



# Speaker Fulfillment Services

SpeakerFulfillmentServices.com

# News Notes

• Volume 14 •

## WELCOME

**G**oing Green - Unless you've been living in a cave the last few months you know one of the hot topics these days is the whole subject of Going Green. From time to time we're asked what environmentally friendly packaging options are available and what else we do at Speaker Fulfillment Services to be environmentally friendly.

We are very conscious of the environment. As one might imagine, in the process of producing information products a lot of waste is created. We do our best to minimize what we're putting into landfills by recycling all of the following:

- Cardboard
- Paper
- Plastic
- Bad CDs and DVDs

Most of the disc cases and albums we use are manufactured from recycled plastic. And for those

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## SFS Marks 5th Year Anniversary

**Y**ou only have to talk to clients and vendors who have been doing business with Speaker Fulfillment Services from the start to learn just how far the company has come from its humble beginnings five years ago.

According to Mike Myers, VP of Sales for Myers & Associates, "The other place was so small they were tripping all over each other." Myers laughed at the recollection. "There were boxes stacked everywhere... didn't leave much room for the people."

Originally, SFS started with 750 square feet of space and a staff of

four – that's counting the owners. Next, came a building with 7,000 square feet and about a dozen employees. Since then, the business has grown into its new 55,000 square foot facility and now boasts 37 SFS colleagues.

"It's amazing how much the internal communication system changes when you move to a place 7 times the size," SFS co-founder Bret Ridgway said. "Before you could just stick your head out the door and yell to someone, now they could be a 3-minute walk to the other side of the building."

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## SFS Goes NASCAR

### Sponsors Baker Curb Racing Car No. 27 for a day

On Saturday, July 26, 2008 SFS got to be a proud sponsor of Baker Curb Racing car No. 27 in the NASCAR Nationwide Series Kroger 200 Race at O'Reilly Raceway Park in Indianapolis, Indiana. Our own JaneAnn Garlit, SFS distribution/shipping team leader, spent several hours before, during, and after the race with driver Brad Coleman and crew.

"We visited their trailer, got to see where they get ready, were introduced to drivers, got autographs, and had a birds-eye view from the pits," said Garlit. "It was a fun experience."

SFS was chosen as a candidate to attend the race and be a sponsor for a day as a special "thank you" from the United States Postal Service. The USPS has teamed

with Baker Curb Racing as a sponsor for this year's Nationwide Series season.

"SFS was chosen due to the partnership between SFS and the USPS in delivering the product you fulfill for your customers," said USPS senior account manager, Chris Gordin. "The logo was a way for you, SFS, to get your name on a race car for marketing purposes. Just another way for SFS to market to the masses!"

And what a golden opportunity it was. In addition to the thousands of people in attendance, the race aired on ESPN2 that evening at 7:30. Talk about exposure!

Coleman qualified in the 39th position and managed to steer his way to a 23rd place finish on the .686 mile oval track even after being tagged by the No. 9 car which caused damage to the front end of Coleman's race car.

At the end of the race Garlit's group was taken back to the racing team's trailer where Garlit received on behalf of SFS, a complimentary Baker Curb Racing bag, a model of the team's No. 37 race car, and other auto racing mementos.

"They even cleaned up some of the lug nuts and gave them to us," said Garlit.

When Garlit shares her story, it's easy to see she truly enjoyed the experience with Coleman and the Baker Curb Racing crew, but it's clear the highlight of her day was getting to see Rusty Wallace up close and having Rusty's brother, Kenny, autograph her visitor's pass.

To see additional photographs or to learn more about USPS/Baker Curb Racing visit <http://www.usps.com/racing/>.



## Website Mistake – Putting Key Information “Below the Fold”

Most of us have probably heard the expression “Out of Sight, Out of Mind,” which has many connotations for all of us information marketers. In my earlier course “The 50 Biggest Mistakes I See Information Marketers Make” this expression was discussed in the context of how frequently you should make contact with your clients and prospective clients.

In the context of your website it can be applied to the information that is above and below the “fold”. What do we mean by the fold? This old expression actually comes to us from newspapers. In the old days the “hottest” news was always placed in the top half of the newspaper, above the fold when your newspaper is folded in half. Publishers recognized that on the newsstands they had to have the stories that would cause people to stop and read and buy their papers where it was readily visible. When you think about it, this still applies today.

On your website the “fold” refers to the bottom edge of the viewable portion of your site when your homepage first loads. “Above the fold” is the part of your site that your visitors can see without scrolling down the page at all. Obviously then, “below the fold” refers to any portion of a website page that your visitor must scroll down to view. That portion that is not visible in their browser window when your page loads.



