



# Speaker Fulfillment Services

SpeakerFulfillmentServices.com

# News Notes

• Volume 18 •

## WELCOME

**W**ow, can you believe the summer's almost gone already? School will be starting back up soon for those of us with children.

My daughter is 21 and will be starting her senior year at St. Mary of the Woods College here in Indiana, my son is 19 and will be starting his freshman year at High Point University in North Carolina, and my other son is 16 and will be a sophomore at Terre Haute North High School. Fun times.

But school's never out for the information marketing professional. What are you doing to increase your skills? We hope you're planning to take advantage of the free monthly training calls from Speaker Fulfillment Services designed to help you grow your information marketing business.

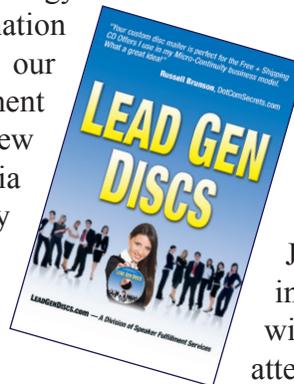
I'll be talking with industry experts like Armand Morin, Heather Seitz,

“Welcome”  
continued on page 2

## New Release — Unique All-Inclusive CD/DVD Self-Mailer

### The Latest in Lead Generation Products

**W**e're proud to announce the latest development in marketing technology for creative information marketers, enhancing our duplication and fulfillment services with the new *Lead Gen Discs* media packaging and delivery option: a lightweight, customized full-color disc self-mailer.



Each *Lead Gen Discs* mailer is custom branded for you and includes a digital thermal printed CD or DVD and either domestic or international

shipping – or, if you like, you can place a bulk order and use the mailers for giveaways at events.

The new mailer design is the perfect tool to help you cut through the mail clutter and GET NOTICED! No plain Jane white mailer – this innovative 3-D “postcard” will definitely capture the attention of your prospects.

GUARANTEED.

“Unique All-Inclusive CD/DVD Self-Mailer” continued on page 2

### In this issue....

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- SFS Client Profile: Dr. David Krueger
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- SFS Client Training Series
- Bret's Best - Monthly Reading
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- How to Make Money with Your List
- Info Marketing Mistake #5
- View from the Back Tip #17

## “Unique All-Inclusive CD/DVD Self-Mailer” continued from page 1

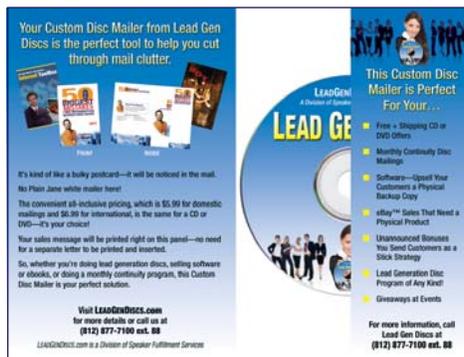
Lead Gen Discs is perfect for:

- Free + shipping CD or DVD offers
- Lead Generation disc
- Monthly Continuity disc mailings
- Software – upsell your customers or offer a physical back up copy
- eBay™ sales that require a physical product
- Unannounced bonus you send customers as a part of your stick strategy
- Giveaways at events

And, you’re going to love the convenient all-inclusive pricing, it’s the same for a CD or DVD – \$6.99 for international shipments and

\$6.99 for international shipments.

How does the new SFS *Lead Gen Discs* media packaging and delivery all-inclusive disc mailer work?



Lightweight, yet sturdy, the 4-panel mailer is made of durable paper board stock and offers two printable panels (three if you’re not shipping the mailers and want to use them as giveaways) and a single side pocket to display your customized marketing and sales messages.

