



# Speaker Fulfillment Services

SpeakerFulfillmentServices.com

# News & Notes

• Volume 17 •

## WELCOME

Seems like it was just yesterday, but it's been a year now since the terrible floods ravaged Terre Haute and made June of 2008 such a memorable time.

A lot's changed in this past year - we've elected a new president and the economy has been, let's say, challenging for many people.

How have you responded to those challenges?

The meek have pulled back into their shells and hope things will get better.

The strong are hitting it harder than ever - marketing harder and developing more products faster. They recognize the great opportunities that exist for those who really go after them during these challenging times.

So which are you?

*Bret Ridgway & Bryan Hane*

## SFS Launches New Support Site [client.infofillment.com](http://client.infofillment.com)

SFS announces the launch of its new client support website at [www.client.infofillment.com](http://www.client.infofillment.com).

SFS co-founder, Bret Ridgway, said the launch coincides with the company's decision to re-brand. "Infofillment is the phrase we coined meaning Information Product Fulfillment," Ridgway said, "so many of our clients these days aren't public speakers - which is where our business started.

"We created the term Infofillment," SFS's other co-founder, Bryan Hane added, "to more closely represent what we now do for our clients."

The launch of the new website, Ridgway said, is the company's way to introduce themselves to new clients and remind its current clients of all the great services SFS provides. The new site contains videos, FAQs, articles, client testimonials, and information about services provided by SFS.

"We want to thank all of our clients who participated in the client satisfaction survey we did earlier this year," Hane said. "We definitely kept their responses and comments in mind when creating

**"New Client Infofillment Support Website" continued on page 2**

### In this issue....

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## “New Client Support Site” continued from page 1

the new support site.”

The new website features:

- FAQ sections about audio, billing, graphics, production, services, and shipping
- Training courses
- Articles written by Bret Ridgway and other members of the SFS team
- Forms and documents which include Artwork Specifications, Shipping Rates, and a New Product Development and Launch checklist
- Back issues of SFS newsletters
- Video tutorials on how to use SFS Cart
- An SFS related websites list
- and much, much, more.

The website is designed to complement the client care support team. With clients based throughout the world, it isn't feasible for the company to have a live person



available round the clock.

The [www.client.infoclient.com](http://www.client.infoclient.com) site provides an in-depth resource for existing clients and helps answer common questions for new clients and information marketing visitors 24 hours a day, 7 days a week, 365 days a year.

“We are really excited about the new client support website,” Ridgway said, “And, from now on, our clients will be hearing us use the phrase ‘Infoclient by Speaker Fulfillment Services’.”

“Eventually,” Hane added, “we’ll transition our company to just Infoclient.”

## International Shipping Update



**S**hipping your product internationally requires specific documentation that is regulated by the U.S. government and the government of the country to where your package is being shipped.

Recently, our United Parcel Service (UPS) representative notified us of a change in the shipping regulations which affects all international carriers. It is now **required to include a phone number and email address when shipping orders internationally.**

In order for your product(s) to clear customs and to ensure quick delivery, it is important you include this information when placing your order with us. If you have any questions regarding this new requirement, contact your client care representative at (812) 877-7100.

# 3 BIG Reasons To Market Your Small Business With Postcards

**W**e all know how postcards work...postcards are short and sweet, pretty and personal, and they liven up the daily mail. What could be a better marketing tool for your small business?

A lot of businesses use postcards to advertise sales, announce new products and make special offers. By marketing your services with postcards, you'll take advantage of these features and more.

There are 3 BIG reasons why you should be marketing your small business with postcards.

## **BIG Reason #1**

*Postcards are small, and that's a big advantage.*

You have to get to the point fast when marketing with postcards. You can't drone on and on, which is a good thing. Most prospects are so busy, they don't have time to wade through pages and pages to get to your point.

With postcards, you have to make your point quickly, because with the small amount of space you have, you don't have any choice.

With postcards, less is more.

