pro gives a small business the twelve tools it keeps paying separate companies for, in one account with one bill and its brand on all of it.

Who it is for

Solo owners and small teams: salons, gyms, contractors, restaurants, coaches, realtors, event planners, nonprofits.

Why they switch

- Free plan on every tool, no card
- One login and one invoice for everything
- Your logo and colors on every page and QR code
- Run it all from Claude or ChatGPT
- New: PowerForms and PowerWaivers

Price against the competition

Bitly Growth (QR)	\$29/mo
Jotform Bronze (forms)	\$39/mo
Smartwaiver Basic (waivers)	\$22/mo
Acuity Starter (booking)	\$20/mo
PowerKit Pro Suite, all twelve	\$29/mo

Competitor prices are monthly list prices from public pricing pages, checked October 2026. Recheck before printing.

Headlines to test

Stop paying twelve companies.

**Print the QR once.
Change the link forever.**

Digital waivers signed before they walk in.

Social, email and search ads



PowerKit Pro

You pay for a QR tool, a forms tool, a booking app, a link page and a waiver app. PowerKit Pro is all of them in one login, with a free plan on every tool. powerkitpro.com



PowerKit Pro

New: PowerWaivers. Pick your industry (gym, salon, tattoo, rentals, camps), add your business name, and customers sign on their phone before they arrive. Every signature is filed as a PDF with an audit certificate. Free for 25 a month.



PowerKit Pro

Changed your menu prices? With PowerMenu the QR on every table stays the same and the new prices show up instantly. One of twelve tools in PowerKit Pro.

Launch email

Subject: Twelve tools, one login

Hi {first name}, most small businesses pay five or six companies for the basics: QR codes, forms, booking, reviews, a link page. PowerKit Pro puts twelve of those tools in one account. Every tool has a free plan, and the whole Suite is \$29 a month. New this month: PowerForms and PowerWaivers. Start free at powerkitpro.com.

Google search ads (headlines under 30 characters, descriptions under 90)

Sponsored · powerkitpro.com

PowerKit: 12 Tools, 1 Login | QR, Forms, Waivers, Booking

Free plan on every tool. All twelve for \$29 a month.
Your brand on everything.

Sponsored · powerkitpro.com

Digital Waivers From \$0 | Signed On Any Phone

18 industry templates, signed PDF with audit certificate. 25 free a month.

Call to action everywhere

Start free at powerkitpro.com. No card needed.

Start free

PowerForms and PowerWaivers



PowerForms Pro

Forms people finish. Contact, quote request, appointment, registration, RSVP, volunteer, job application, client intake, order, feedback and newsletter templates.

Free 3 forms, 100 responses a month · **Pro \$9** unlimited forms, uploads, CSV · **Business \$19** unlimited responses, webhooks

Jotform Bronze is \$39 a month.