You have only a scant few seconds to grab a visitor’s attention. If you have information you believe is critical to drawing your reader in and getting them to continue to “consume” your website then you need to get that most critical information above the fold of your site if at all possible.

Sometimes you may have a headline or header graphic (or both) that takes up a lot of the space above the “fold” of your website. In this scenario you may need to use a tool like a graphical arrow to direct people on down the page to a critical item, such as an opt-in box.

Any information that is below the “fold” of your website is really “out of sight, out of mind” to your visitors.

It is your challenge to make sure that the information that is “out of sight” doesn’t remain invisible. Or you’re in a serious world of hurt and your chances of getting your visitor to take the action you desire is seriously hampered.

Bret Ridgway has teamed up with Frank Deardurff, OneWebGuy of Access Cafe Networks, to create “The 50 Biggest Website Mistakes.” To be notified when this new course is launched register at <http://www.50biggestwebsitemistakes.com/>.

# SFS Client Profile: Valerie Dawson



(Photo courtesy of SeminarPhotography.com.)

## From Employed to Successfully Self Employed

**A**fter working as a psychotherapist for 10 years, I changed careers and became a pharmaceutical sales rep. During the time I worked as a drug rep, I had my own part-time hypnotherapy practice where I saw a few clients a week in the evenings. Everything was going well until the announcement came that the pharmaceutical company I was working for was going under and that we were all being laid off. I panicked. My first thought was that I had better get another full time job to make sure I could pay my bills.

But then I realized that this bad news may actually be the “kick in the butt” that I had needed all along to be working for myself full time – which is really what I had wanted to do all my life. So I got out there and talked with the local doctors about my stop smoking hypnosis program, and to my surprise, my practice was full within just a couple of months. I was thrilled, but at the same time I was really tired! I knew there had to be a better way or I was going to burn out. I figured that Internet marketing was the way to go... make a product once and sell it over and over. But there was a big problem - I am a complete technophobe, and I had no clue how to make that happen!

At first I started buying everybody’s Internet marketing products which I found overwhelming and confusing. Luckily, I found Jeanette Cates, the “Tech Tamer” who came to my rescue when she agreed to be my coach.

One of the main things she taught me is that I didn’t need to learn everything myself. With her guidance I started to understand

Internet marketing and began to make some progress. Meanwhile, my friends kept telling me that they were worried and that I should go and get a “real” job. I felt very alone and isolated.

Jeanette invited me to Armand Morin’s Big Seminar in October, 2006, where I eagerly joined AM2.0. AM2.0 is a coaching program started by Armand Morin, George Callens, and Bret Ridgway. AM2.0 provides information, support, and special training calls designed to help grow your business.

I’ll never forget when I was introduced to DJ Dave Bernstein, who also lives in Phoenix. I told him what I was working on and mentioned, “My friends don’t get me” and his reply was, “Well I get you and I just met you!” And I thought, “Wow!” That’s right, I just joined a group of people that all have the same thing in common, we want to be successful Internet marketers.

To learn more about Valerie Dawson’s “Stop Smoking with Hypnosis program” go to <http://www.TheDawsonMethod.com/am2freebie/>.

***Be sure you consistently apply some effort every day to activities that will help you grow your business.***

## **Information Marketing Mistake #3**

### **- Not Attending Live Events to Network**

To commemorate its 5 years in business, the company held an open house celebration on August 8th for clients, family, and friends. The weather cooperated beautifully for the outdoor festivities — a balmy day in the low seventies — and if you are familiar with the Midwest, you know that isn't typical August weather!

Guests were treated to a tasty summertime fair that was served under an enormous tent staked out on the front lawn where they enjoyed great conversation and did a whole lot of reminiscing. Next, came a guided tour of the company's new home of one year.

Leah Fouts, a Life and Benefits/Financial Products account manager for Forrest Sherer Insurance, enjoyed the opportunity to learn about SFS. “It was nice to actually see what you do, I've wondered for years,” she said. In addition to the main offices, the tour included a walk through the production, shipping and product warehousing areas. “It's really impressive,” Fouts said, “and so clean.”

The day brought over 75 visitors some as far away as Florida. The company's other co-founder, Bryan Hane, was pleased with the turn-out. “Besides having terrific employees, we have great clients and vendors,” said Hane. “These people are the ones that create our success — this celebration was really for them.”

