



Speaker Fulfillment Services

SpeakerFulfillmentServices.com

News Notes

• Volume 13 •

WELCOME

Greetings to all; Time truly does fly when you're having fun. I can't believe it's already been five years since Bryan Hane and I sat down and decided to see if we could make a go of it in the fulfillment business. And I guess you could say we've been able to make a little more than a go of it. And we owe that all to you.

Have we had a few bumps along the way? Sure there have – that's part of any rapidly growing business. But our processes continue to get more and more refined.

For instance, Shipping and production issues are at all time lows and continue to drop as the number of clients we serve continues to increase.

Here's some interesting numbers for you. In the last year and a half alone, over 167,000 information products have been produced by SFS. That represents

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The Hidden Danger in “Lifetime Customer Value”

By Bret Ridgway

I was reading an excellent report today from Carlos and Lupe Garcia called “Secrets to Getting Mass Traffic.” It was the basis of their presentation at Carl Galletti's recent Internet Marketing Superconference in Las Vegas.

In the report they talked about the importance of metrics and all the different metrics you should monitor in your online business when you're buying online advertising. One of their key metrics, which we've all heard people talk about for years, is that of “Lifetime Customer Value.” But what does one mean by “Value” in this metric?

The natural tendency for most people is to say it represents the total sales revenue you generate from a particular customer over their lifetime of being a customer of yours. But that definition is very, very dangerous.

What value should represent in this metric is PROFIT. I think we should call it “Lifetime Customer Profit” to more clearly define what we really mean. Why? Because you **MUST** factor in your costs of earning that lifetime of revenues into the equation. How much did you pay out in affiliate

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You've Gotta TOUCH Your Clients More Often (To Be More Client Attractive)

by Fabienne Fredrickson

Every time I speak in front of an audience, whether it's 50 or 1,200 small business owners, I get the same old question. Then following my answer, I always see a roomful of dropped jaws and gaping mouths.

The question? How often do I need to reach out to my prospective clients and clients?

The answer? A minimum of 25 times a year, preferably 52 or more times a year.

Silence. Jaws slowly creak open and begin to drop. You could hear a pin fall.

52 or more times a year??? I'm not kidding. The comeback I often get is "Are you crazy?!?" Nope, I'm not crazy and I know it works because I do it. Now that you know me a little better, you're probably expecting that I tell you how to create SYSTEMS around this and you're right. Read on...

The reason people go into semi-shock is they start to realize their boring cookie-cutter quarterly mailing isn't cuttin' it. It gets even worse when I've got someone in the front row who's super-proud of their monthly e-zine, thinking

they're doing "what it takes to get clients" and yet they're wondering why the pipeline of prospects is not full enough, and their bank account leaves a little to be desired.

It's because they're not "touching" their prospects (and clients) enough. Well, one of my clients, Jill Foster of www.TheMortgageArrangers.com <<http://www.TheMortgageArrangers.com>>, came up with a brilliant campaign during our coaching to change that. She got her hands on the list of Obscure Holidays (National Punctuation Day, National Poetry Day, National Wear Red Day For Women, etc.) and sends a postcard to her prospects, clients and joint venture partners each month (in addition to all the other ways she reaches her list). In each postcard mailing, she somehow finds a way to tie it in to the mortgage services she offers, while adding high content and high value. It's funny, irreverent and gives her another excuse to be in TOUCH with her list.

Sometimes you want to be in touch to add high value and high content (this establishes credibility faster than anything else I know).

Sometimes you want to be in touch to promote your products and services (this keeps you in business).

Sometimes you want to be in touch to say "happy birthday" (this shows you care). And sometimes you want to be in touch to just say "hi"* or "I was thinking of you when I read this" (this shows you're not heartless).

All these ways of TOUCHING your list build the "know, like and trust factor"* that we've talked so much about in this e-zine. That's because people don't buy from those they don't know, they don't buy from those they don't like, and they CERTAINLY don't buy from those they don't trust.

OK, how can you do this without going absolutely bonkers? It's all about SYSTEMS, my friend, as always. Example: One e-zine per week (like this one). One mailing per month (your Virtual Assistant can stuff the envelopes and take care of the printing and postage). A few personal notes, handwritten. A Hallmark e-card. Etc.

