




Assembling a Brochure and Selling the Prospect

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SIPES: How to Be an Independent Seminar
Halliburton Oak Park Auditorium
May 14, 2010

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1. Contracts and potential deal buyers
 2. Brief description of prospect by phone call, mail or meeting
 - a) Prospect general area
 - b) Objectives, depth and pressure
 - c) Reservoir size; oil and/or gas
 - d) General risk
 - e) NRI, type of trade and cost
 - f) Surface restrictions

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3. The brochure should include:
 - a) Cost estimates of leases, seismic, location, drilling, completion, production facilities and pipelines
 - b) Surface access and permits
 - c) Gas pipeline locations
 - d) Land map
 - e) Reserve estimates
 - f) Write-up
 - g) Deal terms
 - h) Maps, seismic, logs and production history
 - i) Mailing address and contact numbers
 - j) No need for fancy brochure
 - k) Number of copies

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4. Pricing the prospect:
 - a) Ideas
 - b) Leased deals
 - c) Carried interests
 - d) Farm-ins

 5. Do's and don't's of the presentation:
 - a) Be on time
 - b) Pre-screen the screener
 - c) Personal appearance
 - d) Describe the highlights first
 - e) Do not describe minute details
 - f) Sizes of maps, cross-sections, etc.
 - g) Post-presentation comments



6. After the presentation, ask the screener: “Is this interesting enough?”, or “Does it fit your exploration parameters so that you want to keep the brochure in order to study it in more detail? If not, “I would like to take the brochure with me.”

ALWAYS REMEMBER, THE SECOND BEST ANSWER FROM A SCREENER IS A QUICK “NO”.