## **BIG Reason #2**

*Postcards don't have to be opened.*

Postcards let you bypass one of the biggest hurdles in direct mail



campaigns—getting the recipient to actually open your package. Prospects either open or toss mail just like they open or delete emails.

So, even if your postcard ends up in the trash, your message was read (or at the very least, looked at). Postcards have a greater chance of getting your message across because they aren't hidden inside an envelope.

## **BIG Reason #3**

*Postcards are easy to create.*

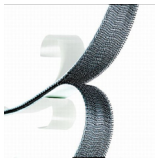
Postcards take a lot less time, energy and effort to create than a brochure or a long sales letter does. You could create a postcard and get it to the printer in a day, where it may take several days, weeks, or even months for you to create a brochure or multi-page sales letter.

Of course, hiring a professional graphic designer will make your postcard look professional. And of course, making a good impression is always important. A designer can help you look your best in the short and sweet space

of a postcard.

Remember, marketing materials that look professional help entice your recipients to give them a closer inspection.

**“Market With Postcards”  
continued on page 8**



# Newsletters as a Stick Strategy?

## Finding Ways to Keep Money in Your Pocket

**W**hat is a stick strategy? It's anything you can do to make sure the sale of your information product stands with your customer. In other words, it isn't refunded – it sticks.

Let's say you're selling a higher priced home study course, for example a \$997 course on real estate investing. It's only a couple dollars a month for you to send a four page newsletter. It doesn't have to be a huge newsletter but you could just send an 11" x 17" folded in half newsletter.

Number one, it's bonus value for the purchases of your home study course. It's a \$29.97 or more value per month newsletter that you're giving you as a bonus, but, more importantly, it's a stick strategy for your product number one.

Number two, you can use it to do all the other things that we talk about with newsletters – educating, selling other products and services, etc. There are so many different ways to monetize a newsletter and people who have purchased a high priced home study course from you are definitely the most likely to buy additional products and services from you.

And your "stick strategy" newsletter doesn't even

necessarily have to be your highest level newsletter. Maybe you have a "gold" level newsletter and you use a "silver" level newsletter as a stick strategy for people buying your higher priced products.

You can use your newsletter either with a physical product as a stick strategy or as a long term additional revenue generator, because it gets something in their hands that you can market and sell other products through month after month.

When you're selling what I call big box packages, information products that sell for several hundred to several thousand dollars, one of the key things you're always going to be battling with is the issue of refunds and making sure that the product sticks.

Anything you can do to keep that product in your customers' hands leaves more money in your pocket. The whole idea of using a continuity newsletter as a stick strategy is incredible.

Your newsletter can also be a type of stick strategy for your event attendees. If you do high priced live seminars then it's a way to keep in touch with these people. Keep the warm feeling they received from attending the event lasting longer. That way they're more apt to sign up for more of your events as they become available.

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## Information Marketing Mistake # 39

### Not Utilizing All of Your Product "Real Estate" to Sell More to Your Customers

**O**ne of the biggest mistakes I see new info marketers make is not taking full advantage of their product real estate to sell more to their customers.

Here's an example that I see all the time, and I cringe every time I see it. A new course is developed that includes a manual or workbook that is either spiral bound or placed within a three-ring binder.

We receive the artwork for the binder from our client, and

they have only a front and spine outsert — no back.

This is prime real estate that you need to take advantage of. You can use it to sell other products. Or you can use it as a stick strategy and include testimonials or other information that will reinforce the value of the information your customer just purchased from you.

Here's a starter list of what all you might include on this valuable real estate:

**"Info Marketing Mistake # 39"**  
continued on page 7



# Common Website Mistake # 2

## Fooling Around with Fonts

Sometimes it's difficult for a website designer to resist getting carried away with their use of fonts. Maybe that website designer is You.

In the world of websites, usage of fonts is an area where it's definitely a case of less is more. Just pick one or two fonts of the same style and stick with it.

But what do we mean by "style"? In fonts, there are what are called "Serif Fonts" and what are called "Sans Serif Fonts."

