



# Speaker Fulfillment Services

speakerfulfillmentservices.com



# News Notes

• Volume 5 •

## WELCOME

Hello again. By the time you read this issue of the *SFS News & Notes* Newsletter we should be knee deep in the midst of our move to our new facility here in Terre Haute. Again, we're working hard to make this move as seamless as possible to you so there are no interruptions at all in your service.

Your client care specialist will provide you with our updated address once the move is 100% complete. We're planning to do the bulk of the move over a couple weekends in late May or early June. We'd hoped it would be sooner but the phone company needs a minimum of 45

*"Welcome" cont. on page 8*

## The Top 10 Mistakes I See Information Marketers Make

Information marketing can be a tricky business. Avoid these 10 biggest mistakes I see information marketers make to increase your chances for success.

### Mistake #1

#### **No upsells in their on-line ordering system**

You've got them on your order page — primed and ready to purchase your product. They're in a buying mood. Yet, you don't offer them additional products they can purchase right then and there. Bottom line — you're leaving a lot of money on the table. I have seen up to 90% of purchasers take the upsell that was offered on certain products. And I have seen upsells work well where the "upsell" was priced at 3 times the price of the original product. You are only limited by your creativity, but if you aren't offering any upsell you know what your results will be — zero.

### Mistake #2

#### **No ride along offers with their physical product shipments**

Similar to the upsell, you've got a new customer that has just received your product. Assuming you've delivered as promised on the quality of your content and you have a sharp looking package, then you have a prime prospect to purchase additional products from you. So include a promotional piece or two in your physical package that offers them additional items of yours to purchase. The only cost is the printing cost of the pieces you choose to include.

### Mistake #3

#### **Trying to do their own product duplication and fulfillment**

I always ask people the question "Are You a Speaker or a Fulfillment House?" When you're first starting

*"Mistakes" continued on page 2*

out the economics may require you to do it all yourself. But once you're rocking and rolling you've got to ask yourself the question "What's the best use of my time?" Is it running of manuals at your local copy shop, burning CDs one at a time on your computer, searching for boxes and packaging materials, and running products down to the post office or the local UPS store to ship out everyday. The answer should be no. The most valuable use of your time is sales and marketing of your products and services and new product creation.

#### **Mistake #4**

##### **Not investing some time everyday in marketing**

Your products won't market themselves. Yet so many information marketers get caught up in the day to day of working in their business they don't spend any time working on their business. You must invest some time everyday in marketing. Do at least one thing a day that will help you to build your business. Write an article, make a call to a potential joint venture partner, send out a promotion to your list. Whatever, do something each day that is an investment in building your information marketing empire.

#### **Mistake #5**

##### **Selling their product for too little**

Too many information marketers price their products way too low. If you think you're going to make it in the information marketing business selling products for \$15 then you're probably kidding yourself. The only exception would be if you have massive retail distribution selling thousands of units. Don't undervalue your products. If you're selling physical products for less than \$97 you're going to have a tough go of it in this industry. Figure out how you can bundle a few things together to come up with \$297, \$497, \$997 or higher priced products.

#### **Mistake #6**

##### **Trying to make it perfect**

Just get it done. It doesn't have to be perfect. I've seen product launches delayed months while the creator was crossing every "t" and dotting every "i" for the fifth time. Yes, I think you need to have your product proofread by another set of eyes. But it does not have to be perfect. Get it out there and start generating some revenue. You can always tweak it on future production runs. Should it look professional — definitely. But

don't let your obsession with perfection get in the way of getting your product to market.

#### **Mistake #7**

##### **Selling a product that isn't yet fully developed**

This one tends to be a bigger problem for platform speakers than for regular information marketers, but here's the gist of it. A speaker offers a package from the platform that includes some components that are in development. They think it will take two more weeks to finish everything up. But, invariably, it ends up taking two months or more to complete. So you end up with a lot of unhappy customers who want refunds because delivery promises were not kept. The real key is to manage expectations. People will wait some period of time before things are in their hands, but if you keep pushing that delivery time out it will bite you.

