

# Speaker Fulfillment Services

SpeakerFulfillmentServices.com

# News Notes

## WELCOME

**W**e believe there is no better time than the beginning of a new year to wish you every success and to express our appreciation for your past business. 2008 was great but 2009 will be even better! Thank you for trusting us to handle your infofillment needs.

As we move into this new year, we want to make sure we are providing you with the best service possible, and so we ask if you could take a few minutes to answer a brief survey on how we're doing. The results of this survey will help us improve our services thus creating greater value to your decision to have us as a business partner.

You can take our survey online at <http://www.askdatabase.com/campaigns/?gt=1&a=60&b=46795> or fax the enclosed survey with your responses to 812-877-7115.

We realize in today's world of information marketing your

**"Welcome"**  
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## The 10:1 Rule of Info Marketing Arriving At a Price for Your Product

**W**hat's the 10 to 1 rule of information marketing? Simply put, it means the price at which you're selling your information product (assuming it's a physical product vs. digital delivery) must be priced a minimum of ten times your production cost for that product to be a viable product long term.

The 10:1 rule is one of the major reasons why information marketing is such a popular business model. Info marketers routinely get a ten to twelve times markup or more (in many cases, much much more) over their cost to produce the product.

The attractive markup is why new information marketers come into the market every day.

No more busting your butt for a measly 10%, 15% or 20% margin over costs. The 1000% markup allows you to recoup development costs quickly, pay affiliate partners a meaningful percentage, and build a business of real value.

So, what's it all mean in real numbers? If it costs you \$10 to produce your product then you should be selling it at around \$100

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- Information Marketing Mistake #38

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- Raise Your Shipping and Handling Charges
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or more. If you follow the pricing rule of “7” then it might be a \$97 retail product.

Some of you may be wondering “What is the pricing rule of ‘7’?” Well, research indicates that people, for whatever reason, tend to be more responsive to prices that end with the digit 7, so 37, 47, 97, 127, etc. So, if your product costs \$30 to produce then it needs to be a \$297 or higher product. If it’s \$100 to produce then that’s at least a \$997 product. And so on and so forth...

But let’s look at it from another standpoint. What if you’re producing an info product that costs you \$30, but the market you’re selling into won’t spend more than \$97 on that type of information product. What should you do?

If \$97 seems to be the “number” in your market then you need to figure out what you can package for them that costs you no more

than around \$10. You may have to eliminate some of the content you were wanting to include in your product to bring your numbers in line.

Maybe the additional material can be bonus downloadable information or be saved for a separate product. You decide what will work best for you. But the bottom line is you need to bring your production costs as close in line to the 10:1 rule as you can.

Now, if the product is simply a lead generation product for other higher ticket items that you sell then you can throw the 10:1 rule out altogether. Many marketers are even okay with losing money on that initial sale because they know their back end conversion



numbers so well they know they don’t have to make any money on that initial sale.

But if the product you’re selling is one you want to be a highly profitable

### **Bret Ridgway**

is co-founder of Speaker Fulfillment Services, a company dedicated to helping authors, speakers, and information marketers. For more information call our Client Care Team at 812-877-7100 or email [info@SFSmall.com](mailto:info@SFSmall.com).



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business needs can change frequently. Because we pride ourselves on making your life easier when it comes to marketing your information product, we have included a question asking about additional services that you might like to see us provide to help you meet those changing needs.

Also, for completing the survey we’ve included a free special report to thank you for helping us out. Just

complete the survey by Thursday, March 12, 2009 and we will provide you a link to “Common Website Mistakes Information Marketers Make” that you can download absolutely free!

Again, thank you for giving us the opportunity to provide business solutions that meet your infollment needs. We remain committed to helping you grow your business by providing fast, efficient, customized support throughout the production, launch, and fulfillment process.

Wishing the very best to you for the coming year,

*Bret Ridgway & Bryan Hane*

# SFS Client Profile: Heather Seitz

## Master of Direct Response Marketing



buy and sell over \$3 million in real estate, speak nationally on a variety of platforms, and align herself with successful people and partnerships across the country. She currently owns several businesses, markets multiple information products nationally, and continues a successful investing career.