A "serif" is a non-structural detail on the end of some of the strokes that make up letters and symbols. You and I might refer to them as "fancy" letters.

For printed materials most studies show that Serif fonts are best for readability.

Commonly used "Serif" fonts are:

- Times New Roman
- Georgia
- Courier

The word "sans" means "without," so "Sans Serif" fonts are those that do not have the extra brush stroke at the end of each character. You and I might refer to these as "plain" letters.

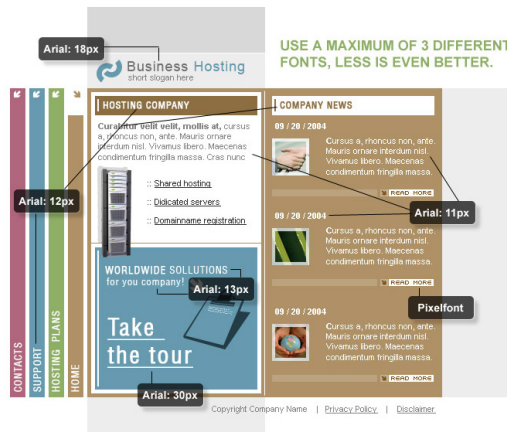
Three of the more commonly used "Sans Serif" fonts are:

- Arial
- Tahoma
- Verdana

On the web, readability is the complete opposite. Testing has proven that Sans Serif fonts are much easier to read online.

Most successful marketers prefer Tahoma font for headlines and subheads. Those same marketers typically utilize Arial font for body copy and navigation.

There are a few cases where crossing the style border is acceptable. An example is if you are adding testimonials or case studies to your webpage.



If you want to differentiate between the main copy and the special call-out of a testimonial or case study, then an alternate font type is acceptable for that testimonial or case study.

Certainly, you should be consistent throughout all of your testimonials to utilize the same font style for each. Same for case studies.

That all being said, the key to online success is testing, testing, testing. Only your readers can tell you with any certainty what will work best for them. Maybe you have a freakish niche that responds best to something different than the norm, but I'd always start with the norm and test variations from there.

# SFS Client Profile: Frank Deardurff

## Talented Graphic Designer with Lengthy Web Connection



**F**ranks has a background covering more than 24 years in graphic design and technical illustration and has been a Microsoft Certified Professional since 1999.

He is co-owner of Access Café Networks, Inc. a network consulting firm and That One Corporation, a web applications

design and hosting company both located in Terre Haute, Indiana.

Many people know him as “That One Web Guy” because he’s provided many types of web resources for many of the internet marketing superstars.

Whether it is a quick graphic edit, a script installation, custom programming, server maintenance, website hosting, web coaching, or a complete direct response website, he’s been able to provide his services when needed.

Helping people such as: Armand Morin, Alex Mandossian, Mark Victor Hansen, Bret Ridgway, Lorrie Morgan-Ferrero and many more top name marketers that have called in a pinch to get some web emergency resolved.

Frank has spoken at several events and workshops on various topics such as Information Products, Web Tools, and Building Websites. He also has hosted his own live workshops. Plus, he has plans to

do more of both in the near future—along with a variety of teleseminars and webinars.

And, you may have seen him helping out his good friend, Bret Ridgway, with the back-of-the-room at all but one of the Big Seminars and a few other events.

Being one of the cofounders of the Ask Database has been a great success and Frank feels it will continue to be so as they add more and more to this service.

Some of other great partnerships for Frank have been with Armand Morin in CB Clicks & Hosterix, Joshua Mitchell on Mastermind in a Box, and Willie Crawford on Change Web Hosts. He has also had great success with several of his own products.

Frank says he truly enjoys being “connected” to the web as much as possible.” You can keep up to date with what’s next for Frank at his blog [frankdeardurff.com](http://frankdeardurff.com)

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### For everyone who has switched to SFS Cart - Thank you!