#### **Mistake #8**

##### **Not testing your on-line ordering system prior to launch date**

You've put months worth of effort into creating your fantastic new information product. You've lined up joint venture

# Your Idea Checklist — “Submitting Your Articles to Online Directories”

Contributed by SFS Client Stu McLaren of [www.MyIdeaGuy.com](http://www.MyIdeaGuy.com) and [www.IdeaSeminar.com](http://www.IdeaSeminar.com)

**I**NSTRUCTIONS: Writing and submitting articles to online directories can dramatically help you generate regular website traffic. This is a great strategy to generate leads and build your email list. Follow the steps below for a simple guideline on how to submit your articles to the various directories.

## Pre Submission:

- Write your article. Be sure to include targeted keywords and a captivating title to draw people in.
- Write your resource box (max 450 characters). Include a bit about yourself, your product, website, and most important, a call to action to some lead capturing system (opt-in page).
- Create a separate email address with which to submit your articles. (If not, you will be hit with a massive amount of emails when you submit.
- Research appropriate articles directories for your article.  
The easiest

way to locate these directories is to go to Google and type “your keyword + article directory.”

Here are some recommended business directories:

1. [ArticleCity.com](http://ArticleCity.com)
2. [ArticleCentral.com](http://ArticleCentral.com)
3. [ArticleDashboard.com](http://ArticleDashboard.com)
4. [Article-Directory.net](http://Article-Directory.net)
5. [ArticleAlley.com](http://ArticleAlley.com)
6. [AuthorConnection.com](http://AuthorConnection.com)
7. [GoArticles.com](http://GoArticles.com)
8. [IdeaMarketers.com](http://IdeaMarketers.com)
9. [InternetHomeBusinessArticles.com](http://InternetHomeBusinessArticles.com)
10. [Marketing-Seek.com](http://Marketing-Seek.com)

## Actual Submission:

- Locate suitable article directories.

You can go to your favorite search engine and type in “your topic + article submission”. You can also use an article submission tool like Article Announcer which will save you an enormous amount of “submission” time. ([www.ArticleSecretsOnline](http://www.ArticleSecretsOnline)).

- Create an account if necessary on each article directory
- Submit your article by filling in the appropriate information
- Make sure to include your resource box info
- Repeat the same submission process for each directory that you wish to submit your articles to.

# Postal Rate Increases Coming May 14th!

If you ship any of your products with Speaker Fulfillment Services via the post office you need to be aware that the Postal Service has finalized their rate increases and they will be going into effect on May 14th, 2007.

With rare exceptions, costs are going up, sometimes significantly in almost every postal category. We've prepared this document to give you an overview of what you're going to be dealing with. Obviously, it's impossible to cover every possible scenario in this document (the rate charts are multiple pages in length), but this should give you a good idea of what you're facing.

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***BOTTOM LINE: We recommend that you increase your shipping and handling charges per order to make sure you're covering the increase in prices coming next month.***

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Some of these changes are significant and you may need to rethink your shipping choices, frequency of shipments, price at which you sell continuity type products, etc.

Here are some samples of what's coming:

## Domestic Shipments

1ST CLASS MAIL is now going to be split up into two categories — 1st class mail parcels and 1st class mail flats. Any package that is "???" or thicker will now be considered a parcel and will be subject to the parcel rates. Packages

in either category can weigh up to 13 oz. maximum. Above 13 ounces it kicks over to the Priority Mail category.

*Samples:*

2 ounce 1st class mail flat

*Old Rate:* 63 cents      *New Rate:* 97 cents

3 ounce 1st class mail flat

*Old Rate:* \$1.01      *New Rate:* \$1.14

2 ounce 1st class mail parcel

*Old Rate:* 63 cents      *New Rate:* \$1.30

11 ounce 1st class mail parcel

*Old Rate:* \$1.73      *New Rate:* \$2.83

PRIORITY MAIL is available for any package over 13 ounces in weight.

*Samples:*

1 lb. Priority Mail Package

*Old Rate:* \$4.05      *New Rate:* \$4.60

2 lb. Priority Mail Package

*Old Rate:* \$4.25      *New Rate:* \$4.60 - \$7.50

The postage costs for Priority Mail packages weighing two pounds or more is dependent on the ship to destination. The further away from Terre Haute, Indiana, our ship from point, the higher the postage costs.

MEDIA MAIL is available for shipment of books and other packages weighing anywhere from 1 ounce up to 70 lbs. Delivery time is slower (10 to 14 days on average).