YOUR ASSIGNMENT:

Start thinking about ways to be on your clients' and prospects' radio screens over and over again, by bringing high value and high content, or just by touching base to say hi. Create a system for everything.

SFS Client Profile: Hal Coleman

Country Boy Goes From Bug Killer to Info Marketer and Finds that People REALLY DO Pay Good Money For Good Information!

Up until this past year, SFS client Hal Coleman was a happy bug killer. Yep. His pest control company, North Fulton Exterminating in Alpharetta, Ga. had provided him with a decent living and, after 16 years of being a small business owner, he was a veteran. He had grown his little pest control company from a “one man with a spray can” operation into a million dollar business with 9 employees. Wooo Hooo!

As a matter of fact, over the years he had developed a reputation as a master leads group networker. The local Chamber of Commerce, Rotary, Leads, Inc., BNI and many other networking groups have provided him with a bounty of new leads, new clients and new revenues.

Although he had spent over \$460,000.00 of his own hard earned money on paid advertising such as the Yellow Pages, magazines, newspapers, radio, and television, NOTHING has provided him the constant steady stream of faithful clients and cash that he has received from networking in his community.

Well, his good friend Mike Stewart (after many years of arguing with Hal over the benefits of the internet and technology), finally convinced him that he really DID have

something to offer besides dead bugs and varmints. And so, with his help and encouragement, Hal created Briar Patch Marketing, and began putting together his very first information product.

“Leads Group Networking Made Easy: How to Walk Into a Room Filled with People You Don’t Know and, One by One, Turn Total Strangers Into Lifetime Referral Partners,” is the result of over 20 years of study, testing and record keeping by Hal. This simple, easy to follow, step-by-step program will show you exactly how to systematically grow a bricks & mortar business one relationship at a time.

After all, friends come and go, but a good referral partner is worth a fortune, right? And there IS a fortune right in your own back yard if you just know how to mine it and process it effectively. Hal knows, because he uses his own program to build his own business and it just keeps on working for him.



Hal is fast becoming a successful speaker, lecturer, seminar presenter and coach. He has even conducted his first “Networking Ninja” Boot Camp. And he’s one heck of a singer also.

Hey, this stuff really works!

Please visit:
www.LeadsGroupNetworking.com
and check out Hal’s program. If you have any questions you can call Hal at 678-409-0550 or e-mail him at HalColeman@BellSouth.net.

commission? If you were selling a physical product, what were the production costs associated with that sale? How much did your advertising efforts to generate that next sale cost you? What other internal overhead expenses need to be accounted for?

Value really represents Revenues Minus Costs (Profit). If you get careless in how you calculate your Lifetime Customer Value, you can fool yourself on how much you’re really making on a customer. And therefore, how much you can afford to spend to acquire a new customer. Miscalculate this and it can get very dangerous to your financial health.

I hear a lot of folks talk about how they can afford to spend \$20 to generate a \$20 sale. But if that sale only represents \$5 or \$10 profit, then you’d better really know your backend sales profit to that customer to truly know if you can really afford to spend that \$20.

Marketing masters from Jay Abraham to the late Gary Halbert have long espoused the virtues of the metric “Lifetime Customer Value.” Just be sure you recognize fully that value doesn’t represent revenues, it represents profit.

Why You Want To Break “The Fourth Wall” To Connect With Your Audience

by Peter “The Humorator” Fogel

If you want to succeed with online marketing, befuddle your competition, then it’s absolutely necessary to connect to your targeted audience on a deeper level.

Well, the same is true in persuasive public speaking. One of the quickest ways to heighten your audience connection is to use a theatre acting technique called “Breaking the Fourth Wall.”

One of the reasons you go to the theatre is to be transported to a different time and place and experience something magical. Of course you know it’s a play, you paid a ticket to see it, but once there you’re in a “suspension of disbelief” (same as with a movie). Let’s say two characters are on stage having a passionate moment.

All of sudden, one character freezes and the other turns and smiling to the audience remarks, “You think he’s angry now... just wait until the second act when he discovers I’m sleeping with his wife!” The audience LAUGHS. The actor then goes back “into the scene.” That is “Breaking the Fourth Wall.”

Using this technique the character in essence “winked” at the audience and made them feel superior by giving inside information that the other character was clueless about.

You can do the same thing with your public speaking. If during your speech you have a specific point to make-- stop! Look out into the front row, make eye contact with an audience member and then, if you can, address him by name.

