



# Speaker Fulfillment Services

SpeakerFulfillmentServices.com

# News Notes

• Volume 19 •

## WELCOME

The temperature as I write this article this morning is somewhere in the mid-40s. Brrr. The air has taken on the definite feel of fall here in Indiana and the leaves are beginning to drop to the ground.

That means that 2009 is rapidly drawing to a close. Can you believe we're already a decade into this century? Wasn't it just yesterday everyone was worrying about the Y2K bug and the disastrous impact that would have?

Now that's ten years in the rear view mirror and my, how information marketing has changed during the last ten years. No one had hardly even heard of things like product launches, Google Adwords, or even Speaker Fulfillment Services back in 2000. I'm sure it would be difficult to have even imagined what you're doing today back then.

So what will the next ten years hold? Who knows? But I'm sure it will be one heck of a ride. Let's all have some fun. ■

## Make Sure You Address All the Learning Modalities by Which People Consume Information

There are four basic types of learners in this world. In simple terms these can be classified as readers, listeners, watchers, and doers. Some people classify readers as that they call "tactile" learners – these are the people who learn by touching i.e. books or home study courses.

Your listeners can also be called "auditory" learners – they learn primarily by listening to audio content. This can be in the form of CDs, teleseminars, or podcasts as possible examples.

Watchers are your "visual"

learners. They are great prospects for delivery by DVD or webinars. And the fourth group is your doers. They learn kinesthetically, which means they want to be involved in the process rather than just watching, listening, or reading about it.

But what does all this mean to you as an information marketer? It means that if you're not offering your content in a variety of formats then you're at best overlooking part of your potential audience and at worst alienating them.

We talked earlier about the

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## In this issue....

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# Mind Your Headline HTML

When laying out a webpage many marketers neglect to using right html tags with their headlines and subheads. Yeah, that may sound scary and technical, but it really isn't and it can make a big difference in your search engine rankings.

Many times people set their entire page as normal paragraphs and don't designate the headlines differently. Here's what we mean....

If you look at the code view of many web pages you would see something like this....

```
<p>"Learn the Hidden Secrets to Writing Award Winning Headlines by Using the Same Strategies Top Internet Marketers Use!"</p>
```

```
<p> Hi welcome to my website I want to tell you about my product blah blah blah you get the point </p>
```

```
<p>"Here's Why a Headline Swipe File is a No Brainer"</p>
```

```
<p>More text explaining why you want to start a headline swipe file, blah blah blah</p>
```

What you see above is the simple html code for part of a sales page. The "<p>" tag is html to tell the browser that the following text is a paragraph and the "</p>" tell the browser that it is the end of that paragraph. This is all well and good but nothing about it tells the browser where the headlines or subheadlines are. Believe it or not, the search engines look for that.

Here is a good example of how the above HTML should look.

```
<h1>"Learn the Hidden Secrets to Writing Award Winning Headlines by Using the Same Strategies Top Internet Marketers Use!"</h1>
```

```
<p>Hi welcome to my website I want to tell you about my product
```

```
blah blah blah you get the point </p>
```

```
<h2>"Here's Why a Headline Swipe File is A No Brainer"</h2>
```

```
<p>More text explaining why you want to start a headline swipe file, blah blah blah</p>
```

You can see that "<h1>" and "<h2>" tags have been added to designate where the headline and subheadlines are. You can use additional "h" tags but that is another discussion.

By adding the appropriate "h" tags the search engines can quickly determine the importance of that text over the regular paragraph text and it will make a big difference in your search engine ranking. Obviously, you will only want to use the <h1> tag for the headline and the <h2> tag for each subheadline afterwards. ■

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## "Learning Modalities" continued from page 1

importance of repurposing content. It can't be emphasized enough how critical it is for you to repurpose. First, from the standpoint of lightening your workload – you don't want to have to create from scratch every time. But secondly, and probably more important, is that it allows you to cover all the

learning styles your customers use fairly easily.

Here's a quick example. My course "The 50 Biggest Mistakes Information Marketers Make" is offered with the written manual as well as the audio recording so you can listen if you'd prefer that to reading.

Each chapter is also being recorded as a quick and dirty two minute video that's being posted on

YouTube and other video sites to drive traffic to our primary company website. The same video can also be used within a membership site as additional content.

Each chapter is also being turned into an article and submitted to the various article directories.

So we're repurposing the content for both marketing and content delivery purposes while at the same time we're addressing the different learning modalities that exist in the marketplace. ■

# Bridging Heart and Marketing Virtual Conference



“Bridging Heart and Marketing III - the Virtual Conference” October 8-18 you can attend from anywhere in the world from your home or office!

