



# Speaker Fulfillment Services

SpeakerFulfillmentServices.com

# News & Notes

• Volume 11 •

## WELCOME

I hope 2008 has gotten off to a great start for you. I also hope you found the “50 Biggest Mistakes I See Information Marketers Make” course we sent out at the first of the year helpful.

I very much appreciate all the kind comments that have been passed along regarding the course. If you feel it's a fit for your list let me know – we'd be delighted to set up an affiliate link for you and have you promote it to your list.

Things are off to a booming start here for SFS. As always, you are welcome anytime to come and visit our facility. We have an outstanding staff who would love the chance to meet you in person.

Thanks for allowing us to be a part of your success.

*Bret Ridgway &  
Bryan Hane*

## Want to be Able to Take Phone Orders 24/7 for Your Products?

Let's face it. Some people still prefer to order things by phone. Maybe they're leery of credit card fraud online or maybe they just want to talk to a real live person so they know your company is not some fly by night organization. Regardless of the reason, some people are still more comfortable finishing the ordering process offline.

That's why Speaker Fulfillment Services has partnered with a leading call center provider so you have the ability to offer your customers the convenience of ordering by phone any hour of the day, any day of the week.

The SFS 24/7 program can be used for:

- Order taking
- Upselling and cross selling
- Event registrations

Within a couple weeks you can have everything in place to add the ability to take orders via a toll-free 800 number line 24/7. For more information and to get started please call your Client Care Team rep here at SFS at 812-877-7100.

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## SFS Client Profile: Armand Morin



**“One of the most well known Internet Marketers in the world today.”**

is used by tens of thousands of people in 101 different countries.

If you ever get the opportunity to see or meet Armand Morin live at one of the many seminars or trainings he speaks at, by all means do whatever you can to do it. I can assure you, you won't regret it.

If you've been on the Internet at all over the past 10 years, you have seen Armand Morin whether you knew it or not. Either by seeing the end result of one of his many products, one of his student's websites, or by simply seeing his name on hundreds of thousands of websites all over the Internet.

Do this, right now go to Google and type in Armand Morin.

Now go to Yahoo and do the same search.

Last time, do the same search on MSN.

In total, his name alone is on over 500,000 websites.

As you can see, Armand Morin is one of the most well known Internet Marketers in the world today. Having started online in 1996, his personal online businesses alone have generated over \$35,000,000 in online revenue since then. This doesn't include the millions of dollars his students have produced from his teachings.

Armand has taught tens of thousands of people his amazingly unique and proprietary Internet business building principles and strategies which work without fail for every single business who has implemented them.

Each year Armand appears at live business trainings and seminars

all over the world.

It's not uncommon to see Armand share the stage with other world famous marketers like Mark Victor Hansen, Robert Allen, Dan Kennedy, Jay Abraham, Alex Mandossian, Joe Polish, Jay Conrad Levinson, Mike Litman, T. Harv Eker and many many more.

Armand Morin's straight to the point teaching style, which has the unique ability to literally transform any business in 90 minutes or less, has made him a requested speaker not only in the USA, but he also has a huge constituency in other parts of the world such as, Australia, the United Kingdom, New Zealand and in Singapore.

He has helped thousands of people from all walks of life to increase and enhance their online businesses through automation with his highly acclaimed Generator brand of software which