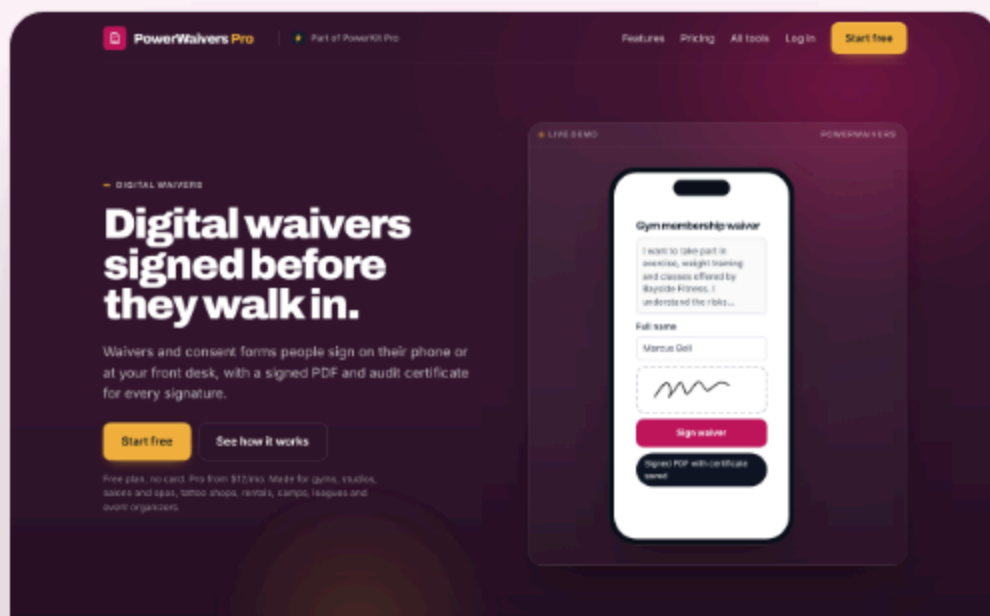


PowerWaivers Pro

Digital waivers signed before they walk in. 18 industry templates, guardians sign for minors, kiosk mode for the front desk, and a signed PDF with an audit certificate for every signature.

Free 25 signatures a month · **Pro \$12 500** a month, kiosk, CSV · **Business \$29** unlimited, webhooks

Smartwaiver Basic is \$22 a month for 100.



Tattoo and piercing consent and release

Must be completed and signed before your procedure. Bring a photo ID.

I am asking Ryan to provide a tattoo or body piercing. The provider has explained what the service involves, what it can and cannot achieve, and the aftercare I need to follow.

I am at least 18, or a parent or guardian is present and signing as state law requires, and I am not under the influence of alcohol or drugs.

I understand the risks: infection, allergic reaction to ink or metal, scarring, swelling, and that a tattoo is permanent and removal is costly and may not be complete. I have checked the spelling, placement and design.

I will follow the aftercare instructions I was given. Healing problems caused by not following aftercare are my responsibility.

I have answered the health questions truthfully and completely, and I will tell the provider before my appointment if anything changes. I understand that results vary and are not guaranteed.