Here’s just a glimpse of what you will get from this conference:

\*\*\* How article marketing is one of the simplest and least expensive forms of developing a robust online business

\*\*\* How to turn your blog into a media event that attracts your ideal clients and puts money in your bank account

\*\*\* How to gain publicity online and offline to grow your successful business platform

\*\*\* The central keys to growing your list with people who are an exact fit for what you provide

\*\*\* How to successfully create and market high-ticket programs to match the needs of your particular audience and earn large profits for your business

\*\*\* The spiritual inspiration and support that your business is a form of prayer for the betterment of the world and your expertise is much needed in these times of global transformation

That’s just a tiny sample of what’s waiting for you and your business at “Bridging Heart and Marketing III - the Virtual Conference”

SFS Co-founder Bret Ridgway will be one of the featured speakers at this years event. For more info go to: [BHMVirtualConference.com](http://BHMVirtualConference.com) ■

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## Bret’s Best

### Monthly Reading Recommendations for Successful Info Marketers

#### **The Heart of Marketing: Love Your Customers and They Will Love You Back**

If the high pitch, heavy push marketing of “how to make money” and other products on the Internet isn’t in tune with your song then I highly recommend the new book by Judith Sherven and Jim Sniechowski.

Judith and Jim share their personal story of how they adopted and created a marketing method that meshed with their mind set - the soft-sell approach.

Selling and spirituality can co-exist and Judith and Jim will show you how.

Pick it up at [Amazon.com](http://Amazon.com) ■

# SFS Client Profile: Judith & Jim

Judith Sherven, PhD and Jim Sniechowski, PhD are a husband and wife psychology team. With no background in sales or marketing they've created an expansive online career in less than four years. The leading voice for the Soft Sell approach to marketing and sales, they are best known for producing the only Internet marketing conference for the Soft Sell Community which they call "Bridging Heart and Marketing" <http://BridgingHeartAndMarketing.com>

They have founded the Soft Sell Marketers Association (SSMA) <http://SoftSellMarketersAssociation.org> to provide training and support for soft sell marketers who are thinking about, have begun, or are on their way marketing their products and services online.

They also provide their popular Soft Topic/ Soft Sell Copywriting Home Study Course [SoftTopicCopywritingSecrets.com](http://SoftTopicCopywritingSecrets.com) And with partner Tom Justin they developed the only course for the true Internet marketing beginner - First Step Internet Marketing - with students in 17 countries [FirstStepInternetMarketing.com](http://FirstStepInternetMarketing.com)

Judith & Jim are the bestselling authors of five relationship books. *Be Loved for Who You Really Are* (St. Martin's Press), *The New Intimacy* (HCI), *Opening to Love 365 Days a Year* (HCI), *The Smart Couple's Guide to the Wedding of Your Dreams* (New World Library), and *Living Your Love Everyday* (eBook).

*The Heart of Marketing: Love Your Customers and They Will Love You Back* (Morgan James, May 2009) is their first, but not last, book about marketing and sales as a mutually beneficial process between seller and buyer, transforming commerce through consciousness and conscience, caring and connection. It is already a #1 best seller!

Judith is a clinical psychologist who worked in private practice for twenty-two years. Jim holds a doctorate in Human Behavior and co-founded the Men's Health Network in Washington, D.C.

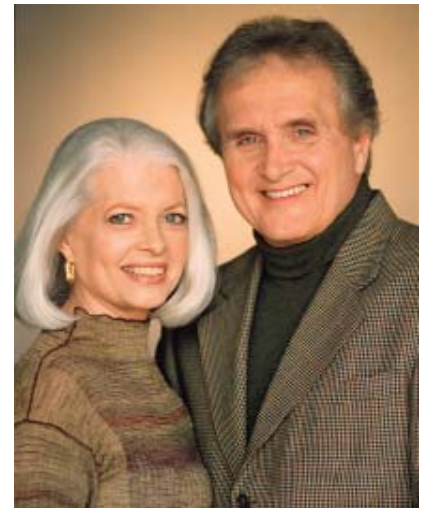
They are popular and inspiring international speakers and trainers who demonstrate the groundbreaking personal and professional benefits available through soft sell, heart-based marketing.

As guest experts they've been on over 2100 television and radio shows including Oprah, The View, The O'Reilly Factor, 48 Hours, CNN, Canada AM, and The Daily Buzz.

They've written for or been interviewed by hundreds of publications including the Los Angeles Times, Chicago Tribune, USA Today, the Boston Globe, Wall Street Journal, Cosmo, O, Bridal Guide, Redbook, Ladies Home Journal, Playboy, Essence, Women's Day, Family Circle, Parents, Brides, Men's Health, Best Life, and Today's Black Woman.

