



# Speaker Fulfillment Services

SpeakerFulfillmentServices.com

# News Notes

• Volume 12 •

## WELCOME

Well, the time has come that we need to discuss the dreaded subject of a price increase. We've been holding the line on pricing for over three years, but in order to continue to improve the level of service you deserve and that we want to provide you it will be necessary to adjust pricing effective June 15, 2008.

It's not something we want to do but it's simply an economic reality. The \$3.50 per gallon price of gasoline affects our raw material costs for everything from paper to DVD cases to binders.

In addition, come July the Federal Government is raising the minimum wage from \$5.85 per hour to \$6.65 per hour.

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## You Gotta Be RUTHLESS About Your Time (How to Get It ALL Done)

By SFS Client Fabienne Fredrickson

**S**everal times in the past few months, private clients have asked me “How the heck do you get it ALL done?”

**“Fabienne, how do you do it? You have a full schedule of clients back-to-back each day, two energetic little children. In addition, you write a weekly newsletter and articles, conduct tele-seminars several times per month, run Boot Camps on a regular basis, on top of the new products you're creating. You travel around the country to speak to associations and organizations, have a great relationship with your husband, and are still able**

to close your office at 5:15pm (just about) everyday to play with the kids. What gives?!”

**No wonder they're curious. Now that I see it all down on paper, it does seem like a lot.** But, before you think I've got it all figured out, let me be very truthful with you. I have a crazy number of emails in my inbox, many of which need answering. And every so often, a few things fall through the cracks. Hey, I'm human after all, but I'm better off than I've ever been before.

**“You Gotta Be RUTHLESS About Your Time” continued on page 2**

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What I realize from coaching people over the years is that I have indeed figured out a few things about getting it all done, or at least, a lot of it done, while still having sanity and a lot of fun in my life. It’s all about BOUNDARIES around time, with others, but mostly with me.

I’m realizing you have to be RUTHLESS with your boundaries around time management, because no one else will.

One of my favorite books on this subject is Dan Kennedy’s “No B.S. Time Management for Entrepreneurs.” I can’t tell you how amazing this book is. It’s actually become required reading for all my private clients looking to get more clients and make more money than they are making now.

Although I’m pretty good at getting things done, the “Time Management Techniques Really Worth Using” has changed everything for me. What Dan came up with should be universal materials for every one of us entrepreneurs and sole practitioners who wonder how to get it all done. I’m certainly even more RUTHLESS with my time than before using the following, direct from Dan’s book:

(A caveat: you may not agree with some of these, and that’s OK. Some of them are a little harsh. But just think about what your time

would look like if you applied even 2 or 3 of these...)

1. **Tame the phone:** You don’t need to literally jump every time the phone rings. Take few, if any, incoming calls; return calls at your convenience, instead of on-the-spot. (Most every call, even from a prospective client, can wait a half a day to be answered.)

2. **Minimize meetings:** I implemented this technique several years ago and it’s worked wonders on my schedule. People (especially prospective clients) often want to meet me in person to talk about something. Problem is, it takes 15 minutes for me to get somewhere (minimum), an hour to “meet” and then 15 minutes to get back from the meeting. That’s an hour and a half! Instead, I now speak to people on the phone for 15 minutes and get just as much done. Amazing, you should try it.

3. **Practice Absolute Punctuality:** The bottom line about this is, when you are absolutely punctual, it shows the other person you expect and demand they respect your time with the utmost respect. You can’t expect that others will treat your time with respect when you don’t show respect for theirs. (Most of us can afford to get better at this.) And beware of prospective clients who are late to initial consultations with you. It may be that they’re not trustworthy about other stuff.

4. **Make and Use Lists:** You can’t get anything done when it’s all swimming around in your head, like a jumbled mess. Write it down and find systems to help you prioritize and get things done. There’s a lot out there on making and using lists

effectively; find the way that will work best for you.