Heather lives by the philosophy that in today's world of multiple streams of income vs. paychecks, domain names instead of company names and your first million instead of a retirement fund, that goal setting, time management, and leverage are more important than ever. To truly take advantage of everything that is available to you today, learning to make time work for you rather than against you is the only way to maximize your potential.

Heather is dedicated to bringing quality training and information to people in both the real estate industry, information marketing industry, and the seminar promotion

industry. She is the founder of Interviews with the Experts, a weekly series bringing industry leaders from all over the globe to the living rooms of entrepreneurs each and every week. She's also created multiple real estate and marketing programs and is the co-founder of Seminar Marketing, The Newsletter Business, and the Real Estate Training Academy.

Heather is committed to setting the standard in information product development, education marketing and the seminar business.

Heather has the unique ability to take in ideas from all around her and apply marketing principles, business strategies, and tactics across countless industries. Heather is also a "big thinker", constantly looking toward a big vision.

**H**eather Seitz has built several extremely successful businesses and is a master at extracting multiple streams of income from virtually any business.

She got her start investing in real estate back in 2002 after losing her last "real" job prior to 9/11. She learned real quick that in order to succeed in the competitive market, she needed to become a master of direct response marketing. In a short time, Heather was able to

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# Are You Suffering From Marketing Attention Deficit Disorder (ADD)?

Recently I met with a prospect to explore our working together. When he booked the appointment he said, “I really need to come see you because I do a lot of marketing but none of it ever works.”

As we sat and talked, he spent the next 30 minutes going through all of the marketing activities he currently does (and had been doing) for his small business.

Yep, he was right. He does a LOT of marketing...

Brochures, postcards, mailers, Value Paks, referral cards, coupons, referral incentives, refrigerator magnets, a web site, Yellow Page advertising, direct mail campaigns, sales letters, bumper stickers, t-shirts, and on, and on, and on.

Whew.

I was exhausted. I even developed a headache, by trying to keep up with all of the multitudes of things he does to market himself.

Finally, he asked me, “So...what do you think? I’m doing all this stuff, but nothing’s working. What’s the problem?”

I asked, “How long do you sustain these marketing activities? How do you test? How do you know what’s successful? How do you know when to move on?”

He didn’t have good answers...basically his response was “I don’t know. I try one thing, if it doesn’t get me a client, then I do another, and so on...”

I gently leaned forward, over the massive, gargantuan pile of postcards, papers and other marketing items, and said, “My friend, the problem is...you’re suffering from Marketing Attention Deficit Disorder! You’ve got Marketing ADD!”

Sure, he’s marketing his business...marketing it all over the place.

He isn’t focused on anything. He isn’t testing anything. He’s doing everything he can think of without sustaining anything or getting any traction. And in doing this, essentially, he’s marketing his small business like a hyper-active-ADD-suffering-4-year-old-tanker-up-on-caffeine, sugar and too much Kool-Aid.

This prospect of mine suffers from Marketing ADD!

So, the question is...

Are you suffering from Marketing ADD too?

If so, it’s time to take a pill and focus your efforts, test your efforts, sustain your efforts — or no matter how much marketing you do, it will not work.

Marketing ADD looks like this....

Create a flyer.  
Send out the flyer.  
Didn’t get much response...

So create a postcard.  
Send out the postcard.  
Didn’t get much response...

So find a networking event to attend.  
Attend networking event.  
Didn’t get much response...

So create an ad.  
Run the ad.  
Didn’t get much response...

So create a brochure.  
Mail out the brochure.  
Didn’t get much response...

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# Information Marketing Mistake #38

## Not Understanding the Power of Articles to Grow Your List

To a large extent, the terms “Information Marketing” and “Internet Marketing” have almost become synonymous. Go to any Internet marketing conference these days and you’re likely to hear extensive discussion of information marketing being the perfect Internet business because of the high profitmargin on each individual sale.