Here's a list of well known information marketers—Alex Mandossian, Armand Morin, Jim Edwards, Carl Galletti, Mike Stewart, Perry Marshall, Fred Gleeck, Sean Roach, Michael Penland, Ryan Deiss, Christina Hills, Mike Filsaime, Stu McLaren, Brad Antin, Donna Fox, Paulie Sabol, Michel Fortin, Gary Ambrose, Keith Wellman, Jeanette Cates, Alexandria Brown, Brett McFall, Ted Ciuba, Tom Hua, Joe Polish and Ray Edwards.

Besides the fact that they're all Internet/information marketers and most are clients of Speaker Fulfillment Services, what do all these people have in common?

The entire list is of people that I first met at a conference or seminar — every last one of them. Yes, you can establish great relationships online. But the people who you will become closest to and who will be most willing to help you build your information marketing business are those people who you've had a chance to meet face to face and establish a personal relationship with.

Your best joint venture partners, super affiliates, clients, etc. will come from the group of people who you've taken the time to get to know by being where they are. You can build an information marketing empire on your own. But it's a lot

easier if you have relationships with the movers and shakers in the industry and the place you get to know these people are at live events.

If you're not attending two to three live events each year I believe you're truly stunting the growth of your information marketing business. Get to Armand Morin's “Big Seminar,” Carl Galletti's “Internet Marketing Superconference,” Mark Victor Hansen's “Mega” Events, Dan Kennedy's “Information Marketing Summit” or any of the dozens of other marketing conferences that occur every year.

Now don't get carried away. There's a time for learning and networking and a time for doing. If you become a seminar junkie who never takes the time to apply anything you've learned, then all the relationships you've forged will be of no value.

You can find a current list of information marketing related events online at:  
<http://www.50BiggestMistakes.com/Resources>.



# Ridgway Speaks From Stage on the 50 Biggest Mistakes Information Marketers Make

**B**ret Ridgway, co-founder of Speaker Fulfillment Services adds speaking from the stage on the 50 biggest mistakes he's seen info marketers make to his list of many talents.

Bret Ridgway, co-founder of Speaker Fulfillment Services and a member of the Information Marketing Association, kicked off this fall season speaking at a variety of seminars and conferences about the 50 biggest mistakes he has seen information marketers make and how these mistakes can be avoided from the very beginning.

The most recent event was Heather Seitz's and Kendra Cecieta's October 17-19, 2008 Product Mastery Seminar in Atlanta, Georgia. Bret spoke earlier on the same topic at Judith Sherven & Jim Sniechowski's Bridging Heart and Marketing II conference which was held September 12, 13 and 14, 2008 in Los Angeles, California and Michael Penland's Internet Marketing & Joint Venture Super Conference held September 19 – 21, 2008 in Orlando, Florida.

Bret is committed to helping information marketers achieve success. He has over 20 years experience in the information marketing business, with the past five years spent as a provider of duplication and information product fulfillment services.

Bret likes to refer to the fulfillment business solutions Speaker Fulfillment Services provides its clients as "Infofulfillment." Being an info-marketer himself, coupled with his "insider's" industry knowledge, means that Bret not only understands the problems professional information marketers face, but that he can come up with infallible solutions quicker and better than most.

Speaker Fulfillment Services has a blog that Bret writes for that can be found at <http://sfsblog.com>. In addition to the articles he's done for the SFS newsletters (they are posted on the company's website at <http://www.speakerfulfillmentservices.com>), Bret is also making article submissions about the 50 biggest mistakes information marketers make and other topics of interest to online article directories specializing in Internet and Information marketing.

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## Getting Noticed!

**S**peaker Fulfillment Services will attend and host an exhibit booth at Bill Glazer's and Dan Kennedy's Info-SUMMIT<sup>SM</sup> in St. Louis, Missouri on November 7-9, 2008.

According to Chet Holmes, author of "The Ultimate Sales Machine" nothing, including great products and superb selling, will matter if you can't get noticed. "What can you do to really stand out in the crowd?" he asks.

Well, Chet, SFS has taken heed to your Marketing Weapon 6: Trade Shows and Market Education recommendation and taken a big step forward in its marketing efforts to stand up and get noticed!

SFS is proud to announce our first year as an exhibitor at the Bill Glazer and Dan Kennedy 2008 Info-SUMMIT<sup>SM</sup>.

"It almost goes without saying that showcasing its products and/or services is an important part of a company's marketing strategy," Bret Ridgway, co-founder of SFS said, "in fact, we just recently added a pop-up display booth to enhance our integrated marketing communication program. Not only does it increase our visibility, but it provides us a fun backdrop for meeting people."