The side pocket holds (1) CD or

DVD, and regardless, the price remains the same – it’s your choice! For a sneak video preview go to [www.LeadGenDiscs.com](http://www.LeadGenDiscs.com). Information marketer, Russell Brunson with DotcomSecrets.com, has this to say about *Lead Gen Discs*:

*“Your custom disc mailer product is perfect for the free + shipping CD offers I cover in my Micro-Continuity business model. What a great idea!”*

So, whether you’re doing lead generation discs, selling software or ebooks, or doing a monthly continuity program, the *Lead Gen Discs* custom CD mailer is your perfect solution.

Visit [LeadGenDiscs.com](http://LeadGenDiscs.com) for more details or call us at:

(812) 877-7100 ext. 88.

## “Welcome” continued from page 1

Jeanette Cates, Ray Edwards, Frank Deardurff, Jeff Herring, Lisa Suttora, Marc Harty, Mike Stewart, Connie Ragen Green and others.

In fact, we’d like to know who you want to learn from. Take a couple

of minutes and complete our quick survey at:

<http://www.askdatabase.com/campaigns/?a=50516&c=&b=7208>

to help us prioritize our schedule to best meet your needs.

*Bret Ridgway & Bryan Hane*



*“Your ability to learn faster than your competition is your only sustainable competitive advantage.”*

—Arie De Gues

# SFS Client Profile: Dr. David Krueger

## Coach and Mentor Integrates Neuroscience, Psychology, and Quantum Physics

**D**avid Krueger M.D., an Executive Mentor Coach and CEO of MentorPath™ uses SPS for each component of training and education. The products include curriculum and workbooks for a licensed, specialty-certified New Life Story Coaches™ Training, as well as wellness seminars.

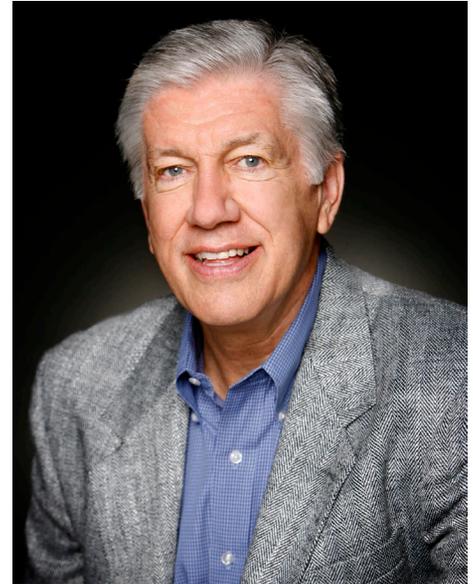
Information products are a crucial integral of MentorPath™, an executive coaching, publishing, and wellness firm. His recent addition is a workbook, *YOUR NEW MONEY STORY™: A ROADMAP™* for Financial Success, to accompany his Teleseminar series on understanding and changing your relationship with money.

It is based on his sixteenth book, *The Secret Language of Money*, to be released internationally by

McGraw Hill in August 2009. Dave was originally introduced to SFS as a Trainer/Mentor Coach and now Dean of Curriculum for Coach Training Alliance, whose educational products are exclusively handled by SFS. He has authored two of the Sage and Scholars Guides for Coach Training Alliance: *Coaching Professionals* and *Coaching Wellness*.

“Many of the methods we use to facilitate change are contrary to the way the mind and brain work. Success strategies to change belief, behavior, and performance are both art and a science.”

Dr. Krueger’s unique mentoring and information products integrate insights from neuroscience, dynamic psychology, and quantum physics with strategic coaching.



For free articles on coaching and success strategies you can go to: [www.MentorPath.com](http://www.MentorPath.com).

To learn more about Dr. Krueger’s *Your New Money Story Teleseminar* series visit: [www.NewMoneyStory.com](http://www.NewMoneyStory.com).

You can find information about his new book on the world wide web at [TheSecretLanguageofMoney.com](http://TheSecretLanguageofMoney.com)

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### Information Marketing Tip:

How you choose to package the components of your information product is critical to how people will perceive its value.