5. **Fight to Link Everything to Your Goals:** Ask yourself “Is what I am doing, this minute, moving me measurably closer to my goal?” (I have this on an index card next to my computer, to remind me often.) Just the simple act of asking yourself this question several times a day will dramatically increase your productivity. You have no business doing stuff that’s not directly related to your goals. If it’s not moving you forward toward your goal, making you money or attracting clients, drop it or delegate it now.

6. **Block Your Time:** It’s been said that one of the hidden secrets of people who consistently achieve peak productivity is that they make sacred appointments with themselves, appointments they aren’t allowed to cancel. You’ve heard me say this before, especially if you’re a private client of mine. In nearly every coaching call I have with someone, we create BLOCKS of uninterrupted time to get things done.

We’re talking blocks of time each day and each week for Client Attraction work, but also for certain projects that need to get done. If there’s a major task on my plate to get done, I’ll actually estimate how long it will take, and then put it in my calendar as I would a client appointment. I don’t allow myself to break this commitment. Try it. It works like magic and allows you to get so much more done than if you tried to squeeze it in somewhere between clients.

# Storage Charges

“You Gotta Be RUTHLESS About Your Time” continued from page 2

**A**s long as we have plenty of extra space we were willing here at Speaker Fulfillment Services to hold any pallets of books and other materials that were shipped to us at no cost.

But the day has come where we can no longer afford to do this. Due to growth we've had to invest several thousands into pallet racking to hold some of the materials in our facility.



## YOUR ASSIGNMENT:

**Go to Amazon.com and get yourself a copy of Dan Kennedy's book "No B.S. Time Management for Entrepreneurs", today. It's that good. (He's a little abrasive, but it's all well worth it.) For \$9.95, you can't beat it.**

**Start applying some of the steps listed on the previous page in this article.** I guarantee that the number of PRODUCTIVE hours you spend making money and attracting clients will increase dramatically. It did for me, BIG TIME. Ca-ching!

For more information on Fabienne's Client Attraction program visit;  
[www.ClientAttraction.com](http://www.ClientAttraction.com)

Therefore, effective June 1st, 2008 pallet holding charges will be instituted (or reinstated in some cases) for those clients who, in our judgment, do not move enough product to offset the holding costs of their products.

The charged fee will be automatically added to your invoice once per month at a rate of \$12.50 per pallet of materials being held in our facility.

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**Y**ou'll find along with this months issue of the newsletter a copy of the updated artwork specification sheet. This document outlines the requirements for submitting artwork to SFS.

If you need a copy of this for your graphic artist please direct them to our website at [www.SpeakerFulfillmentServices.com/ArtworkSpecs.pdf](http://www.SpeakerFulfillmentServices.com/ArtworkSpecs.pdf) for a copy.

# SFS Client Profile: TSUFIT

Tsufit is the author of *Step Into The Spotlight! – ‘Cause ALL Business is Show Business!: A Guide to Getting Noticed.* (Beach View Books April 2008), a bold manifesto on how to get seen, how to get heard and how to catapult your brand into a starring role.

A former Dean’s List downtown litigation lawyer, Tsufit left law for the limelight over 10 years ago, becoming an actress, singer and comedienne. She’s been in commercials, performed standup comedy on national television, played the role of a hilariously evil cafeteria lady on a TV sitcom for 4 years and performed live in concert in amphitheatres and at festivals. After releasing her music CD, “Under the Mediterranean Sky”, which made top album lists on radio internationally, Tsufit started being asked how she attracted so much publicity. Next thing she knew she was a coach, coaching entrepreneurs to attract publicity and perform like stars whenever they spoke in public.

Word spread and Tsufit’s clients now include CEOs, brand managers, entrepreneurs-of-the-year and all sorts of independent professionals, from accountants and financial advisors to authors, speakers and coaches.