That means if you’re an information marketer you must have full understanding of the most powerful traffic generation tools to get visitors to your website(s). At the top of the list today for many marketers is article marketing.

By providing people with a taste of your content via articles you can stimulate them to want to visit your website for more information about that topic. Take advantage of the low or no cost article submission services available to you like [EzineArticles.com](http://EzineArticles.com), [SubmitYourArticle.com](http://SubmitYourArticle.com), and [ArticleMarketer.com](http://ArticleMarketer.com) to get your articles distributed in as many appropriate venues as possible as quickly as possible.

The key to gaining maximum benefit from article marketing is to have a well crafted resource box at the end of the article. According to article marketing expert Christopher Knight of [www.Christopher-Knight.com](http://www.Christopher-Knight.com) the following items are mandatory in your resource box:

- Your name
- Your website address in valid URL form. For example — <http://Your-Company-Name.com>
- Your elevator pitch — 1 to 3 sentences that encapsulate the essence of what makes you and your offering unique.
- Your call to action



***“You must have full understanding of the most powerful traffic generation tools to get visitors to your website(s).”***

In addition, your resource box might include your ezine subscription address, your contact information, a free report, and an anchor URL that is related to one keyword or keyword phrase you want to build SEO strength for.

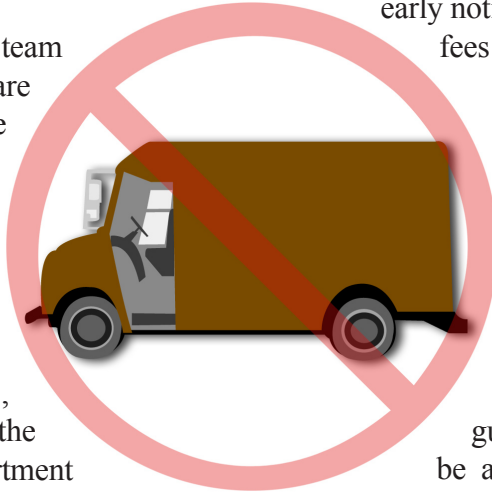
The body of your article is where you “give” and the resource box is where you “take” for your article marketing gift of information according to Christopher. Be sure to include the mandatory elements described above to gain the maximum benefits of article marketing.

## Order Cancellation Policy

**Y**ou may be wondering what the procedure and associated costs are if you have to cancel a shipment.

Our client care team representatives are trained to handle your request as smoothly as possible.

If you need to cancel a shipment, simply notify the shipping department before NOON Eastern Standard Time at the email address [shipping@sfsmail.com](mailto:shipping@sfsmail.com), and we will be happy to cancel the order.



If the order has already been processed in our system the regular fulfillment fee will still apply. However, because we appreciate the early notice no cancellation fees will be charged.

If you notify us AFTER noon, we will make every effort to pull the shipment from the outgoing pile but we cannot guarantee we will be able to do so – it can take quite a long time to locate one package among the hundreds palletized for shipping on a given day.

If you notify us LATE in the afternoon of a canceled order, there may simply not be enough time to locate the package before the shipping carriers arrive for their pickup.

If the order has already been shipped you can either ask your customer to refuse shipment and the carrier will return it to us or you can have us issue a stop shipment or call tag on your shipment.

Whatever fee the carrier assesses us for this service, normally around \$10.00, will be added to your bill at the time of the product return. The return process will be handled as any other return.

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## Do You Need To Raise Your Shipping and Handling Charges?

**E**ffective January 5, 2009, UPS instituted a 5.9% price increase on their domestic ground shipping rates. For international shipments via UPS the average increase is 4.9%. It's our experience that when one carrier raises their rates all other carriers soon follow with similar increases. Not surprisingly, I don't think I've ever seen any rate

decreases from any of the carriers. Go figure.

What's it all mean to you? It means it's time for you to assess your current shipping and handling charge to your end customer. You need to decide if you're going to absorb the additional costs yourself or whether you want to increase your S & H charge and pass the increased cost along to your customers.

What's it mean in real dollars to you? A package that was \$7.50 before is now going to cost you \$7.94. I know 44 cents doesn't sound like much but if you multiply it across hundreds or thousands of shipments it's an awful lot more money out of your pocket.