*"Postal Rate" continued on page 6*

## **Mistakes** *continued from page 2*

partners and your offer is being blasted out to thousands of people. Then someone tries to order and they can't get their order through. Oops, you forgot to check your shopping cart system out ahead of time. Does everything work as it's supposed to? Is your fulfillment house getting copies of all your orders as they come in? Don't scramble around after the fact trying to get your ordering mechanism in place and fully tested.

### **Mistake #9**

#### **No "Read this First" or "Getting Started" document to guide users**

You've assembled a comprehensive new course that's the

latest and greatest on subject "x". It consists of 12 CDs, 6 DVDs, and a 400 page manual that arrives at your customer's door in a big box. You've definitely got "thump value". But when your customer opens the box he is overwhelmed by your product because he doesn't know where to get started. So include some type of "Read this First" or "Getting Started" document that will outline for your customer step by step how to consume your information. If they immediately put your product aside because they don't know where to begin then chances are they'll never get going with it. Which means there's a significant chance they'll return it and nearly a

100% chance they'll never purchase anything else from you. So, tell them how to "consume" your product in a logical manner and you'll be ahead of the game.

### **Mistake #10**

#### **No unannounced bonuses in package**

Everyone likes surprises. When you send your package to a customer be sure to include some unannounced bonus they weren't anticipating that further increases the perceived value of your product. It doesn't have to be another physical component — it can be a bonus they download or an additional file contained on one of the CDs or DVDs they weren't anticipating.

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## **ARE YOU ECSTATIC WITH SFS?**

We'd certainly like to hear about it. Please call our toll-free audio testimonial line at 800-609-9006 ext. 1669 and, in your own words, tell us about your experiences with Speaker Fulfillment Services.

***Not ecstatic?*** That's okay, too. We just really want to hear how you feel about doing business with us. Please call and give us your thoughts.



[www.SpeakerFulfillmentServices.com](http://www.SpeakerFulfillmentServices.com)

## **Postal Rate** *continued from page 5*

### *Sample:*

1 lb. Media Mail Package

*Old Rate:* \$1.73 *New Rate:* \$2.13

## **International Shipments**

We currently use three major services from the Post Office for international shipments — Global Express, International Air Mail Letter, and International Air Mail Parcel Post. The post office is changing the names of these services and adjusting rates.

GLOBAL EXPRESS will now be called Express Mail International. Delivery time is quoted as from 3 to 5 days. Tracking information is available to some countries.

### *Samples:*

4 lb. package shipping to Canada

*Old Rate:* \$20.30 *New Rate:* \$28.50

4 lb. package shipping to Great Britain

*Old Rate:* \$37.70 *New Rate:* \$43.25

4 lb. package shipping to Australia

*Old Rate:* \$36.80 *New Rate:* \$40.00

The Postal Service also has a service called Global Express Guaranteed which is 1 to 3 day delivery time. We are still awaiting these specific rates from the Postal Service, but if you have a package that must get there quickly the Post Office does offer you an option.

INTERNATIONAL AIR MAIL LETTER will now be called 1st Class Mail International. This service is for packages weighing up to 4 lbs.

### *Samples:*

3 ounce package shipping to Canada

*Old Rate:* \$1.15 *New Rate:* \$1.31

3 ounce package shipping to Great Britain

*Old Rate:* \$2.25 *New Rate:* \$2.70

3 ounce package shipping to Australia

*Old Rate:* \$2.75 *New Rate:* \$2.70

Wow, one actually went down slightly!

INTERNATIONAL AIR MAIL PARCEL will now be called Priority Mail International. This is for packages weighing 4 lbs. or more.

### *Samples:*

5 lb. package shipping to Canada

*Old Rate:* \$17.65 *New Rate:* \$21.20

5 lb. package shipping to Great Britain

*Old Rate:* \$33.75 *New Rate:* \$36.00

5 lb. package shipping to Australia

*Old Rate:* \$36.90 *New Rate:* \$38.00

Again, this is just an overview to give you an idea of what your business is facing.

If you have specific questions about the impact of this postal increase on you please email [PostalInfo@SFMail.com](mailto:PostalInfo@SFMail.com). This will go straight into our online support center and you should anticipate a response within two business days to any questions you ask.

Don't wait to update your shipping and handling charges until too late!

# PayPal Integration with 1ShoppingCart

If you're a 1ShoppingCart user and accept PayPal as a payment method than there's a neat little trick you should be aware of that will enable 1ShoppingCart and PayPal to work better together. It's called a "PDT Identity Token" and we highly encourage you to follow the steps below to improve the interaction between these two systems.