More than a marketing consultant, more than a public speaking coach, Tsufit and her unorthodox, provocative perspective on business have attracted the attention of top marketing gurus like Tom Peters, Jack Trout, Al Ries, Jay Conrad Levinson, Ivan Misner and Robert Cialdini, all of whom have endorsed her new book, *Step Into The Spotlight!*

The subject of a national television documentary about her life and career, Tsufit’s mission is to help clients attract rather than chase their prospects. She “shows business how to use show business to get business” by coaching clients to bring color and stories into their enterprise.

Tsufit’s products include:

- Step Into the Spotlight!
- 17 Secrets of Stardom
- The Power of Publicity
- The Celebrity Factor
- How to Star in Your Own Business



Based in Toronto, Canada, Tsufit is in demand as a keynote speaker, TV show guest, seminar leader and mom (although she is not currently taking on any new clients in the last category!)

For a bit of fun visit [www.tsufitblog.com](http://www.tsufitblog.com)

Her book is available at [www.StepIntoTheSpotlight.com](http://www.StepIntoTheSpotlight.com). For more information about Tsufit or any of her products please visit [www.Tsufit.com](http://www.Tsufit.com)

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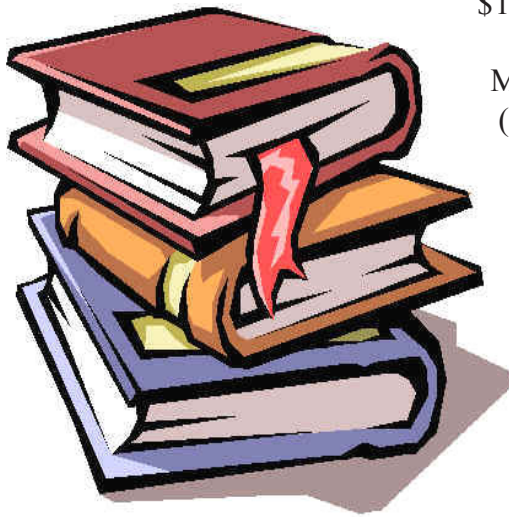
**Email:** [Info@SFSMail.com](mailto:Info@SFSMail.com)

# SFS Bookstore Liquidation

**A**s you may or may not know, SFS has operated an online bookstore of advertising, marketing and copywriting resources for several years. We're going to hone down the list of titles offered to focus on the true classics and various SFS and SFS client products.

That means we're having a liquidation sale of various titles. This provides you with an excellent opportunity to add to your marketing library for a fraction of the list price of these titles.

Here's how it's going to work. If you see a titled listed you'd like to have simply email [bret@sfsmail.com](mailto:bret@sfsmail.com) with the list of titles you'd like. We'll simply add the total price of the books you want plus a \$5.95 shipping and handling charge (regardless of quantity ordered) to your next SFS invoice. No order form to fill out, no credit card required!



That means this liquidation sale is available **ONLY** to SFS clients. So take advantage of this opportunity now. First come, first served as there are very limited quantities of most titles

How to Make a Whole Lot More than \$1,000,000 Writing, Publishing and Selling How-to Information (Jeffrey Lant) Was \$39.95..... Just \$15.00 (2 available)

Get the Skinny on Making Money at Home (Duane Shinn) Was \$9.95..... Just \$3.00 (3 available)

Get the Skinny on Prosperity (Duke Clarke) Was \$9.95..... Just \$3.00 (14 available)

Conversations with Millionaires (Mike Litman and Jason Oman) Was \$15.95..... Just \$4.00 (23 available)

Confidential Internet Intelligence Manuscript (Mark Joyner) Was \$59.95..... Just \$19.00 (15 available)

Entrepreneur's Guide to Common Sense Marketing (Brad and Alan Antin) Was \$17.95..... Just \$5.00 (22 available)

Marketing Without a Marketing Budget (Craig Rice) Was \$10.95..... Just \$3.00 (1 available)

Lucrative List Building (Glen Hopkins) Was \$13.95..... Just \$4.00 (1 available)

Web Wealth (Jeffrey Lant) Was \$24.95..... Just \$8.00 (3 available)

Money Making Marketing (Jeffrey Lant) Was \$35.00..... Just \$15.00 (1 available)