The decision is yours of course. But now is the time to take a look at things and decide what adjustments, if any, you want to make.

## Bret's Best

### Monthly Reading Recommendations for Successful Info Marketers

*Handpicked with busy information marketers in mind, Bret selects his favorite books that are sure to help grow your business.*

**I** don't think anyone will disagree with me when I say whether you're selling on or offline, it's the words that sell your product.

So with that simple fact in mind, my choice for this month's reading recommendation is an easy one. Richard Hodgson's "The Greatest Direct Mail Sales Letters of All Time." Hodgson's book not only offers useful information on creating sales copy that sells but contains a compilation of 100 sample letters from many top direct mail copywriters.

Here's the chance for you to learn from tried-and-true methods, generate your own winning ideas, and discover exciting new ways to ramp up your sales efforts. Hodgson makes it easy. With each letter he includes a complete analysis of what makes it great. Save time and money by modeling your copy after letters that have already been proven to work.

You can order "The Greatest Direct Mail Sales Letters of All Time" at:

<http://www.twipress.com/productpages/GreatestDirectMailSalesLettersOfAllTime.html>



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## SFS Million Dollar Launch Achievement Award Are You Next?

**J**ack Bosch received one of the SFS "Gold Record" awards for his new product launch, "Land Profit Formula." The Gold Record honors those clients who have achieved a \$1,000,000+ launch.

Mike Filsaime  
7Figure Code – 2007

Chris Rowe  
CRISS (Chris Rowe's Internal Strength System) – 2007

Other SFS Gold Record honorees:

Armand Morin  
Internet Marketing Explained – 2008

Bill and Greg Poulos (Profits Run)  
Forex Income Engine – 2008  
Forex Profit Accelerator – 2007

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Ugg. My head hurts. Does yours? It should.

If this sounds familiar, then you are suffering from Marketing ADD.

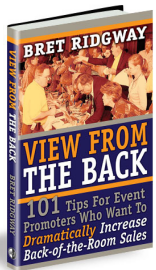
No focus.  
No direction.  
No plan.  
No testing.  
No follow up.  
Just stuff, stuff, stuff.  
Bouncing around, bouncing around, bouncing around...  
Marketing ADD and it will not and does not work.

The best pill to “cure” your Marketing ADD is what I call Strategic Diversification.

Quite simply, strategic diversification is choosing between 4 and 6 marketing activities to focus on. And that’s it. No less than 4 and no more than 6. Get those up and running. Test them, tweak them, refine them and get them to where they work to bring you clients.

Then and only then do you get to add other marketing activities to the mix. I’ve found that many of my clients and especially solo small business owners suffer from Marketing ADD. The best cure is Strategic Diversification. It makes marketing more focused, more manageable and more do-able.

Copyright © 2009 by Jeanna Pool. All Rights Reserved. Jeanna works exclusively with solo small business owners, who are really good at what they do and attract more clients on a consistent basis via graphic design, website design and marketing that really works! Jeanna is a rare breed in that she’s a designer who knows marketing and a marketing consultant that knows design—2 disciplines that very few can bring together. Jeanna is the author of the “When Your Small Business is YOU Marketing Handbook.” The \*ONLY\* book of its kind, written exclusively to help the 1-person, solo small business owner market their services easily and successfully. Contact Jeanna by calling 303-380-9100 or visit [www.Market-ThatWorks.com](http://www.Market-ThatWorks.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 #14

#### Avoid Content Overlap

When lining up the speakers for your event you should have a curriculum

approach in mind. Each speaker’s content can build upon the previous speakers or fill in the missing pieces from earlier presentations.

What you should probably NOT do is simply pick your speakers by name only with each speaker having carte blanche to speak about whatever topic they choose. What you invariably end up with is more than one speaker talking about the same topic.

Not only do your attendees feel cheated because they’ve “heard it before” but the second or third speaker who speaks about the same subject will suffer dramatically at the sales table. Which means you suffer also.

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

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