



## Speaker Fulfillment Services

speakerfulfillmentservices.com



# News Notes

Volume 3

**It** only seems appropriate as we dive headfirst into the New Year to take a couple moments to say thank you. Thank you for being a client of Speaker Fulfillment Services and for allowing us to play a small part in your information marketing success.

We have many stakeholders in our business - our employees, our suppliers, our local community, and you, our clients. None of it would be possible without you, so thank you, thank you, thank you.

As 2007 begins let us reemphasize our commitment to making our involvement with you as seamless as possible. We will continue to work to improve our processes and systems as we strive for the goal of error free fulfillment for you.

Thank you again and best wishes for your success in all of your endeavors in the year ahead.

*Bret Ridgway Bryan Hane*

## So, Are You a Speaker or a Fulfillment House?

**Congratulations**, you're a speaker. Maybe you've just landed your first speaking engagement, or maybe you've been on the scene for quite a while. But unless you're one of the high-priced for a fee speakers, the only way you're going to make any real money from speaking is from product sales.

Appearance fee engagements are great - if you can get them. Unfortunately, that's not the reality for most speakers. The Colin Powells, Norman Schwartzkoffs, and Bill Clinton's of the speaking world are few and far between.

Which means your ability to make money is almost entirely predicated on your ability to sell your products and/or services from the platform. If you haven't invested in training for yourself yet on how to sell from the platform I suggest you check out [www.johnchilders.com](http://www.johnchilders.com), [www.tomantion.com](http://www.tomantion.com) or some of the other resources to help you develop your platform selling skills.

But what are you selling from the stage? If you're approaching your business the correct way you're continually building your own information products empire in your area of expertise.

That means you're producing books or manuals, or audio and video-based training materials. Maybe it's CDs or DVDs. Doesn't matter. The important thing is you've got a number of products you can promote via your speaking engagements, through your website, by joint venturing, or by any other number of methods.

Now let's ask the tough question. If you're having any degree of success you're now wearing all of these hats (and more):

- public speaker
- marketer of your speaking services
- information product developer
- shipping clerk
- CD or tape duplicator
- binder assembly
- customer service manager
- order taker
- travel planner

So you've got to ask yourself which of these hats should you be wearing? Where should you be applying your time and efforts to maximize your business?

When you're first starting out you probably should do it all yourself. You need to have an understanding of what is involved in producing and delivering your products to your customers.

But if your business is growing you'll quickly find out that too much of your time is being spent on the mundane tasks - copying binders (or running to Kinko's), duplicating CDs and labeling them, packaging things together, putting products in boxes, running down to the post office or UPS, etc. Which means you're not spending your time where

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# Replication vs. Duplication

## What are the Differences and Does It Matter?

Speaker Fulfillment Services has been providing manufacturing of information products for our clients for a few years. Typically these products contain CDs and/or DVDs as part of the package.

We're frequently asked if we replicate or duplicate the discs we produce for people. People want to know what's the difference between the two and does it matter at all? This article takes a look at the two methods and what it means to you.

CD/DVD duplication in its purest definition means to copy discs. Actually, there are two different means to copy a disc - replication and duplication

### Replication

Starting with a glass master that contains the data for the disc, a metal stamper is formed. The stamper is loaded into a molding machine and molten polycarbonate is injected into the mold thereby manufacturing the disc with the data stamped into the disc. A reflective aluminum layer is applied and the discs are printed with artwork.

### Duplication

Starting with pre-manufactured blank recordable discs, the data is "burned" onto the discs one at a time. The process takes several minutes per disc depending on the speed of the recorder and the amount of information you are recording.

Does it matter? Some people will tell you not to duplicate audio or video but only replicate. Others say there's no difference at all. There is no data difference between a processed duplication and a glass mastered replication disc.

#### Duplication

Starting with blank media, your discs are duplicated by "burning" your data onto them.

- Ideal for short runs
- Fastest turnaround
- Some drives cannot read recordable media

#### Replication

Starting with a glass master, your discs are replicated by "stamping" your data into molten plastic as they are molded.

- Ideal for large runs (1000 units +)
- Longer turnaround vs. duplication
- Compatible with all discs

But, there are some differences and sometimes they do have an impact. The reality has more to do with the playback equipment than the manufacturing process.

Older, "set top" DVD players (hooks to your tv) sometimes have problems playing duplicated discs but rarely have problems with replicated discs (rarely doesn't mean never).

Industry experts estimate that among the current installed drive base (computers and players) about 98% of the CD players will play duplicated CDs, and about 90% of the DVD players will play duplicated DVDs.

Recordable media is somewhat vulnerable to sunlight.

### Printing

No matter which way you go, your discs should have a label. Why? So people will know which side is up and which side is the read side of your disc. Replicated discs are typically silk screened. Duplicated discs are usually either thermal printed or paper labeled.

Most of our clients are doing small to mid-sized runs (less than 500 units) so these discs are duplicated on a system such as the one shown below.



The ultimate decision is yours of course as to whether you'll have your discs replicated or duplicated. You'll have to weigh the larger up front cash commitment with replication vs. your ability to sell your product and the potential differences between replicated and duplicated discs.

## Management For Developing Entrepreneurs

Many people have asked me why Bryan and I weren't at the recent BigSeminar in Atlanta until Saturday morning. The fact is we both caught a red eye from Los Angeles Friday night where we've been participating in a ten week long course at UCLA.