Married 21 years, Judith & Jim currently live in Las Vegas.

<http://TheHeartOfMarketing.com/>  
<http://BridgingHeartandMarketing.com>  
<http://SoftSellMarketersAssociation.org>  
<http://JudithandJim.com> ■



# Marc Harty's Seven Points Formula for Creating a Winning Online Press Release

## Headline

Keep your headline short and make sure you have your keyword phrase in your headline. This is key and something that even the experts miss or forget to do. The earlier you put your keyword phrase in the headline the better.

## Summary

Two or three sentences...What is this press release about? What are you talking about? What is the topic?

## Intro Paragraph

If you know anything about copywriting you know that the purpose of the headline is to get you to keep reading. The purpose of the summary is to get you to keep reading to the intro paragraph. The purpose of the intro paragraph is to get you to read the rest of the release.

I like to ask a question. I don't want to get right into talking about myself. I want to add some context. I want to say these day's things are tough in the economy whatever it is, but something that can build rapport with people.

This isn't just a press release, its common sense and copywriting 101. Build that rapport with your audience.

## Quotes

You've probably seen this on the news or in a press release. There is somebody quoted. If you're doing a press release that somebody is you, but it doesn't have to be you.

For example, if you're using one of my techniques and piggybacking on current events, maybe that quote is something that's out there in the media. Maybe it's a third-party, a research study and you're quoting the person who's in charge of that study.

About 99% of the time, I write the quote for my clients and let them okay it. This isn't Shakespeare. You don't have to say something that goes on and on or that will live for 300 years. Make it pithy, short and sound bite worthy.

I had done a press release, at that time I had my ad agency, and the typical thing is you have some new accounts, new employees and I

## Support Points - Facts

When I first started in copywriting I learned the distinction between



facts and claims. If I say we're number one, that's a claim. If I can say we're number one, because we sell more units or we've generated more revenue, now I've taken that claim and made it a fact.

What can you do that are support points that are fact-based that you can talk about in terms of your story or topic for that press release?

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# Reworking of Returned Products

Unfortunately product returns are part of the business if you're an information marketer. And our warehouse is overflowing with product returns from all of our clients and we need to do something about it due to space issues.

Most fulfillment companies simply pitch any returns that come back and you're just out of luck as far as that goes. We don't think that's fair, so we've held onto your returns so your original cost of producing these products wasn't simply money down the drain.

We've started a clean up project here and have sorted through all the returns that have been stockpiling over the last several months. This may include some products of yours.

If we have any of your products in our returns area you'll be hearing soon from your Client Care Rep here with an inventory of what we have. We've assessed what condition they're in and if they need to be simply repackaged or whether more extensive rework is necessary.

If you haven't already heard from your rep, then soon your Rep will notify you what the price is for both reworking and repackaging each of your products. You need to let us know what you want done with your returns. You have 3 options.

1. Rework or repackage each product at the respective unit prices provided by your Rep and put them back into inventory.

2. Have everything shipped to you "as is" to use however you deem appropriate. (You pay the shipping costs plus \$5 to cover our packaging materials and time).

3. Go ahead and pitch the returns.

What's the difference between rework and repackaging you may ask? Repackaging comes into play when a product has been returned that has obviously not even been opened by your customer. The original bubblewrap or shrinkwrap around the product is still in place and the purchaser apparently just changed his/her mind. The repackaging costs will include a new box and a small labor charge and the unit goes back into inventory.

Rework is when product components must be replaced. We are not able to look at the printed pages in a binder or spiral bound document to determine if the purchaser highlighted or marked the document up in any way. So, we do have to replace the printed pages each time. Any discs that are part of the product will be visually inspected and, if they're free of any scratches or marks, can be reused in the reworked product. Any disc cases, albums, binders that we can reuse will be reused if they're in good condition.

Bottom line, the cost of a reworked product is less than that of a new unit from scratch, saving you money.

For each of your products we'll need to know if you want to pursue Option #1, #2, or #3. Any repackaging or rework that you opt for will be done sometime prior to the end of the year and you'll be invoiced for that work only after it's been completed for you.

So, you'll just need to tell us "rework/repackage" or "ship to me" or "pitch 'em" and we'll take care of it. Please let us know your desires no later than October 31st. If we don't hear from you we'll have to assume you want us to pitch your returns and you'll pay new unit prices for any more units that are produced.