101 Tips for More Profitable Catalogs (Maxwell Sroge) Was \$29.95..... Just \$10.00 (1 available)

How to Market a Product for Under \$500 (Jeffrey Dobkin) Was \$29.95..... Just \$10.00 (2 available)

**"SFS Bookstore Liquidation"**  
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“SFS Bookstore Liquidation”  
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Secret Formulas of the Wizard  
of Ads (Roy Williams) Was  
\$16.95..... Just \$5.00 (1 available)

Unabashed Self-Promoters Guide  
(Jeffrey Lant) Was \$35.00..... Just  
\$10.00 (1 available)

How to Get Rich in Mail Order  
(Melvin Powers) Was \$20.00.....  
Just \$7.00 (3 available)

Directory of Statewide Classified  
Ad Networks (Carl Galletti) Was  
\$24.95..... Just \$8.00 (4 available)

Internet Marketing Goldmine  
(Marty Foley) Was \$39.95... Just  
\$5.00 (2 available)

How to Write a Good Adver-  
tisement (Vic Schwab) Was  
\$20.00..... Just \$7.00 (1 available)

John Childers’ on Think and Grow  
Rich (John Childers and Napoleon  
Hill) Was \$19.95..... Just \$5.00 (3  
available)

That’s it. First come – first served  
– no returns at these prices. Email  
bret@sfsmail.com and let me know  
which titles you would like.

## Postage Increase Coming

**O**ur good friends at the Postal Service are raising their rates for some mail classes on May 12, 2008. I guess the \$3.50 per gallon gas is affecting everybody. So, if you see an increase in some of your shipping costs don’t be surprised.



## International Shipping Requirements

**R**emember, if you have an order shipping to any destination outside of the United States we **MUST** have your customer’s email address and phone number. This allows the carrier to contact your customer directly about delivery issues, saving you time and money trying to look up information after the fact.

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This increase is the first of a three step increase that will raise the minimum wage by 24% over the next 13 months. While we pay our assembly people more than minimum wage, the increase pushes all labor costs up in an organization and we’re affected like everyone else.

The amount of the price increase you’ll see as of June 15th will be 5.8%. Obviously, the amount in dollars and cents depends upon the current price of your product. While some of our costs have increased or will be increasing significantly more than 5.8% we wanted to keep the price change as affordable as possible.

We also wanted to supply you ample time to give consideration to increasing the price of your

products to your end customers prior to having your costs go up.

Now, any production runs done before June 15th will be at the current price. If you want to build up more inventory than you usually carry to get your current pricing then please notify your Client Care Specialist.

This price increase applies to the duplication of any products we assemble for you. We’re going to hold the line for now at \$3 per fulfillment on products we make and ship for you and at \$2 base price on any single items we ship on your behalf that are provided by you.

While it is never our desire to have to raise prices the times have made it necessary to finally do so. We appreciate your understanding and want you to know how much we appreciate your business.

# Enhancing Your Credibility With Your Subscribers

## By SFS Client Robert W. Bly

Note: This article originally appeared in the Newsletter on Newsletters and was written for newsletter publishers. Readers selling other products or services can substitute “product or service” for “newsletter,” “company” for “editor,” and “customer” for “subscriber” or “reader” when applying the advice below. “People buy from people they like and trust” is an established sales truism, but how many people receiving your DM package have even heard of your publication or editor or you, much less like and trust you?