The program- titled "Management Development for Entrepreneurs" is aimed at owners of fast growth organizations. It is designed to teach us more about finance, marketing, managing growth, employee recruitment and training, and much more. We have been flying to Los Angeles every Thursday from Indiana and attending class on Friday.

The travel began to wear after a while, but we remained committed to this program because continuing education is a must in any field - and we practice what we preach. We recognize that if we're going to continually improve the quality of our services to you than we need to invest time into learning what we need to know to better serve you.



## How Does The Returns Process Work?

Here's how the return process currently works. When a product comes back to us, we will first attempt to discern why the product has come back. Reasons might include the following:

- insufficient address
- customer refused original shipment
- customer opened product and decided not to keep it
- address not known

If a product is returned due to an addressing error on our part, we will reship the product UPS 2nd Day Air at our expense and there will be no additional fulfillment fee.

If, however, the product was returned because of an insufficient or incorrect address provided to us and there was not an addressing error by us, we will reship the product at your expense. You will be contacted via e-mail regarding the return including the specifics of who, what product was shipped and to what address it was shipped. After you have provided us with a corrected address, we will reship the product by your method of choice (rush vs. ground). Shipping costs plus an additional fulfillment fee will apply.

A \$3 per return fee applies to any returned product except if the return was due to an error on our part.

You will be notified via e-mail of any returns. You will need to designate the contact person and e-mail address within your organization that you wish to be contacted. Any refunds to be issued to your clients for a product return are handled by you.

If a returned product is not to be reshipped, the next step in the process will be to send it to our production department. The product will be inspected to determine if it is in resalable condition. CDs and DVDs will be inspected for scratches and cracks and replaced if necessary. Binders and cases will be checked and replaced if necessary.

We do not have the manpower to inspect printed manuals (either spiral bound or 3-ring binders) page by page to make sure your customer hasn't marked or highlighted the materials in any way. So the inside contents of manuals are discarded and replacement pages are run.

After all replacements are completed, the product will be reboxed and returned to inventory for you. You will be invoiced the cost of replacement materials, but the total cost will be less than the cost of producing an entire new set.

**Have Questions?**  
call us at (812)235-8050

## The View From The Back:

Tips For Increasing  
Back Of The Room Sales

This regular column is pulled from Bret Ridgway's book "View From The Back: 101 tips for event promoters who want to increase their back-of-the-room sales." This book is to be published soon by Morgan James Publishing. You can pre-order the book at [www.SFSBookstore.com](http://www.SFSBookstore.com)

### Tip #2 Stimulate Buying Behavior Early

You want to get your attendees comfortable with going to your order table early in an event. So offer a low-cost product sometime during the first morning of the conference that requires the participants to go to the order table to purchase

You're stimulating buying behavior and breaking down that initial resistance to handing money over.

It doesn't even have to be the attendee's own money. A technique I've seen used with great success at an event is to first affix a dollar bill to the bottom of the chair of each person. Then offer a book for a dollar which can be claimed by turning in the dollar bill which they'll find fastened to their chair. At least every one of your dollars will come back to you and your participants will know quickly how to get to the order table and hand over money.

## Speaker or Fulfillment House?

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you get the biggest bang for your buck - public speaking and the marketing of your speaking services.

When is the right time to outsource your duplication and fulfillment requirements? Ultimately, you'll have to decide when that time is for yourself. But what do you value your time at? \$100 per hour, \$200 per hour, more? Then how long does it make sense for you to be spending your time doing \$10 or \$20 per hour tasks? If you're spending an hour per day running products to the post office that's an hour you're not investing in your real bread and butter. And what is your opportunity cost?

When you're spending time working in your business rather than working on your business then opportunities will slip by without you even noticing them. There is a time when outsourcing your product duplication and fulfillment requirements makes sense - both from a time management and a financial standpoint. When is that time right for you?

## 1ShoppingCart.com Passwords

If you use 1ShoppingCart or one of its private label versions then you're probably aware of their recent introduction of the requirement to change your password within their system every 30 days.

While we applaud the additional security to protect you, from a fulfillment standpoint it creates an ongoing problem that needs to be addressed. If we access your shopping cart to pull orders, enter tracking information, archive orders, or for any other purpose then we're frequently running into situations where we can no longer get into your cart due to a password change of which we haven't been notified.

If we're unable to get ahold of you for a few days to get updated password information then we may be unable to fulfill your orders or keep your customers notified of their tracking information.

We'd like to minimize this possibility by working out with you in advance a password "schedule" for the next several months minimum. If your password is an alphanumeric combination ending with a numeral embedded within or at the tail end of the password we suggest something as simple as incrementing that digit by one each month.

So, for example, if your password is Speaker1Fulfillment then next month you would use Speaker2Fulfillment, the following month Speaker3Fulfillment, etc. That way we already know the next password in your sequence and won't have to bother you to find out your new password.

Please contact your Client Care Specialist here at Speaker Fulfillment Services to establish a password sequence so things can flow as smoothly as possible in the future.

Can't wait for all 101 tips? Buy the book at:

[www.twipress.com/productpages/ViewFromBack.html](http://www.twipress.com/productpages/ViewFromBack.html)