### Speaker Fulfillment Services, Inc.

2001 N. Hunt Road ♦ Terre Haute, IN 47805

Phone: (812) 877-7100

Fax: (812) 877-7115

Email: [Info@SFSMail.com](mailto:Info@SFSMail.com)

# Website Mistake # 3

## Not Maximizing Your Headlines

**H**eadlines and subheadlines is an area where many Internet marketers kinda, sorta do it correctly. But, they still miss an important step to make the MOST out of them.

What are headlines and sub-headlines? Headlines are found at the top of a web page, mostly on the optin and sales letter pages. They generally use a larger font size than the body copy and almost always are boldfaced.

Subheadlines (or subheads) are found throughout the sales page and should be slightly smaller than the main headlines. Generally, subheads use a different font color than the headline and are also bolded.

A common rule of thumb is to make the headline 4 font sizes bigger than the body copy and the subheads 2 sizes bigger than the body copy. For example, if your body copy is 12 point type then your headlines should be at least 16 point type and your subheads should be 14 point. Sometimes it may be acceptable to go a little larger on the headlines and subheads. As always, testing is the key.

A couple of things in the headline itself that often get overlooked are changing the color of action words in the headline and adding

quotes to the headline. It's been proven that a headline gets a higher conversion if you add "" at the beginning and end of the headlines. This is a simple thing to do and well worth it.

The other overlooked point is that when creating your headline, you will want to emphasize particular action words in your headline.

For example, in the following headline.....

“Learn the Hidden Secrets to Writing Award Winning Headlines by Using the Same Strategies Top Internet Marketers Use!”

I would emphasize the words “Hidden Secrets” and “Top Internet Marketers Use” as shown below.

“Learn the **Hidden Secrets** to Writing Award Winning Headlines by Using the Same Strategies **Top Internet Marketers Use!**”

Generally, if you bold two separate parts of the same headline you should make it where the two emphasized parts, when read together, make sense. In this example, the bolded text catches your eye and if you only read the text emphasized in red it says “Hidden Secrets Top Internet Marketers Use!” If you only wanted to bold one section,

you might test bolding “Award Winning Headlines”.

A great resource tool for headline writing is Carl Galletti's “2001 Greatest Headlines Ever Written.” You'll find this publication is available at:

<http://marketingclassics.com/2001headlines.htm>

Subheads are generally shorter so the practice of emphasizing more than one segment of an individual headline generally doesn't apply. However, you need to take the same consideration with subheads as you do with the headline. You want your headline to be compelling enough to grab the visitor's attention to get them to read the first line of your sales letter and so on.

You want your subheads to compel your reader to continue on through your sales letter. In fact, you want your subheads to, in essence, be kind of a mini sales letter in itself. Many people simply scan sales letters. They're going to scan your sales letter by reading the headline and subheads. The reader should be able to understand the crux of your sales letter simply by reading your subheads.

That's why you want to avoid subheads that are too simple. An example that you'll find of a

“Not Maximizing Your Headlines”  
continued on page 5

# How to Make Money With Your List Even If You Are New Online and Your List is Small

**Y**ou can make money online, even if your list is very small. The most important thing is to connect with the people on your list and to write to them as though you were writing to each of them individually. When someone first signs up for my list, they receive an email welcoming them and giving them a link to their free gift. This establishes trust and delivers on the promise I made when they first saw my site.

I then email them again in two days to give them some tips and more information on my topic. These are autoresponder messages, so everyone receives the same message. By then I have sent out an invitation to my entire list, inviting them to a free teleseminar. If I can get them to join me for a live call, they begin to feel like they know me.

Remember that the human voice will always be more powerful than anything we can write in an email. Make sure to send them the link to the replay, because most people will not be able to attend the calls at the time you give them because of work, family, time zone, or other limitations.

I like to write short reports and give them to my list as a gift. They contain lots of useful information on how

to start an online business, as well as several affiliate links. Over time, readers of these reports will purchase products and courses I have recommended. This brings me passive income well into the future. You can do the same thing with your list.

Do not wait until you have a specific number of people on your list before you start making money. Become a good marketer, treat your subscribers well, and you will profit from the very beginning.