*PLEASE NOTE:* You need to have a Business or Premier Account with PayPal, not a personal account for this to work.

**Step #1** Log into your [1ShoppingCart.com](http://1ShoppingCart.com) account

**Step #2** On the left menu bar click on "Cart Setup" and then on "Gateway Setup"

**Step #3** Scroll down to the box that reads "PayPal PDT (Payment Data Transfer)"

**Step #4** Click on the link that says "click here" within that grey box

**Step #5** A new window will open up with the heading "Using Payment Data Transfer (PDT) For PayPal Standard Transactions". Go to Section III, which is titled "I have a Premier or Business Account with PayPal." In step 4 of those instructions you'll see the URL <http://www.mcssl.com/app/postauthorizeb1pp.asp>. Highlight and copy this URL.

**Step #6** Open up a new window and login to your PayPal account.

**Step #7** On the top menu bar click on the link that says "Profile"

**Step #8** Under the heading "Selling Preferences" click on

the link that reads "Website Payment Preferences."

**Step #9** Set "Auto Return for Website Payments" to "On."

**Step #10** Paste that URL you highlighted and copied in Step #5 into the box in PayPal that says "Return URL."

**Step #11** Set "Payment Data Transfer" to "On."

**Step #12** Highlight and copy the alphanumeric "Identity Token" listed underneath this.

**Step #13** Scroll down to the bottom of the page and click on the "Save" button.

**Step #14** Return to your open [1ShoppingCart.com](http://1ShoppingCart.com) window and place a check in the little box titled "Enable PDT" that is just to the right of the PayPal PDT box.

**Step #15** Paste the Identity Token into the box labeled "PDT Identity Token."

**Step #16** Click the "Save Changes" button.

This may seem like quite a few steps but you can do it in just a few minutes and shopping cart experts like Christina Hills of [ShoppingCartQueen.com](http://ShoppingCartQueen.com) report that it has significantly improved their PayPal/1ShoppingCart interaction.



## Rush Charges

Once a work order is initiated the normal production turnaround time is 7 to 10 business days. If you require product be available to ship more quickly than 7 to 10 days our production team can accommodate you, but there will be a 15% rush surcharge on your order.

Why this surcharge? When a production work order is initiated run time has to be scheduled on two separate digital presses and in our CD/DVD duplication area. In addition, the appropriate assembly crew has to be

*"Rush Charges" continued on page 8*

## Welcome

*continued from page 1*

days just to get the phone service in place. And now that we'll finally have sufficient space to lay out a proper warehouse a lot of planning and thought is going into the best layout to improve shipping efficiencies.

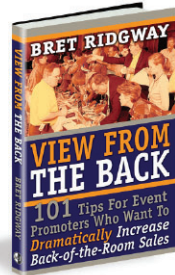
I wouldn't want to make this kind of move on a regular basis, but the pain of the move will be more than made up by finally having the space to lay things out the way they should be. After the move is complete you'll be invited to come out and see first hand how your products are manufactured and shipped.

Thank you again for helping to make this move possible. We look forward to serving you for years to come.

*Bret Ridgway &  
Bryan Hane*

## The 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 Increase Back-of-the-Room Sales*.



### Tip #4 Merchant Account Awareness

If you do events on an irregular schedule then your merchant account provider will witness wide swings in the amount of money processed from your company. For weeks there may be low or no activity

and then you might run several hundred thousand dollars through your account in a three day period.

The key here is communication. Alert your provider ahead of time as to what your event schedule is and what volume level they might anticipate seeing at specific times. I've found that if you keep the channels of communication open with your merchant account provider and don't hit them with "surprises" then things go a lot more smoothly.

*Can't wait for all 101 tips? Buy the book at: [101TipsForEventPromoters.com](http://101TipsForEventPromoters.com)*

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## Rush Charges *continued from page 7*

scheduled to complete assembly of your product prior to shipping. These schedules are worked out a week or more in advance.

When you come in with the need for a "rush" job existing scheduled jobs have to be rearranged from both an equipment needs and manpower needs standpoint. This

makes the job more costly and, thus, the surcharge.

You obviously want to plan out carefully any new product launches or special promotions to make sure you don't cause yourself unnecessary rush charges. In order to not spring anything on you right away we are not making the rush charges policy effective until June 1st, 2007.