(He’ll be surprised.) Then ask him a specific question in regards to the point you’re trying to make.

Want To Heighten Your Speech’s Effectiveness? Then Include Your Audience

“Chuck, you’re a bright guy - I know this because you’re the customer service supervisor, right? (Recognition; heightened superiority) What do you say to a customer who returns an item without a receipt back when Clinton was in office--and NOW demands a refund?” (LAUGHTER from audience).

Once Chuck answers, repeat his response to the whole room. Now you’ve made your speech interactive and taken your speech to a whole new level. You’ve “Broken the Fourth Wall” by a) including audience member Chuck and b) you got a laugh (hopefully) by making fun of a targeted problem that customer service reps deal with every day.

Why You Want To Break “The Fourth Wall” continued on page 6

Awash with Water in the Wabash Valley – the 100 Year Flood

We received many emails from people expressing concern, so I wanted to share some photographs and give an update on the devastating deluge that swamped Terre Haute and surrounding area last month.

Fortunately, our facility and the homes of our staff stayed mainly out of harm's way. There were some flooded basements and trees felled by straight line winds, but compared to tens of thousands of others, we were lucky.

As these thousands of residents, especially those in the southern part of Terre Haute and southeastern



Vigo County, fell victim to the heavy rains, many businesses suffered as well. Numerous companies lost inventory, equipment, and vehicles in addition to property damage caused by the 5-foot high flood waters.

And, a large number of farmers lost their crops—with no hope of replanting. However, in spite of the flash flooding and extensive destruction caused by over 12-inches of rain in 24 hours, there were no major injuries or deaths.

Department of Natural Resources crew members rescued residents from rooftops and members of our area fire and police departments used boats to evacuate trapped flood victims. Individuals, like our own Julie McKnight, volunteered at emergency shelters.

Damage from the severe flooding closed I-70 in both directions and made scores of major highways, roads, and bridges in Indiana and Illinois impassable. Vigo County officials have given an early estimate of \$11 million worth of damage to roads and bridges in our area alone.

For Speaker Fulfillment Services, life goes on with very little disruption. But, for many of our family, friends, neighbors, and associates in the business community things aren't that simple. For them, the



short term relief is over, its now time to focus on a long term disaster recovery plan.

Please join us in wishing them the best as they look towards the future and gear-up to navigate the arduous journey of rebuilding.

Information Marketing Mistake #2

- No Ride Along Offers With Your Physical Product Shipments

This may surprise you, but out of several hundred clients that we've worked with over the last several years a total of just two – that's right I said two, take advantage of their product shipments to include additional marketing literature to try and stimulate additional sales.

You're already paying the shipping costs to send out your information product. What is the additional cost to you to have some "ride along" literature? Simply the cost of printing some paper.

Let's take a look at this. You've got an excited customer who has just received your product. Time and time again it's been shown that the person most likely to buy from you is someone who has purchased before. So why not provide them an additional opportunity to purchase more of your products and/or services at a prime buying time?

You could include any one or more of the following in your outgoing product shipments:

- Sales flyer
- Product catalog
- Sample of a subscription newsletter
- Price sheet
- Testimonials from clients about other products/services you offer

Just be sure your ordering process is thoroughly thought out. If you're driving them to a website to order, make sure everything is fully tested and functioning as it should. If you're using a toll-free order line make sure your scripts are written and they're ready to take orders for you.

Ride along offers can be a powerful weapon in your information marketing arsenal. Make sure you take advantage of it.

Why You Want To Break
"The Fourth Wall"
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Now you're not perceived as just another "talking head." Not only have you personalized your message, but you got even deeper into the hearts and minds of your listeners.

Want an even bigger response? Throughout your speech keep referring back to Chuck when making a point (This is called a "recall"). By using the above technique(s), you've showed your humanness to your audience while at the same time made Chuck feel like a local celebrity at his company.

Try the above technique, it works...

Peter "The Humorator" Fogel is a speaker/author and Creator of Peter "The Humorator" Fogel's Guide To Effective Public Speaking. For more info on it and to sign up for his FREE 7 Days to Effective Public Speaking E-course go to: www.publicspeaklikeapro.com

New Online Bookstore

Books for the Classic Marketing Connoisseur

Speaker Fulfillment Services, is pleased to announce the opening of a new website offering classic copywriting, advertising and marketing books at <http://www.marketingclassics.com/>

The site contains works from the old masters like Robert Collier, Claude Hopkins, Eugene Schwartz, John Caples, John E. Kennedy, Clyde Bedell, and David Ogilvy among others.