Thanks for your help and your business. ■

\* \* \*

**Congratulations to long time friends and our collaborators on Newsletter Formula, Heather Seitz and Brandon Tankersley on their recent wedding nuptials.**

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# Recruiting Active Affiliates

by Armand Morin

The key to recruiting affiliates is to take a look at who's available out there. Look at your market because your competitors may be your best affiliates. That's one place to start looking immediately because they're already generating traffic. Back in the day when popups were available, many people were recommending buying other people's exit traffic and saying if a person doesn't buy your product then why not advertise one of our products when they leave your site.

For example, I met with someone one time. He was actually one of the big competitors for one of my products. To make a long story short, we started talking, began liking what the other was doing, and we started doing cross promotions. I promoted his products for a bit, and he promoted my products. We both made money. The fact is that we actually met face to face in order to do that. I just happened to be in an area where he was, we had a mutual friend and we met, quite honestly, by accident. This is one of the reasons that networking is pushed so heavily at my Big Seminar.

Another way you can actively look for affiliates themselves is to look around at who's promoting other people's products. Look in your industry for who is actively promoting affiliate products. Another question is, who is promoting affiliate training?

Where do affiliates hang out? Where are the available affiliate forums? You should definitely become active in some of the affiliate forums.

When you type "affiliate forum" in Google, you'll find:

- AffiliateForum.com
- AssociatePrograms.com
- AffiliateMarketingSEOFORUMS.com
- WebmasterAffiliateProgramsForum.ms.com

to name just a few. There are a ton of places where you can look for affiliate forums and see who is active in them.

You can contact these people one-on-one. Once you sign up into the forum, you can send them a private message saying, "I'm not sure if you're interested in this or not, but we have an affiliate program." I'm not saying to spam the forum, I'm saying to be selective and choose a good affiliate and contact them one-on-one.

Here's the thing — the majority of your affiliates will be totally inactive, which means they'll never do anything for you. That's not to say that's right or wrong and it's

not to say you shouldn't have those people because inevitably you have to have those people because you don't know who's going to work and who's not going to work.

Let me give you a pretty stunning figure. Before I restructured my affiliate program, I had around 18,000 affiliates. Out of 18,000 affiliate's, I was only sending out like 300-400 checks a month. That's it. That means that there were only about 300 to 400 active affiliates. Does that bother me? No, because the people I do send checks to get some pretty decent checks, so I'm glad about that, but don't be foolish enough to think all your affiliates are going to earn massive commissions every month.

The trick is to recruit as many affiliates as possible, realizing that a certain percentage of them will never sell anything.

The more affiliates you recruit, the

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“PR Formula”  
continued from page 5

### Call to Action

I would say most people that do press releases do not have a call to action and if they do it goes something like this: visit our website [www.blahblahblah.com](http://www.blahblahblah.com). Call our toll free number blah- blah-blah. I don't know about you, but I am not incentivized. I'm not motivated to move further in learning about this business, service or company, because I don't know what's waiting for me. It seems kind of pedestrian.

In press releases people were taught to be non-promotional, because it's a press release. It needs to be editorial and that's true. One of the

differences in press releases is you can't use the word “you” in copy, because it needs to be written in third-person.

### About

This is a paragraph your company, not the subject of the press release, because you may have multiple products. And it can also be about you if you're an author or speaker it can be about you.

This is an opportunity that if you have some credibility, if you've been published in a specific magazine, as seen on CNN whatever those things are, those are the opportunities to put in that about section.

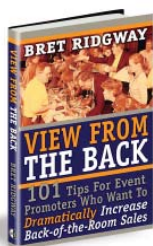
This about section is consistent from release to release, which is good, because now part of your

press release is already pre-written for you and it's not going to change. It doesn't have to be long. I usually do three or four paragraphs. Also put in your link to your website.\*

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“Recruiting”  
continued from page 7

more chances you have of adding active ones who are going to make you money. If it takes adding 10 affiliates, even more if necessary, to find one active one, then it will still be worth it. Find the places where the most active affiliates hang out or contact people who you know are selling similar products to yours. Start actively recruiting new affiliates today. ■



## 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 #18

#### Breaking Away From Breaks

As I've heard many times before in some form or other, “The mind can only comprehend what the butt can endure.” Bottom line - You'll need breaks. Your challenge is always

how to get the people back into your room in a timely manner so they're ready to hear the next presenter.

First, you need a person who has the specific responsibility of herding people back into the room for each session. Obviously, you want them to do this in as nice of a manner as possible because you don't want to upset anyone.

Do NOT have this person be the same person who is in charge of the sales table. You never want to interrupt someone at a sales table

from closing a sale.

Whether you use a ting-a-ling bell, flashing strobe lights, an a-ooga horn, or some other way to let the crowd know it's time to head back into the meeting room it doesn't really matter. Just train them early in the event what the get ready to go signal is and you'll have a lot more success breaking away from your breaks. ■

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

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