Bill Glazer and Dan Kennedy have created a unique environment for Glazer-Kennedy Insider's Circle members and Info-SUMMIT<sup>SM</sup> attendees to have the opportunity to meet and get firsthand information from the best people and companies in the information marketing industry. According to Sherrie Russell,

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## Bret's Best

### Monthly Reading Recommendations for Successful Info Marketers

**S**tarting with this Issue, and hand picked with busy information marketers in mind, Bret selects his favorite books that are sure to help grow your business.

This month's pick:

Newstrack ADVERTISING CLASSICS

*Audio CDs from 8 of the greatest advertising experts.*

Now available, 8 of the greatest advertising experts who ever lived put the accumulated wisdom of their lifetimes into 8 of the most revealing books ever written. And now, because they have been put onto audio CD's, you can easily listen to and assimilate this wisdom while driving, taking a walk, lounging on the back patio, or wherever you prefer.

Learn while listening to this unique collection of 16 audio CD recordings from the books of:

- David Ogilvy – Ogilvy On Advertising
- Albert Lasker – The Lasker Story
- Fairfax Cone – With All Its Faults
- Rosser Reeves – Reality in Advertising
- Alvin Eicoff – Or Your Money Back
- Leo Burnett – Communications of an Advertising Man
- Maxwell Sackheim – My First 65 Years in Advertising
- Claude Hopkins – My Life in Advertising (No longer available in print)

Gain the wisdom of 8 of the greatest advertising experts of all time without taking any time out of your busy schedule. You can order this special audio album at <http://www.twipress.com/productpages/Newstrack.htm>.

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clients that want it, recycled paper options are available. It costs a bit more, but we're happy to oblige requests to use recycled papers where possible.

From simple things like using recycled toner cartridges for small office printers to letting most of the grass grow on our 27 acres and bailing it into hay a couple times a year we're trying to do our part to run an environmentally friendly operation.

*Bret Ridgway & Bryan Hane*

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executive assistant to Bill Glazer, nearly 800 people are expected to attend this year’s event. And, due to the popularity of the exhibitors area last year, the exhibiting schedule has been extended from 9 hours to 15 hours.

“Being an exhibitor at the Glazer-Kennedy Info-SUMMIT<sup>SM</sup> is by invitation only so we’re really pleased to be invited to host an exhibit at this notable event.” Ridgway said.

Most of the exhibitors will be having special Info-SUMMIT<sup>SM</sup> only discounts and offers. SFS is offering any one who completes our 60-second survey a copy of the audio CD set from Bret’s course “The 50 Biggest Mistakes I See Information Marketer’s Make.”

So, if you plan on attending the Glazer Kennedy 2008 Info-SUMMIT<sup>SM</sup> be sure and stop by our booth and say hello. We’d love to see you. And, don’t forget to fill out our survey and receive the “50 Biggest Mistakes I See Information Marketers Make” audio CD set. FREE.

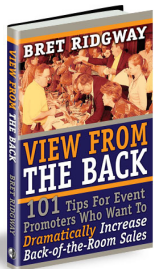
Want to know more or register for the 2008 Info-SUMMIT<sup>SM</sup> go to <http://www.dankennedy.com/index.php/>.

About Glazer-Kennedy Inner Circle:

We are THE place where entrepreneurs seeking FAST AND DRAMATIC GROWTH and greater control, independence and security come together! The single, all-under-one-roof, one-stop-shop source of tested,

proven yet original, innovative, even radical strategies for turning ordinary business into extraordinary businesses... for leveraging every offline and online means of attracting customers, clients or patients.... for immunizing and insulating yourself from recession...for dramatically increasing your income, decreasing your stress, and making your business your slave rather than master,

Glazer-Kennedy Insider’s Circle is THE place where truly smart, progressive, aggressive entrepreneurs with a love for marketing, a sincere desire to get rich and richer (with no apologies for doing so), and an optimistic, forward-looking attitude gather to exchange and share timely information and “what’s working today” strategies and examples.



## **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 #13**

#### **Rewarding Speakers Who Fill Seats**

Here’s something new I’ve heard recently discussed but haven’t had the opportunity to witness in

person yet. That is rewarding your speakers who helped put people in the seats at your event with a higher percentage of their own sales at the event.

The normal promoter/speaker rate split of sales at an event is 50/50. On a \$1000 dollar sale the speakers get \$500 and the promoter gets \$500. Credit card fees are covered by the promoter out of their 50% and product duplication costs are covered by the speaker out of their 50%.

But what if you offered incentives to your speakers to really promote the event hard by offering them 55% - 60% or more of their own sales at the event if they sold more seats? It’s usually very challenging to get your speakers to promote your event. I think this is an idea worth testing to see if it has a positive impact.

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

***101TipsForEventPromoters.com***