Several of the titles aren't available anywhere else. Looking for something from Gary Halbert? Got it. Richard Hodgson's "Greatest Direct Mail Sales Letters of All Time." Got it. E. Haldeman-Julius' "The First Hundred Million!" It's here too. So is Eugene Schwartz's classic "Breakthrough Advertising."

SFS Graphic Arts Services

Need graphic design assistance?

Designing creative and professional graphics is an important component of the product launch process. If you don't have a trusted graphics designer already, we have an in-house graphic artist who will work closely with you to ensure a design you are happy with.

As our graphic artist, Joel Cook, gets to know you and your specific needs he will help you plan, analyze and create visual concepts that capture your product's own unique identity. Joel is able to assist you with logo design, product artwork creation, 3D rendering and product photography.

If you would like more information on utilizing our graphic arts services please call your Client Care Team representative at 812-877-7100.

Show Me the Knowledge: Making Use of the SFS Blog

by SFS Marketing Assistant
Patricia A. Farnsworth

Sharing information is what Bret Ridgway does best. Whether it's his "VIEW FROM THE BACK Tips for Increasing Back of the Room Sales" or the "50 Biggest Mistakes I See Information Marketers Make," Bret is happy to pass along insider "secrets" to help you grow your business. If you aren't already, I suggest you take advantage of Bret's twenty-plus years in the event promotion and information marketing industry. by visiting his blog at www.sfsblog.com.

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Archiving Orders

To: All 1ShoppingCart.com
Users

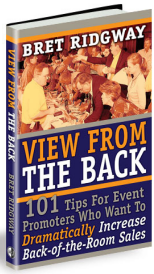
From: SFS Shipping
Department

Re: Archiving Orders

ISC has a function that enables you to "archive" orders after they've been processed. We'd like your okay to begin archiving, as of August 1st, all orders once we've completed the shipping process.

Why? Because archiving orders makes it much easier for both you and us to quickly visually recognize if there are new orders requiring processing. It both speeds up our processing time per order and reduces significantly the chances of any order being missed.

An "archived" order is easily located by taking advantage of your cart's "Search for Orders" function. Simply enter your search criteria and check the "archived orders" box on the search screen to pull up all the orders that have been filed away that meet your search criteria.



View from the Back:

Tips for Increasing Back of the Room Sales

This regular column is pulled from Bret Ridgways book *View from the Back:*

101 Tips for Event Promoters Who Want to Dramatically Increase Back-of-the-Room Sales.

Tip #12

Delivered or Not Delivered?

Sometimes your event has speakers who bring their product to the event to be delivered and others who don't bring any product. And then some of the speakers who have brought product only bring a handful of sets, so some of their

orders can be fulfilled on site and others can't.

It can become very confusing after the event to keep track of what's been delivered or not delivered unless you have clear instructions on each individual order as to what needs to happen post event.

We've gone to utilizing a self-inking red stamp that reads "Delivered" to highlight orders that were fulfilled at the event. This way there is no question when you're preparing a summary of orders for a speaker as to whether a certain customer has received their product or not.

We're using a similar red stamp to highlight anything on an order that is outside the "norm". We consider the "norm" to be credit card payment in full at the event with all products to be shipped after the event. Some of the stamps you could use include:

- Deferred Payments
- Paid by Cash
- Paid by Check # _____
- Partial Delivery
- Delayed Shipment
- See Special Notes Below

The key is to develop a system and then train your sales staff to follow the system and be consistent.

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

101TipsForEventPromoters.com

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the total output of over 1600 different products.

During that time 392,840 discs have been duplicated and 21,347,299 pages have rolled off of our digital presses. That's over 21 million pages!

That's why we're celebrating. I hope you'll be able to join us on Friday, August 8th (that's 08/08/08)

as we formally celebrate our 5th year anniversary at our facility here in Terre Haute.

Please call our event coordinator, Laura, at 812-877-7100 if you're able to come or email her at receptionist@sfsmail.com

*Bret Ridgway
&
Bryan Hane*