Here are some new features we have added as a result of customer feedback:

- We have expanded your ability to customize the Look & Feel of your shopping cart. Now you edit the CSS so that your cart can look exactly like your website
- We have integrated with WishList Member so that you can offer a membership site to your customers
- We will work with you to import your email lists if they are already a double opt-in list.

To find out more, please visit us at [www.sfscart.com](http://www.sfscart.com)

# 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.*

This month's pick:  
John Caples' "Tested Advertising Methods"

This is probably the most widely recommended book on advertising. I mean, it has literally been recommended by the greats like Ogilvy, Abraham, Halbert, Collier, Schwartz, Sackheim, Hodgson, Rapp, Collins and the list goes on.

If that doesn't convince you this book is worth reading, a quick look at what you will find inside should:

- the most important part of an ad,
- what kinds of headlines attract the most readers,
- right and wrong methods of writing headlines,
- finding the right appeal,
- tested versus untested advertising,
- how to put enthusiasm into ad copy,
- how to write the first paragraph,
- 20 ways to increase selling power of copy,
- and much, much more.

Caples learned two things early in his career: People

### "Info Marketing Mistake #39" continued from page 4

- Testimonials from customers, especially well-known centers of influence
- A description of other products or services you have to offer and a call to action to drive them back to a website for more information
- Short biographies of key contributors to your product that will further substantiate the value of the purchase in your customer's mind

When people pick up a book in a bookstore, what do they frequently do first?

like to be popular and they are always seeking a quick, easy way to solve their problems.

With that in mind, he wrote ad copy selling a home study course for the U.S. School of Music. His headline:

"They laughed when I sat down at the piano. But when I started to play!—"

The ad was hugely successful. And so, he reworked it for a correspondence school course in French. His headline:

"They grinned when the waiter spoke to me in French—but their laughter changed to amazement at my reply."

Read this book and learn. And your headline will read:

"My loved ones laughed when I said I wanted to be an Internet Marketer. But when I started to sell!—"

You can order John Caples' "Tested Advertising Methods" at [SFSBookStore.com](http://SFSBookStore.com) under Hard-to-Find Marketing Classics.

They flip it over and read the back copy. Your information products should be approached in the same way. Use the back for advertising/sales copy, and you'll increase your overall sales.

## “Market with Postcards” continued from page 3

If you do create your postcards yourself, you really must have them professionally printed (rather than printing them via your personal laser or ink jet printer). Professional printing is cheap and it’s fast. Simply do a Google search for “postcard printer” and take your pick of the best prices.

### BIG Bonus Tip

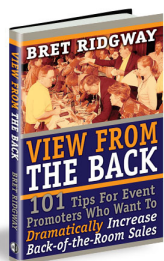
*Create an oversized postcard to make an even bigger impact.*

Use at least the 8.5” x 5” size rather than the traditional small size postcard. This will help your card stand out in a pile of mail. It will also give you a little more room to create your powerful marketing message. My favorite size is the 6”x 11” postcard.

Postcards may be small, but they’re a powerful marketing tool every small business should be using. Postcards force you to say more with less space. They keep your message out in the open, rather than buried in an envelope. Professionally designed and printed postcards will make a positive impression and

entice prospects to take a closer look. Best of all, with postcards you’re marketing in a way that’s easy for both you and your clients...easy for you to create and easy for your clients to get the message.

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## 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 #16

#### Those Rowdy Speakers

Let’s face it - conferences are typically the only time your speakers

see each other, so it’s kind of like old home week. There’s a lot of story telling, idea swapping, and general B.S.-ing. The only problem is that sometimes they want to do it in your meeting room while another speaker is presenting!

I’m not implying that the speakers are ever doing anything to intentionally distract from another speaker. They just sometimes, well, get carried away.

Don’t hesitate to ask your rowdy bunch to take their discussions out of the meeting room if they are causing too much of a ruckus. A friendly reminder to them that they wouldn’t want someone else talking over their presentation is all it takes.

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

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