



Speaker Fulfillment Services

SpeakerFulfillmentServices.com

News & Notes

• Volume 16 •

WELCOME

It's a little known fact that Bret Ridgway is one of the co-founders of the highly successful Internet Marketing Mastermind group - AM2.0.

Led by one of the top Internet Marketers in the world, Armand Morin, the AM2.0 program teaches real world marketing strategies that get results.

We've said it before, and say it again. Bret is committed to helping information marketers grow their business. So, when he had an opportunity to be a part of AM2.0's creation, he didn't have to think twice about getting involved.

For five years now Bret has listened, learned, and shared information with many of the top marketers in the world. Several credit AM2.0 for taking their already successful online business to an even higher level of profitability. And countless

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New SFS Shopping Cart Service Become A Charter Member Now and Save

Spring has finally arrived. And with it...new beginnings. In fact, here at Speaker Fulfillment Services we're really excited to introduce a new service designed specifically to help you grow your online business. As a valued client, you should have received emails from us telling you about our new SFS Cart, your all-in-one solution for order processing and fulfillment.

For years we've been listening to the grumblings of our fulfillment clients and others involved in information marketing about the woeful inadequacies of the

shopping cart systems available. They are either constantly breaking down or they're so overpriced that only the info marketing elite can begin to afford them.

Well, we've felt your pain, because we were dealing with the same issues ourselves in our own info marketing efforts. Always seeking ways to make things easier, leaving us more time for the fun stuff, we decided to take action.

We found a partner who has designed and implemented

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for much larger organizations and started working with them to develop a solution for information marketers that has functionality, customizability, outstanding customer service and was affordable for both new and experienced info marketers. We also worked with them to make sure this system could be scaled so that as your info marketing empire grows, your IT will stay ahead of you on the growth curve without costing you a fortune.

For a little over a year we’ve had a few select info marketers alpha test the system to make sure that it really met the needs of information marketers. We’re pleased to announce it passed with flying colors. Here’s what SFS Cart can do for you:

- Ensure your clients orders are secure with your Shared SSL Certificate
- Send up to 1,000 emails to your clients per month
- Increase your sales by cross selling your clients additional products or services
- Give you the capacity to sell up to 10 different products
- Allow up to 1 GB of digital downloads per month
- Let you customize your SFS Cart to the Look & Feel you want



- Provide you with FREE Video Training
- Auto-subscribe and unsubscribe clients to your email list
- Provide Redundant Servers and automatic backup

Your shopping cart plays a critical role in the success of your information marketing business. Also, we are now ready to offer a handful of “Charter Memberships.” Are you ready to be one of a select few?

Charter members will pay only \$37 per month for the system. And this rate will be guaranteed for life! The functionality will grow - the features will be enhanced - but you will never pay a penny more per month than your charter member rate.

To learn more about SFS Cart and how to become a Charter Member, contact us at (812) 877-7100 or here is the link <http://www.sfscart.com/sales-letter/> to watch the video on how SFS Cart can solve many of your order processing and fulfillment problems.

Newsletter Formula Making Money With Newsletters

SFS client, Heather Seitz, recognizes continuity programs — or membership programs — are a good way to provide value to your customers or prospects and generate revenue for you and your company.

Bret Ridgway states in his article

“Monthly Continuity Programs - Digital Delivery or Physical?” (which is included in this issue), that using physical newsletters is a way of staying connected with continuity group members.

At an AM2.0 mastermind group event last year, Heather and Bret were discussing continuity programs and the various components necessary

to have a successful program. After hours of conversation, it seemed only natural for them to pair up and become founders of the Newsletter Formula.

Newsletter Formula is designed to help internet marketers and business owners generate new subscribers, keep existing subscribers longer,

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SFS Client Profile: Ross Blake

Expanding His Ability to Help Employers



Helping employers improve their business is exactly what Ross Blake, a long-time management consultant and trainer, likes to do.

So it made perfect sense for him to add “information marketer” to his list of talents so he could expand his ability to reach his audience.

While helping managers, business owners, and companies improve their working relationships, Blake noticed the same issue repeatedly occurring. It wasn’t uncommon for clients to have problems with employee retention. Also - it

wasn’t unusual that their employee turnover rate was far more expensive than the clients realized.

Besides the obvious costs involved when an employee leaves and a replacement is hired, Blake believes employers need to pay attention – now, more than ever – to employee retention. Companies need to retain key people to get them through the recession, he notes, and have a seasoned staff in place ready to go when the recession ends.

Turnover happens for a reason. Ross Blake, the Employee Retention Manager, has the knowledge and skills to help employers resolve the causes behind turnover, and save them tens of thousands of dollars.

Yet Blake understands all too well the exhausting and time-consuming demands that go along with a training and consulting career, so he was looking for a way to expand his ability to help employers increase retention and decrease turnover without adding more travel to his busy life.