Remember that you do not need a huge list in order to start making money online. Visit <http://www.BigMoneyTinyList.com> to get ideas on how to market to the list you have and be creative in your thinking.

Article Source:

[http://EzineArticles.com/?expert=ConnieRagen Green](http://EzineArticles.com/?expert=ConnieRagen+Green)

## Connie Ragen Green

teaches the technology needed to set up your own blogs, websites, social media pages, and sales letters. Join Connie for her free weekly teleseminars at [OnlineWritingSuccess.com](http://OnlineWritingSuccess.com)



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## 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.*

**A** must read, Scientific Advertising, by Claude C. Hopkins is as timely today as the day it was first published in 1923. Hopkins pioneered the principles on testing and measuring ad copy. To get your FREE eBook of Scientific Advertising, email Patricia at: [pfarnsworth@sfsmail.com](mailto:pfarnsworth@sfsmail.com).

Be sure and put "Free eBook" in the subject line.

# How to Make a Lot More Money, Fast

Reproduced with permission from “Why People Fail”  
- A series of No B.S. Articles from Dan Kennedy

**O**dds are, your business lost a lot of customers last year. There are holes in your bucket. And odds are, you can't say for sure how many you lost, who you lost, why you lost them or where they went and are now. If you do nothing different, I can tell you this same thing next year too. A great way to make more money is to stop losing customers, beginning with the next one you are about to lose.

This will require accurately determining what a customer is worth and what cost of replacing a customer really is....so you can decide how much you are willing to invest NOT to lose a customer.

Next, taking that investment and deciding how to apportion it, between preventive measures and rescue and recovery measures. Then designing or re-designing, beefing up and actually implementing both, the “keep ‘em” program and the “rescue/recovery” program. Then testing, evaluating, improving, again and again.

Bill Glazer and I often meet to discuss strategies for our business, Glazer-Kennedy Insider's Circle™. During our last meeting, we spent a lot of time – and now Bill will spend a lot of time, money and work – doing exactly this, and we already have low loss/high retention stats and sophisticated, multi-step, multi-faceted “stick” (for new); “keep” (for continuing), and “rescue and recovery” (for lost) programs. (Do you?). But now we will add to, experiment with, refine and hopefully improve all three. (Will you?) I counted 23 different, specific “adjustments” we agreed on, all to be implemented within the next 90 days; some minor, some major, some simple, some painfully complex. (How many

improvements are you testing in your three programs in the next 3 months?)

Every year, I'm somebody's lost customer. Many don't even realize I'm lost. I guess they think “gee, he hasn't been in, in a while,” if they think at all. Every year, national companies and local shops lose me as a customer. I can't recall even one, ever, doing anything proactive and significant about their loss.

Okay, so that's one very practical suggestion for making a lot more money fast. Here's another: upgrade customers before you lose 'em. You'll then lose less automatically. You ought to give that a lot of thought.

You ought to HATE – and I mean, HATE – losing customers. The athletes or teams who win a lot hate losing – even more than they like winning. To win races, you've got

to hate losing. Winning is not sufficient motivation. You NEED to understand the true economics of losing customers. You NEED to get yourself highly motivated and passionately committed to invest aggressively in not losing customers. By the way, any nitwit can get customers. Thousands of dot-com nitwits got 'em by the millions with no business model at all. No genius in getting them. But no successful business exists based on its owners' ability to get customers. Successful businesses sustain themselves only by keeping them.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series ([www.NoBSBooks.com](http://www.NoBSBooks.com)), and editor of The No B.S. Marketing Letter. WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider's Circle, newsletters, audio CD's and more: for information and to register, visit: <http://freegiftfrom.com/bridgway>.



Dan Kennedy, The  
“Millionaire Maker”

# FREE SFS Client Training Series

Get plugged-in with SFS's new FREE Client Support Training Series! Join us monthly for a dynamic, information-filled teleseminar or webinar hosted by Bret Ridgway and designed specifically to cover the infofillment topics and issues that are truly important to you.