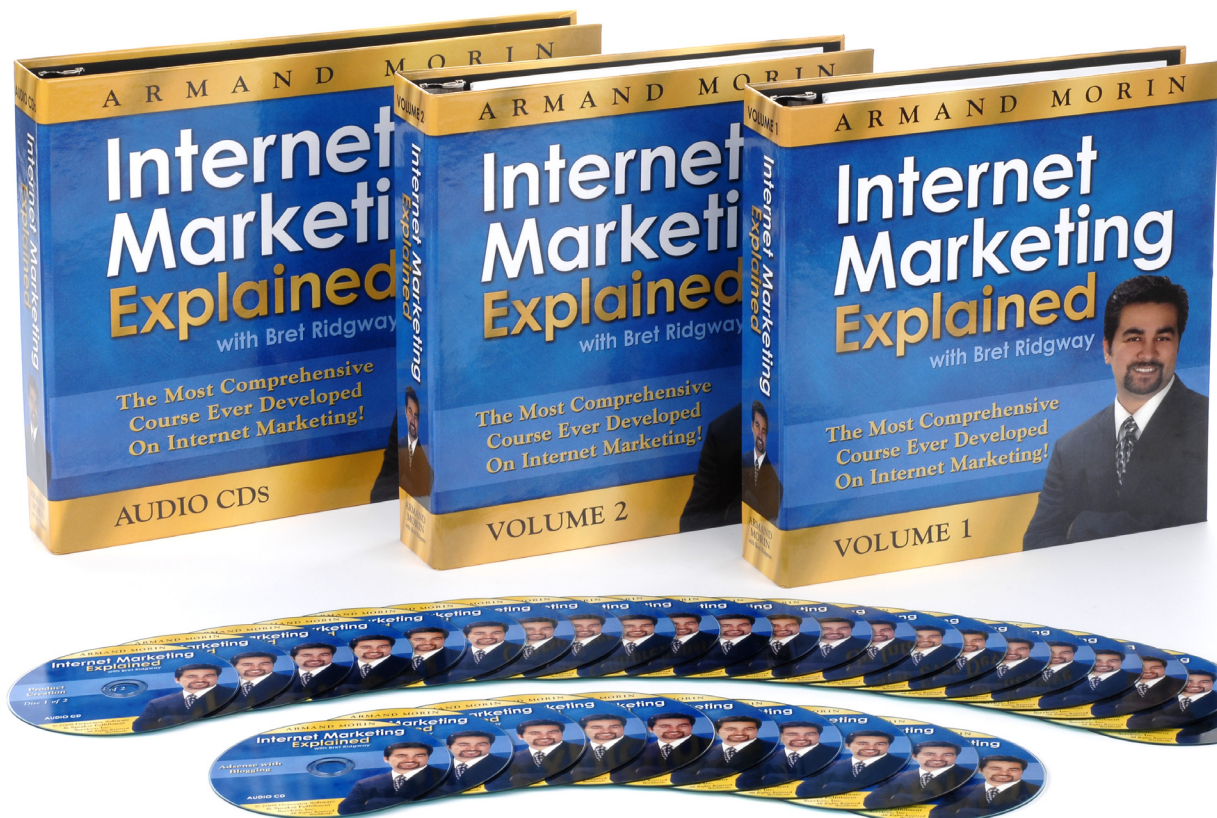
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Have you picked up your copy yet of Armand Morin's new course "Internet Marketing Explained?" Notice the little "with Bret Ridgway" in the title. This is definitely the most comprehensive course on Internet Marketing ever released and I was proud to be a part of it. I also think it's the best packaged product we've ever put out here at Speaker Fulfillment Services. If you don't have it yet go to [www.InternetMarketingExplained.com](http://www.InternetMarketingExplained.com)

## Testimonial Hotline

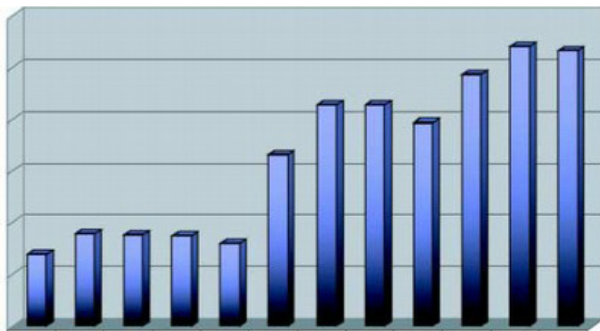
To leave your comments about your experience with Speaker Fulfillment Services please call our toll-free audio testimonial line at 800-609-9006 ext. 1669. Thank You.