Full name *

Email *

Phone *

Date of birth *

Photo ID number (last 4) *

Design and placement *

Health

Do you have any medical conditions, injury or allergy we should know about? *

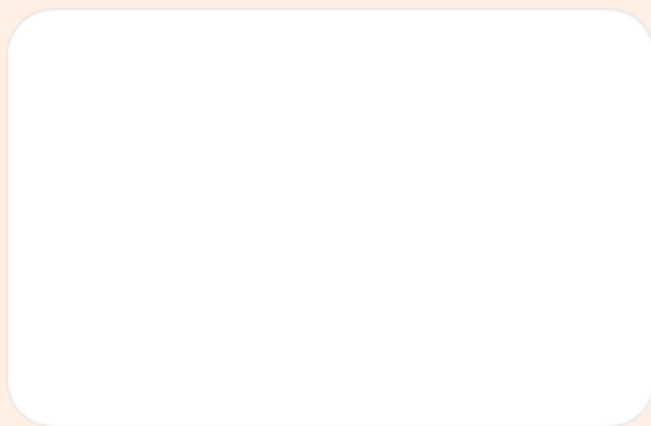
No

Yes

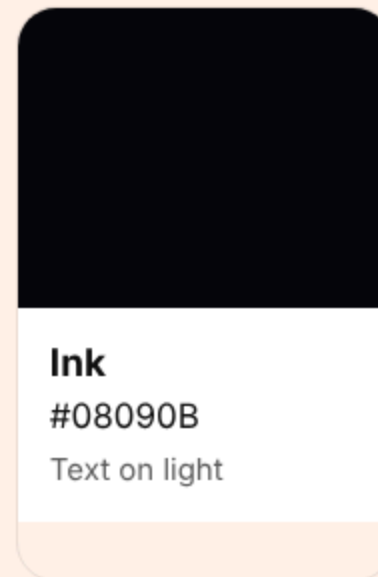
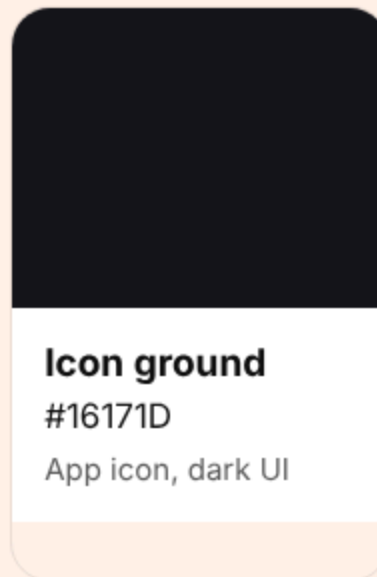
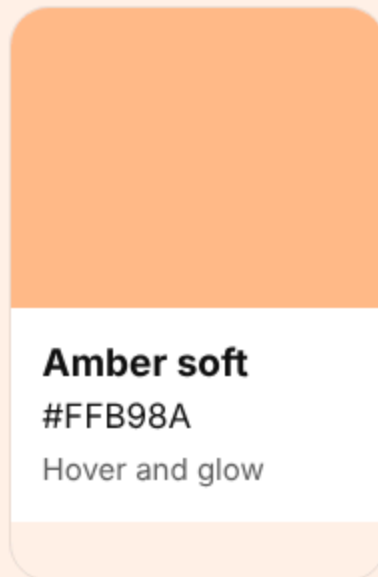
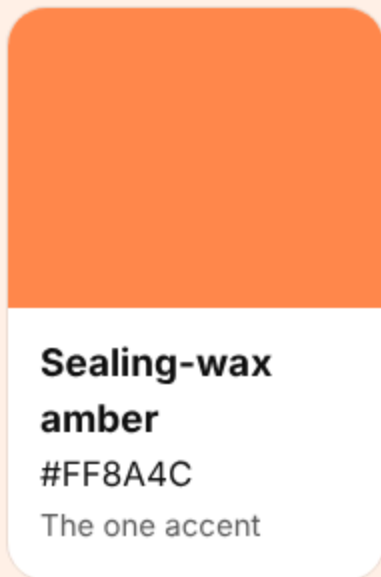
If yes, please describe

Waiver templates: gym, yoga and pilates, martial arts, dance, trampoline park, equipment rental, boat and watersports, horseback riding, kids camp, sports league, event and race, volunteer, photo release, salon, massage, tattoo and piercing, med spa, general release. Templates are a starting point, not legal advice.

Inkstand



Colors



Type

The wordmark is drawn, not typeset. UI and copy in Inter.

Every PDF tool, free forever. Your files never leave your device.

Inkstand edits, signs, scans, fills and converts PDFs right in the browser. Nothing is uploaded, so it is private by design and works offline.

Who it is for

Anyone who touches PDFs: realtors, office managers, students, contractors, nonprofits, anyone tired of Acrobat prices.

Why they switch

- Every editing tool free, no watermark, no page limits
- Files stay on your device, even offline
- Send for signature: first three free, then Pro
- Installs like an app on phone and desktop
- One login with the rest of the family

Price against the competition

Adobe Acrobat Standard	\$14.99/mo
Adobe Acrobat Pro	\$19.99/mo
DocHub Pro (billed yearly)	\$12/mo
Inkstand, every editing tool	\$0
Inkstand Pro, unlimited sending	\$4.99/mo

Competitor prices are monthly list prices from public pricing pages, checked October 2026. Recheck before printing.

Headlines to test

Stop paying Adobe to edit a PDF.

Your PDF never leaves your device.

Sign, fill and send. \$4.99 a month for unlimited.