Infofillment is the phrase we coined meaning "Information Product Fulfillment" — so you'll be hearing us use it a lot from now on.

Here's how the Client Support Training Series works:

Tell us what you want to know. Then, watch for an email with a scheduled date for the training you helped create. Yes, it's really that simple.

Around the first of each month you will receive an

email from us with a link to an AskDatabase campaign where you can ask us anything you want about that month's topic. Remember, your question will directly contribute to the webinar's content. We will send you an email confirming the date of the training.

A BIG thank you to those of you who responded to our online query on the *Technical Side of Websites and Blogs* presented by Frank Deardurff.

You can help plan the schedule for upcoming training topics and speakers by responding to our survey at::

<http://www.askdatabase.com/campaigns/?a=50516&c=&b=7208>.

Take advantage of this new information marketing support tool and get plugged-in!

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## "Not Maximizing Your Headlines" continued from page 4

subhead on many sites is something like....

"Here's Why!"

How compelling is that? Here's why . . . what? Yeah, you might get someone that is intrigued and wants to know what the "why" is. But, you can get the benefits of both a higher keyword count and a more intriguing subhead if you do something like....

"Here's Why a Headline Swipe File is a No Brainer"

Isn't that more compelling? Now, wouldn't you want to read more? Plus, if your product is about headlines you've added more relevance to your keyword count.

**Bret Ridgway** has teamed up with **Frank Deardurff**, ThatOneWebGuy of Access Cafe Networks, to create "The 50 Biggest Website Mistakes." To be notified when this new course is launched register at:  
[50BiggestWebsiteMistakes.com](http://50BiggestWebsiteMistakes.com)



# Information Marketing Mistake # 5

## Selling Your Product for Too Little

Most information marketers initially underestimate the value of their information. Even experienced marketers sometimes have this problem. They think “Oh, they will never pay \$297, or \$497, or \$1997 for my product.” People will pay gladly if you have information that they want. If you can help them solve some problem they have, they will happily fork over their money for a solution.

The people that make it in the information marketing business selling \$19 ebooks are few and far between. Now I’m not saying there’s anything wrong with a \$19 ebook. It can be a great front-end

product for higher-ticket items you sell.

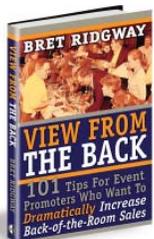
But, if the \$19 ebook is all you sell, then you have to move an awful lot of product to generate any serious revenue. It’s a pretty tough row to hoe. You’ve got to have a back end product or products that people can purchase from you which brings in larger amounts of money, to be successful in this business.

The concept of the Lead Generation CD or DVD for \$5.99 shipping and handling has become very popular. We’re not talking about that. A lead-generation device where people are actually

paying you something to get into your sales funnel is great. Upselling them via telemarketing into your higher end programs is a model that’s proven to work, and if it fits into your business, I’d encourage you to do it.

The key though is that you have that higher ticket back-end product. You can actually make a small profit on each of the lead-generation discs, but that’s probably not where your real profits lie.

Do NOT undervalue your information products. People will gladly pay for the specialized knowledge you can provide them.



## 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 #17

#### Networking Negatives?

One of the biggest draws for many events is the networking opportunities it will provide for its attendees. If your event is to be

successful long term you’ll want the same. Friendships strengthened and deals are made in the hallways outside your meeting room throughout the day.

Therein lays the Catch-22. If they’re making deals out in the hallway then they’re not in their seats listening to the current speaker. You’ll need to recognize that this isn’t necessarily a negative thing. Yes, you might lose a few ears from the room. But the buzz you’re hoping to create for your event as a “can’t miss” spot to be is usually worth the tradeoff.

You’ll also want to specifically arrange special networking activities a reception the night before, lunch with the speakers, etc. to get more positive vibes for your event. And make sure those people that want to talk during a presentation are far enough away from the door to your meeting room that they’re not bothering anyone in the room trying to listen to your speaker.

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

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