Creating information products to show small to medium size employers, managers, and HR professionals how to develop and implement retention strategies was the perfect solution.

Last summer Blake released two information products. His first was a manual titled “How to Retain More New Hires – The People Side of New Employee Retention” the only manual devoted exclusively to helping employers reduce costly new hire turnover.

His second product is “How to Develop An Employee Retention Blueprint for Your Organization.” The “Employee Retention Blueprint” is an easy to follow 5-step process that helps employers develop the specific strategies needed in their organization to solve their specific retention and turnover problems.

To get two free retention tools from Ross Blake, “Retain & Gain” a bi-weekly e-zine, and his special report “5 Employee Retention Strategies Outstanding Employers Use,” visit EmployeeRetentionManager.com.

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Monthly Continuity Programs - Digital Delivery or Physical?

I was sitting in a recent mastermind meeting and we were analyzing the business model of an information marketer in the real estate niche. The presenter was discussing the concept of a “CD of the Month” program. The question arose as to whether it should be a physical CD or if the content should just be delivered digitally.

A blanket statement was made by one of the attendees to the effect of “Just do it all digitally, you don’t need the extra cost.” That statement seemed to be accepted at face value without question from the other attendees.

But I got to thinking a little while later about that position and began to wonder if that stance was based on any type of data or supporting facts. With any type of continuity program, the key to maximizing revenue per member is obviously how long you can keep them in the program.

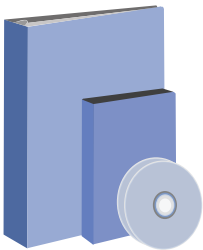
So I wonder how many tests have been conducted on the staying power of members in a continuity program that receive a physical shipment of a CD or newsletter vs. the staying power of members who receive all of their ongoing content via digital delivery?

I’ve heard that followers of Dan Kennedy claim that the staying power of members who receive a physical mailing is 2 to 3 times that of those who receive digital delivery only. Now, maybe that’s true, maybe it’s not. I haven’t run any of these tests myself.

The bottom line is you really need to test it out for yourself. Don’t accept at face value that digital or physical delivery is best. In one market physical may be better. In another digital may work better. The real key is the numbers. Let’s look at a couple of examples.

Let’s say you have a \$47 per month continuity program. Let’s say your average subscriber stays in your program for four months when you deliver the product via digital delivery. So your revenue for that customer is

$\$47 \times 4 = \188 . Your delivery costs are effectively zero, so your profit for that customer is \$188 less whatever your initial customer acquisition costs were.



Now let’s assume your average customer stays as a member of your program for 6 months when you deliver your continuity via a physical CD or printed newsletter. Your monthly cost of delivering that product is \$5. That means your profit for that customer is $\$47 \times 6 = \282 less costs of $\$5 \times 6 = \30 , or \$252 total.

So, what’s better? \$252 profit per customer or \$188? Pretty much a no-brainer, isn’t it?

Remember, this is just a hypothetical example and you really need to test it out for yourself. Don’t just take anybody’s word for it. Do your own research and test things out in your market for yourself.

Another factor you’ll need to consider is the additional marketing opportunities you’re provided with the physical delivery of a CD or newsletter. You should be taking full advantage of the ride along possibilities with any mailing you’re doing. If you can sell existing customers more products by including offers of other products and services in your outgoing mailing then you need to include the profits from those additional sales into your calculations of whether physical vs. digital delivery is better.

Continuity programs can be immensely profitable. Maximize that profitability by doing your homework, testing, tweaking, and applying the winning model to your continuity program.

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@SFSmail.com.



Photo by SeminarPhotography.com

Information Marketing Mistake #4

Not Investing Some Time Every Day on Marketing

It is so easy each day to get bogged down in the little details of your information marketing business that you forget to invest any time in actually building your business. Michael Gerber of “The E Myth” fame describes it as working in your business rather than on your business.

The solution, according to Internet marketing legend Armand Morin, is what he calls “Five-Minute Marketing.” He makes sure he spends at least five minutes every day on some business-building marketing activity. Maybe it is just sending an email promotion to his list. Or maybe it is a couple phone calls to potential joint venture partners in order to get a commitment to participate in an upcoming new product launch. Or maybe it is lining up an article writer to generate 50 new articles on information marketing.

It does not matter what it is as long as you are consistently applying some effort every day to activities that will help you to grow your business. If you have employees, then the continual development of processes and procedures will be critical to your long term success.

These are certainly business building activities. However, these may or may not be marketing activities, so amongst the full complement of business building activities make sure you include something within the marketing realm. Your future success depends upon it.

Here is a quick list of marketing opportunities you might do:

Post something to your blog

Do an affiliate training call

Send an email promotion to your list

Write a new article and submit it to the article directories

“If you’re building a company, then have one of your team members handle the marketing responsibilities.”