# How To Get An Extra 108,160 Visits A Year By SFS Client - Peter Fogel - Copywriter

Most of you have seen those little award graphics on websites. They are given to the website by another website or award association to reward the website for a specific reason. They usually link right to the site that has given the award.

These award sites are drawing tons of traffic to their own website. The reason is because all the websites who get the awards are linking right back to them by posting the award on their website.

\*Website Traffic Graph\*



Awards Posted at the end of May

What is stopping you from offering other awards to other websites? You could design a graphic for the award. The graphic could include something that will draw them to your website. Have an online form at your website so other people can enter to qualify for the award.

You then judge all the entries and pick a winner. You give them the award graphic with a link included. They post it on their website and now they're linking your website.

You could offer website awards for many reasons. The website might offer outstanding and original content. The design of the website could be very professional.

It could have a fast load time. It could include original web features that aren't found on most websites. The site may be easy to navigate through.

Let's say you give out 20 website awards a week. In a year that would be 1040 people linking to your website. If you received 2 visits a week from each link, that would be 104 visits a year from each award you have given. That equals an extra 108,160 visits to your web site a year!



*Peter Fogel is a speaker/author and high response copywriter. He's written for multi-million dollar companies such as Agora Publishing, Rightside Advisors, Bio Centric Health as well as many on-line information marketers. Signup for his Direct Response ezine and receive FREE Marketing Secrets of the Masters e-book: [www.peterfogel.com](http://www.peterfogel.com)*

## See Speaker Fulfillment Services At These Upcoming Events

April 4-6 Kennedy-Glazer Super  
Conference - Nashville, TN

April 25-27 Big Seminar 11  
Atlanta, GA

May 8-10 Speed Money Seminar  
Vancouver, BC

# Determine the Viability of Your Target Audience BEFORE You Begin Marketing

You've heard a hundred times before how important it is to have a plan for who to market to, an ideal client profile or target audience. In my book, it's one of the most crucial things to put in place for attracting clients like crazy, because if you don't know who you're talking to, you won't know what to say.

The question you now have to ask yourself is, "Have I chosen a viable target audience?" meaning, is it actually worthwhile to market to these people? You can have all the focus, drive, good intentions to market to a group of people, but if they're not easily reached in large numbers and inexpensively, if they don't congregate often or they're too difficult to locate, it's going to make your Client Attraction attempts much more difficult.

Here are some questions to ask yourself (be a hard grader):

- Can you find them easily?
- Is there a "list" of these people somewhere an association of them, support groups, alliances, for example?
- Are there enough of them? Even if your target audience is small in the grand scheme of the population, there still needs to be a massive number of these people for you to stay in business.
- Do they have a problem worth solving?
- Does this problem hurt enough?
- Do they have the ability to pay for your services?

Your Assignment:

Once you've gotten clear on a target audience or a niche, it's important to ask yourself the hard questions listed above. Take out a sheet of paper and really answer these. If the answers are repeatedly "no," then consider looking for another niche. It'll make the whole Client Attraction process much easier in the long run.

*Fabienne Fredrickson, The Client Attraction Mentor, is founder of [www.ClientAttraction.com](http://www.ClientAttraction.com) and the Client Attraction System, her proven step-by-step program to attract more clients, make more money and have more time off to enjoy it all. To receive a FREE audio CD by mail and get her weekly high-content, high-value articles on attracting more clients, visit [www.ClientAttraction.com](http://www.ClientAttraction.com).*



# Improving Your Listening Skills by: Robert Bly

When I was a young child, we sometimes played a game called “Whisper Down the Line.” Five or six of us would sit in a row, and the first person would make up something and whisper it into the ear of the next person. The story would then be passed down the line in this fashion. The fun came in hearing the story repeated aloud by the last person in line. Invariably, it turned out to be quite different from the original version.

While this is amusing as a children’s game, it is not a very amusing situation in real life, especially in business. If you’ve ever heard your instructions, advice, or presentation repeated to you in distorted form by an employee, coworker, or colleague, you know what I’m talking about.

The success of many of our business activities depends on how well we listen. Studies show that we spend about 80 percent of our waking hours communicating, and at least 45 percent of that time listening.