Social, email and search ads



Inkstand

Acrobat Standard is \$14.99 a month. Inkstand edits, signs, scans, merges and converts PDFs for free, in your browser, and your file never leaves your computer.
getinkstand.com



Inkstand

Need a contract signed today? Inkstand sends it, your client signs on their phone, and you get the finished PDF with a certificate. First three sends are free.



Inkstand

Scanned a receipt with your phone? Inkstand turns it into a clean PDF, offline, no upload. Add it to your home screen and it opens like an app.

Launch email

Subject: Edit any PDF, free, without uploading it

Hi {first name}, Inkstand is a full PDF editor that runs in your browser. Edit text, sign, fill forms, merge, split, compress and convert, with no watermark and no page limits, and your file never leaves your device. Sending documents out for signature is the one paid part: \$4.99 a month, first three free. Try it at getinkstand.com.

Google search ads (headlines under 30 characters, descriptions under 90)

Sponsored · getinkstand.com

Free PDF Editor, No Upload | Edit, Sign, Merge, Convert

Every tool free forever. Files stay on your device.
Works offline. getinkstand.com

Sponsored · getinkstand.com

Acrobat Alternative, \$0 | Private PDF Editing

No watermark, no page limits. Unlimited e-signature sending for \$4.99 a month.

Call to action everywhere

Start free at getinkstand.com. No card needed.

Start free

FlipbookWow



Colors



Violet
#6C47FF
Brand blocks, the
mark



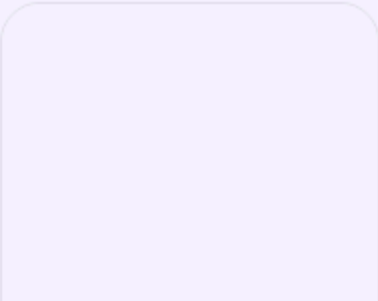
Hot pink
#FF3D7F
Main buttons



Sunny yellow
#FFC53D
Highlights, upgrade
moments



Ink
#1D1433
Text



Lilac ground
#F6F3FF
Pages

Type

Fredoka for headlines, Plus Jakarta Sans for body. Sticker-poster energy.

Turn any PDF into a flipbook people love to flip.

FlipbookWow turns a menu, brochure, catalog or listing into a page-turning flipbook with real page turns, lead forms, analytics and your own domain.

Who it is for

Realtors, restaurants, magazines, schools, churches, marketers and anyone who publishes PDFs.

Why they switch

- Unlimited flipbooks free, one hosted link free
- Lead forms that capture readers
- Views and analytics on Pro
- Your logo, your domain, a bookshelf on Business
- Download, embed and QR code on every plan

Price against the competition

Heyzine Professional	\$14/mo
Flipsnack Pro	\$52/mo
FlippingBook Optimal	\$124/mo
FlipbookWow Pro	\$12/mo
FlipbookWow Business	\$24/mo

Competitor prices are monthly list prices from public pricing pages, checked October 2026. Recheck before printing.

Headlines to test

Your PDF, but people actually read it.

Real page turns. Real leads.

Flipbooks for less than Flipsnack.

Social, email and search ads



FlipbookWow

A PDF gets downloaded and forgotten. A flipbook gets flipped. Drop in your brochure and FlipbookWow turns it into a page-turning book with a lead form on any page. Free to start. flipbookwow.com



FlipbookWow

Realtors: put your listing book on a QR sign. Buyers flip through it on their phone and leave their number on the last page. Pro is \$12 a month.



FlipbookWow

Flipsnack Pro is \$52 a month. FlipbookWow Pro is \$12 and includes lead forms, analytics and your logo.

Launch email

Subject: Make your PDF worth opening

Hi {first name}, FlipbookWow turns any PDF into a flipbook with real page turns that works on every phone. Add links, video, contact cards and a lead form to any page, then share a link, embed it, or print a QR code. Making flipbooks is free, and Pro is \$12 a month. Try it at flipbookwow.com.