Your DM copy must work hard to build the credibility that will get the reader to trust you enough to order and rely on your information. Here are some techniques copywriters use to establish credibility quickly in their mailings:

1. Show a picture of your building or establish a physical presence to prove you’re more than just a mailbox. Promotions for Dr. Atkins’ Health Revelations show a photograph of his impressive 7-story clinic in midtown Manhattan and note that tens of thousands of patients have been treated there.
2. Link the specifics of the editor’s background to reasons why this particular background enhances his value as a researcher and analyst. A promotion for Forecasts & Strategies notes that Editor Mark Skousen was once with the CIA, which gave him government insider contacts he still uses today to interpret the market for his readers. Likewise, promotions for Technology Investing point out that Michael Murphy’s proximity to Silicon Valley enhances his ability to research high-tech companies’ first-hand.
3. Cite any awards the publication has won or favorable third-party reviews it has garnered. These can include Newsletter and Electronic Publishers Association awards and, for financial newsletters, favorable ratings in The Hulbert Financial Digest. (Since some readers may not be familiar with the source of the rating, describe it in impressive terms -- Hulbert, for

instance, can be described as “The Consumer Reports” of the financial newsletter industry.)

4. Get and use testimonials from subscribers and the media. The best testimonials are specific rather than superlative, and support the key points you are making in your copy.
5. Stress the editor’s credentials and experience. List the books he has written (and their publishers) and the periodicals in which his articles have appeared. Also list major conferences and speaking engagements as well as academic or business affiliations. Give the names of the TV and radio shows or stations that have featured the editor as a guest.
6. If the editor is not a subject matter expert and the publication is not built around him, promote the credibility of the publisher instead. Tell how many publications you have and why you have such a great reputation in the market you serve.
7. One way to get around an editor or publisher credibility problem is to create an Editorial Advisory Board. Have three to five experts agree to be on this board, then stress their credentials and achievements in your promotional copy.
8. Don’t forget standard credibility stuff, like number of years in business or number of subscribers -- especially if you have been in business a long-time or have an unusually high number of subscribers. “Our 50th year” impresses some people. Also look for other statistics that can boost your credibility. For example, perhaps you still have your first subscriber who joined 28 years ago when you published your first issue.

*Robert W. Bly is a freelance direct mail copywriter. He can be reached by phone at 201-385-1220 or via e-mail at [rwibly@bly.com](mailto:rwibly@bly.com).*

# Information Marketing Mistake #1

## – No Upsells in Your Online Ordering System

Millions of dollars are left on the table every year by information marketers who are not offering their customers one or more additional products during the online ordering process. If you're not taking full advantage of this most opportune time to sell your customers more of what you have to offer then you're a member of this club. This is NOT the club to which you want to belong.

If you only have a single product then it makes it difficult to sell more of your own products or services to them. So find a complementary product or service that you can sell via an affiliate program. If you can't bundle it in on your own order page (maybe it's a digital product delivery direct from the author), then offer it on your online thank you page via an affiliate link.

Or, if your product is appropriate, offer an extended subscription at a reduced price or other quantity discounts to get more money from your customers now. You can upsell (or cross sell) either more of

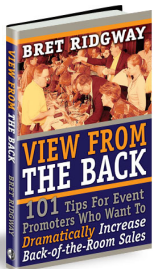
your own product or someone else's product.

I've seen upsell percentages as high as 90% on some products. That means 9 out of every 10 people who were offered the additional product took advantage of it. Obviously, that results in a very positive impact on your bottom line – at no additional sales costs.

I've also seen upsells work where the product being offered as the upsell was priced at 5x the price of the original product. Probably not the norm – but impressive nonetheless. Anything you're considering should be tested first to see what gets the best response, but what you can test is only limited by your own creativity.

Upsells are powerful. Use them.

This tip is from Bret's course "The 50 Biggest Mistakes I See Information Marketers Make". If you don't have your copy go to [www.50BiggestMistakes.com](http://www.50BiggestMistakes.com).



## 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 #11

#### Do Deferred Payments Pay Off?

When your event will feature several speakers who will each be

offering a high priced package you may want to consider having some of your speakers offer some type of deferred payment plan to increase the number of sign ups for their offer.

At a multiple day event if you've had any back-of-the-room success at all your attendees may be a little money weary if they've already invested in one or more continuing education products from some of the speakers. So the ability for them to spread out

their payments over a few month period will make the offer more attractive.

The bookkeeping for deferred payments can be a bit of a hassle and your speakers will need to understand that some of their money will be deferred because you

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

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