But although listening is so critical in our daily lives, it is taught and studied far less than the other three basic communications skills: reading, writing, and speaking. Much of the trouble we have communicating with others is because of poor listening skills.

The good news is that listening efficiency can be improved by understanding the steps involved in the listening process and by following these basic guidelines:

## \*Are You a Good Listener?\*

Most people are not. Many years ago, Sperry (now UniSys) did a survey and found that 85 percent of all people questioned rated themselves average or less in listening ability. Fewer than 5 percent rated themselves either superior or excellent.

You can come up with a pretty good idea of where you fall in this spectrum by thinking about your relationships with the people in your life: your boss, colleagues, subordinates, best friend, spouse. If asked, what would they say about how well you listen? Do you often misunderstand assignments, or only vaguely remember what people have said to you? If so, you may need to improve your listening skills. The first step is understanding how the listening process works.

## \*The Four Steps of Listening\*

Hearing is the first step in the process. At this stage, you simply pay attention to make sure you have heard the message. If your boss says, “McGillicuddy, I need the CAD drawings on my desk by Friday noon,” and you can repeat the sentence, then you have heard her.

The second step is interpretation. Failure to interpret the speaker’s words correctly frequently leads to misunderstanding. People sometimes interpret words differently because of varying experience, knowledge, vocabulary, culture, background, and attitudes.

A good speaker uses tone of voice, facial expressions, and mannerisms to help make the message clear to the listener. For instance, if your boss speaks loudly, frowns, and puts her hands on her hips, you know she is probably upset and angry.

During the third step, evaluation, you decide what to do with the information you have received. For example, when listening to a sales pitch, you have two options: you choose either to believe or to disbelieve the salesperson. The judgments you make in the evaluation stage are a crucial part of the listening process.

The final step is to respond to what you have heard. This is a verbal or visual response that lets the speaker know whether you have gotten the message and what your reaction is. When you tell the salesperson that you want to place an order, you are showing that you have heard and believe his message.

## \*Become a Better Listener\*

When it comes to listening, many of us are guilty of at least some bad habits. For example:

- Instead of listening, do you think about what you’re going to say next while the other person is still talking? Engineers, thinking we know the answers and that managers do not, often tune out what non-technical speakers are saying.
- Are you easily distracted by the speaker’s mannerisms or by what is going on around you?
- Do you frequently interrupt

people before they have finished talking? Engineers, who value facts rather than feelings, often interrupt to set the listener straight, not realizing that the listener has a need to express himself fully, whether he is right or wrong.

· Do you drift off into daydreams because you are sure you know what the speaker is going to say? Engineers have a low tolerance level for people they assume have less knowledge than they do.

All of these habits can hinder our listening ability. Contrary to popular notion, listening is not a passive activity. It requires full concentration and active involvement and is, in fact, hard work.

### The following tips can help you become a better listener:

1. Don't talk. Listen. Studies show that job applicants are more likely to make a favorable impression and get a job offer when they let the interviewer do most of the talking. This demonstrates that people appreciate a good listener more than they do a good talker.

Why is this so? Because people want a chance to get their own ideas and opinions across. A good listener lets them do it. If you interrupt the speaker or put limitations on your listening time, the speaker will get the impression that you're not interested in what he is saying -- even if you are. So be courteous and give the speaker your full attention.

This technique can help you win friends, supporters, and sales. Says top salesman Frank Bettger, "I no longer worry about being a brilliant conversationalist. I simply try to be a good listener. I notice that people who do that are usually welcome wherever they go."

2. Don't jump to conclusions. Many people tune out a speaker when they think they have the gist of his conversation or know what he's trying to say next. Assumptions can be dangerous. Maybe the speaker is not following the same train of thought that you are, or is not planning to make the point you think he is. If you don't listen, you may miss the real point the speaker is trying to get across.