Google search ads (headlines under 30 characters, descriptions under 90)

Sponsored · flipbookwow.com

PDF to Flipbook in a Minute | Real Page Turns, Lead Forms

Free to start. Pro \$12 a month with analytics, your logo and lead capture.

Sponsored · flipbookwow.com

Flipsnack Alternative | Flipbooks From \$12 a Month

Unlimited flipbooks, lead forms, embed and QR code. flipbookwow.com

Call to action everywhere

Start free at flipbookwow.com. No card needed.

Start free

Round Robin Pro



Round Robin Pro



Colors



Cardinal red

#C8102E

The mark, buttons



Deep red

#8E0A20

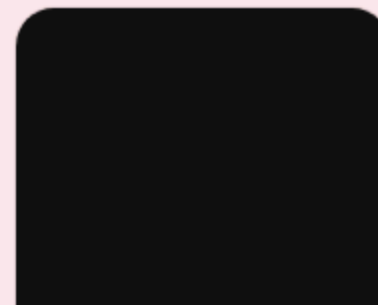
Pressed states,
shading



Bright red

#E23A52

Highlights



Ink

#111111

Text, app sidebar



Paper

#FFFFFF

Pages

Type

Inter and Plus Jakarta Sans, heavy and tight for headlines.

Every lead answered. Every agent accountable.

Round Robin Pro sends every new lead to the next person in line, passes it on when nobody answers, and keeps the whole follow-up in one CRM: timeline, calls, texts, tasks and a pipeline.

Who it is for

Real estate teams and brokerages, mortgage and title offices, insurance agencies, dealerships, home builders, any team that shares leads.

Why they switch

- Fair rotation with timers that pass missed leads on
- Texting through your own Twilio, no markup
- Lead timeline, tasks and a drag-and-drop pipeline
- Agent logins, reports, Zapier and an API
- Priced per team, not per agent

Price against the competition

Follow Up Boss Grow, per user	\$58/mo
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Follow Up Boss Pro, 10 users	\$416/mo
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Follow Up Boss Platform, 30 users	\$833/mo
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Round Robin Pro, 10 people	\$29/mo
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Round Robin Pro Team, 25 people	\$79/mo
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Competitor prices are monthly list prices from public pricing pages, checked October 2026. Recheck before printing.

Headlines to test

Follow Up Boss charges per agent. We do not.

The next lead goes to the next agent. Every time.

Speed to lead, on autopilot.

A real CRM behind every lead

Dashboard with speed to lead and who is behind; lead page with the full timeline, calls, texts, notes, tasks and stages.

Round Robin Pro

Dashboard

Leads

Pipeline

Tasks

Rotations

People

Forms

Reports

Settings

Power up

Account and billing

Help

Log out

Round Robin Pro

POWER UP Brandon Lampkin

Check your inbox to confirm demo1792032902924@example.com. Send it again

DashboardAdd a lead

3Leads, last 30 days

0%Response rate0 sent

-Avg time to respond

3 of 50Leads this monthFree plan

New leads, last 14 days

10/210/510/810/1110/14

Next up

Real Estate Agent: Ann Agent

Waiting on a response0

Nobody is behind. Nice.

Check timers now

People, last 30 days

Three or more flags suggests a timer. On a timer, a lead they miss moves to the next person by itself. Timers come with Pro.

Person	Leads	Responded	Avg response	Flags	Timer
Ben Broker	0	0	-	0	Pro
Ann Agent	0	0	-	0	Pro

Round Robin Pro

Dashboard

Leads

Pipeline

Tasks

Rotations

People

Forms

Reports

Settings

Round Robin Pro / Leads / Jasmine Rivera

POWER UP Brandon Lampkin

Check your inbox to confirm demo1792032902924@example.com. Send it again

Jasmine Rivera

Website - added Oct 14, 10:55 PM

CallText from phoneEmail

New

No owner

NoteLog a callTextTask

What happened? Only your team sees notes.