Call your top joint venture partners and get a commitment to help you promote an upcoming new product launch

Send thank you cards to your biggest customers

Be a guest speaker on a teleseminar or webinar

Speak at a live event

Submit a press release

Schedule advertising in a suitable ezine

Write a new sales brochure to include with all outgoing product fulfillments

This list is certainly not meant to be all-inclusive, just something to stimulate your thinking. Also, “Five-Minute Marketing” does not necessarily mean you have to do it all yourself. For example, if you are building a company, then have one of your team members handle the marketing responsibilities. Just be sure that someone in your organization is investing some time in marketing every day. Your long-term success ultimately depends on it.

Infofillment Word Search Fun

Terms related to Speaker Fulfillment Services



Albums

Binders

Boxes

Bret Ridgway

Bryan Hane

Bubblewrap

Cases

CDs

Clamshell

Customer Service

Duplication

DVDs

Fulfillment

Graphics

Indiana

Inventory

Jewel cases

Launches

Mockup

Newsletters

Packaging

Pallets

Paper

Parcel

Printing

QC

Quality

Shipping

Shrink Wrap

Speed

Spiral Bind

Tape

UPS

USPS

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.

Breakthrough Advertising – One of the greatest books ever written on direct marketing and advertising.

Eugene Schwartz's republished book is much more than a timeless classic on the topic of "advertising." It's about a way to develop an entirely new market for a new or old product. Which is what makes this book a perfect resource for information and Internet marketers.

Gene found that his book was often used by people who were not copywriters or even in the business of advertising. They were businessmen and individuals with a strong desire to make money – and lots of it!

While Gene's masterpiece addresses the universal problem of all copywriting: how to write a headline and an ad that will open up a whole new market, it offers much, much more.

Get Gene's secrets on:

How to put drama into your copy...

How to revive a dead product...

How to remove objections to your product...

I'm confident if you follow the principles outlined in Gene's book, you will be inspired to discover new markets, experience growth in your current market(s), and even have great ideas on revitalizing some old markets.

Get your copy of *Breakthrough Advertising* today!

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create a profitable stream of residual income with minimal effort using newsletters and continuity programs.

If you are looking for ways to keep your customers longer and keep them happier, get a copy of Heather and Bret's free report "7 Ways to Make Money with Newsletters and Continuity Programs" by visiting www.NewsletterFormula.com.



See SFS at these Upcoming Events

April 30 - May 2 Bill Glazer and Dan Kennedy's
Super Conference - Chicago, IL

May 22 - 24 Michael Penland's
Internet and Joint Venture Super Conference - Orlando, FL

November 6 - 8 Armand Morin's
Big Seminar 13 - Las Vegas, NV

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members new to Internet marketing eagerly declare they owe their success to the AM2.0 program’s expert advice, live webinars, weekly training sessions, educational events, networking opportunities, and a wide variety of useful tools and resources.

AM2.0 has members in the United States, Australia, Canada, England, El Salvador, Cyprus and many other countries. All of these people, regardless of nationality, share a common goal. They all want to build a successful and long term Internet-based business; and they have turned to AM2.0 to help them do it.

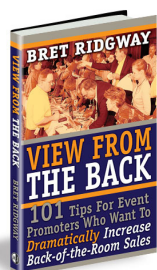
Bret told me that because of the state of the Internet today, the economy, and a lot of other factors, interest in AM2.0 Training has intensified. He said, in response to the increased interest, the AM2.0 founders decided to add a “Silver” level to the current AM2.0 program.

The new AM2.0 Silver program offers:

1. Weekly Training From Internet Marketing Experts
2. 2 Monthly Website Critiques
3. Monthly Marketing Tutorials
4. Monthly Traces Magazine
5. 2 Yearly Tickets to Armand Morin LIVE
6. 1 Yearly Ticket to the Private AM2.0 Training Seminar
7. 1 Discount Ticket to BigSeminar

To learn more about the new AM2.0 Silver Training Program, visit <http://www.am2.com>.

Bryan Hane



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 #15

Speakers On Parade

A technique I’ve seen used quite frequently at events that seems to work very well is to have those

speakers who are already at the event get introduced to the audience on the first morning. Each gives a five minute intro on what topic they’ll be speaking about and when they’ll be presenting.

The benefits are two fold. First, it begins to build the comfort level your attendees have with the individual speakers. So when the speaker begins their regularly scheduled presentation the audience is already familiar with them and

the first level of trust has already been established.

Secondly, it builds in your audience an anticipation of things to come. Your goal is to make sure you keep as many as possible of the attendees in their seats for all the speakers. When the students get to hear directly from the speaker what his topic is going to be, and that topic really resonates with them, then you can be sure they’ll make it back into the room at the right time.

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

101TipsForEventPromoters.com