3. Listen "between the lines." Concentrate on what is not being said as well as what is being said. Remember, a lot of clues to meaning come from the speaker's tone of voice, facial expressions, and gestures. People don't always say what they mean, but their body language is usually an accurate indication of their attitude and emotional state.

4. Ask questions. If you are not sure of what the speaker is saying, ask. It's perfectly acceptable to say, "Do you mean . . . ?" or "Did I understand you to say . . . ?" It's also a good idea to repeat what the speaker has said in your

own words to confirm that you have understood him correctly.

Sometimes we engineers cling to the mistaken notion that if it's technical, we are expected to know it. But with the explosion of technology and information, that's impossible. As Thomas Edison said, "We don't know one millionth of one percent about anything." The only way you learn is by listening and asking questions.

5. Don't let yourself be distracted by the environment or by the speaker's appearance, accent, mannerisms, or word use. It's sometimes difficult to overlook a strong accent, a twitch, sexist language, a fly buzzing around the speaker's head, and similar distractions. But paying too much attention to these distributions can break your concentration and make you miss the point of the conversation.

If outside commotion is a problem, try to position yourself away from it. Make eye contact with the speaker, and force yourself to focus on the message, not the environment.

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## “Improving Your Listening Skills” continued from page 7

Keep an open mind. Don't just listen for statements that back up your own opinions and support your beliefs, or for certain parts that interest you. The point of listening, after all, is to gain new information.

Be willing to listen to someone else's point of view and ideas. A subject that may seem boring or trivial at first can turn out to be fascinating, if you listen with an open mind.

Take advantage of your brain power. On the average, you can think four times faster than the listener can talk. So, when listening, use this extra brainpower to evaluate what has been said and summarize the central ideas in your own mind.

That way, you'll be better prepared to answer any questions

or criticisms the speaker poses, and you'll be able to discuss the topic much more effectively.

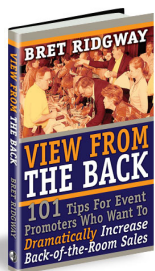
6. Provide feedback. Make eye contact with the speaker. Show him you understand his talk by nodding your head, maintaining an upright posture, and, if appropriate, interjecting an occasional comment such as “I see” or “that's interesting” or “really.” The speaker will appreciate your interest and feel that you are really listening.

Motivation is an essential key to becoming a good listener. Think how your ears perk up if someone says, “Let me tell you how pleased I am with that report you did,” or “I'm going to reorganize the department, and you are in

line for a promotion.

To get the most out of a meeting, speech, or conversation, go in with a positive attitude. Say to yourself, “What can I learn from this to make me more valuable in my industry and to my company?” You might be surprised at what you can learn, even from routine meetings and bull sessions at the water fountain.

*Bob Bly is the director of the Center for Technical Communication (phone 201-385-1220; fax 201-385-1138; e-mail [rwbly@bly.com](mailto:rwbly@bly.com)), a Dumont, NJ-based consulting firm that helps engineers, managers, and other corporate employees improve their communication and interpersonal skills.*



## 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 Dramatically Increase Back-of-the-Room Sales.*

### Tip #10

#### Cell Phone No-Nos

Your speaker has just made a great presentation and is just beginning to work your audience into a buying frenzy. You can see they're starting to chomp at the bit to run to the back table and order their event package.

Then, ring-ring-ring, someone's cell phone goes off in the audience. It's simply the cutest little ring tone they just downloaded last week. Your speaker is distracted and loses their train of thought. The momentum for the sale is lost and you can just sense the energy seeping out of your crowd.

Ever happen? You bet it has. A professional speaker won't let something like a cell phone derail them, but that doesn't mean your audience's attention hasn't been knocked off the tracks.

That's why it's so important to remind your attendees at

the beginning of each day and after a long lunch break to turn their phones off or at least put them on vibrate. You're not going to get them to leave their cell phones in their hotel room, but you can minimize the possibilities of distractions with a pleasant little reminder at appropriate times during your event. Part of your welcome packets or your daily agenda should include a cell phone

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

[101TipsForEventPromoters.com](http://101TipsForEventPromoters.com)