Save note

Routing

Not routed.

Real Estate Agent

Send to next in line

Details

Name

Jasmine Rivera

Email

jasmine@example.com

Timeline

Marketing package and brand kit · October 2026

Task Oct 14, 10:55 PM · Brandon Lampkin

Send three listings (due Oct 16, 10:00 AM)

Social, email and search ads



Round Robin Pro

Ten agents on Follow Up Boss Pro: \$416 a month. Ten people on Round Robin Pro: \$29. Fair rotation, timers, texting, a pipeline and tasks.
roundrbn.com



Round Robin Pro

Who got the last lead?
Nobody asks anymore. Round Robin Pro sends every lead to the next person in line, and if they do not answer in time, it moves on by itself.



Round Robin Pro

Brokers: see who calls back in 5 minutes and who takes 5 hours. Response time, contact rate and wins by agent and by source, on every plan.

Launch email

Subject: Stop paying per agent for lead routing

Hi {first name}, Round Robin Pro routes every new lead to the next agent in line, flags slow responses, and passes missed leads on with timers. Behind it is a full CRM: timeline, calls, texts with your own Twilio, tasks and a pipeline board. Pro is \$29 a month for 10 people; Team is \$79 for 25. Start free at roundrbn.com.

Google search ads (headlines under 30 characters, descriptions under 90)

Sponsored · roundrbn.com

Follow Up Boss Alternative | Lead Routing From \$0

Fair rotation, timers, texting and a pipeline. 10 people for \$29 a month, not per agent.

Sponsored · roundrbn.com

Round Robin Lead Assignment | Every Lead Answered Fast

Automatic rotation with timers and response tracking. Free plan, no card.

Call to action everywhere

Start free at roundrbn.com. No card needed.

Start free

Four weeks, one product at a time

WEEK 1

Go live

- Deploy the four apps (to-do file, steps 1 to 4)
- Turn on the Claude connector for every app
- Post the family announcement on every channel
- Email existing PowerKit, FlipbookWow and Inkstand users about the shared login

WEEK 2

Round Robin Pro

- Email current Round Robin users: v2, the CRM, same links
- Run the "per agent" ad set against Follow Up Boss searches
- Post the speed-to-lead series (3 posts)
- Offer a 15-minute setup call to brokerages

WEEK 3

Forms and waivers

- Launch PowerWaivers to gyms, salons and studios in Tampa Bay
- Leave a printed QR flyer with front desks
- Run the waivers and Jotform-alternative search ads
- Ask the first 10 customers for a review on PowerReviews

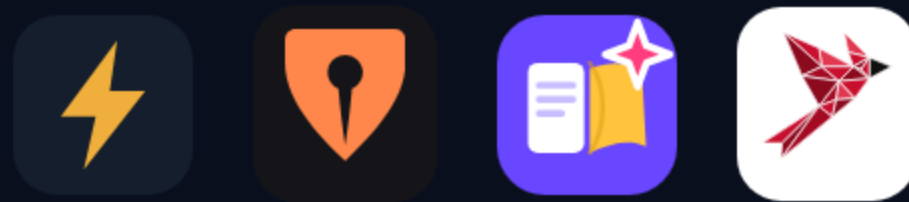
WEEK 4

Cross-sell

- Every site shows "More from our family"
- Email PowerKit users about Inkstand (free PDF editing)
- Email FlipbookWow users about Round Robin for realtors
- Review numbers: signups, upgrades, cost per signup per ad

What to measure

Signups per product, free to paid upgrades, people using two or more family apps, cost per signup per ad, and replies to the launch emails. The PowerKit admin Family page shows revenue per app and new Power Users.



One login. Four businesses.

powerkitpro.com · getinkstand.com · flipbookwow.com · roundrbn.com

Atlas Pro Consulting LLC · 8151 Canterbury Lake Blvd, Tampa, FL 33619