



Speaker Fulfillment Services

speakerfulfillmentservices.com



News Notes

• Volume 6 •

WELCOME to the latest issue of the *SFS News and Notes* Newsletter. Can you believe it? We are over half way through 2007 already. Where does the time go?

For us it's recently gone into the move to our new facilities. The move is finally complete. Well, almost. We've fully vacated our old premises and relocated to the new facility. We've still got some sorting out to do (it's amazing how much stuff you accumulate in a couple years), but production and shipping are running full-steam ahead.

We had zero lost days in shipping due to the move and only one lost day in production. I was very proud of the effort our folks put in to make the move go as smoothly as it did. A lot of overtime hours were put in for you

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10 More Mistakes I See Information Marketers Make

Mistake #1

No follow-up autoresponder series to help people consume their product

When your customers receives your product for the first time they can easily be overwhelmed by all they've received. You might have a thick manual and case after case of CDs and/or DVDs. They just don't know where to begin.

First, you should have a "Read this First" or "Getting Started" document to help them through your product step by step. In addition to this you should have an autoresponder sequence that follows up with them and does the same thing. Tell them what to do first, second, third, etc.

If you don't your customers consume your product your chances of selling them additional products or services is significantly limited.

Mistake #2

Not having a product line and trying to rely on the sales of a single product

Very few Internet success stories are a result of someone selling a single product alone. If you're always relying on selling to new customers then your chances of long-term success are minimal. It is always easier to sell a new product to an existing customer, so you must have a line of products that you can offer. It's impossible to do an "upsell" online if you don't have additional products or services to offer.

Mistake #3

Not attending live events to network

Your best source of JV partners and others with which you can collabo-

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rate is by meeting these people in person at a live conference or seminar. That's where you build the rapport and trust that leads to long-term business relationships. If you're not attending a few events every year you are significantly restricting opportunities to help you grow your business even more.

Mistake #4

Trying to do it all digitally

You're leaving a lot of money on the table if you are offering your information products in digital format only. Sure it takes a little work to convert a product to physical format. But, I've seen upsells online where a printed version of call transcripts convert at 30%, 40% or even higher. So consider some physical products to help you maximize your information marketing revenues.

Mistake #5

A lack of a consistent look and feel to all your products

As you begin to increase your presence in the information marketing world you're going to want people to recognize your products. This is done best by

branding yourself with a consistent look and feel to everything you do. Your information products should have the same look as your website so that people will know it's you. It's easier to sell a product to someone who is comfortable with you and branding is a critical aspect to helping increase that comfort level.

Mistake #6

Not investing a little up front to have some graphics created to give you a more professional looking package

Many information marketers want a "Plain Jane" look to their products to keep their costs down. But, this can lead to your looking unprofessional and being perceived as not being worth what you are charging. Invest some up front for professional looking graphics that you can reuse on multiple products.

Mistake #7

Over producing on an initial product launch to try and save a few cents on the per unit production cost

If you commit up front to a large inventory run in order to shave a

few cents off the unit price you're also committing yourself to a bunch of inventory that you hope you can move. Until you have a proven track record of the number of units you can expect to sell on a new product launch you are better off being conservative and spending a little bit more per unit.

Mistake #8

Packaging inconsistent with the pricing of your product

Perceived value is critically important in the information marketing business. If you price your product at \$97, \$197, \$497, \$997 or more than your product should look professional and consistent with the price you're charging. You can't deliver CDs or DVDs in paper sleeves if you have a higher priced product.

Mistake #9

Not providing adequate sales tools for your affiliates

Typically in the information marketing business sales made by affiliates is a significant portion of your product sales. If you're expecting big things from

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The Basics of Conducting a Teleseminar

Contributed by SFS Client Stu McLaren of www.MyIdeaGuy.com and www.IdeaSeminar.com

INSTRUCTIONS: Teleseminars are a very effective way to connect with your audience and develop new information products a lightning speed. Use this checklist as a guidelines to keep you on track.



Advanced Prep:

- Pick a topic for your teleseminar and select your speakers.
- Decide on date and time, and contact your speakers.
- Book your teleconference bridge line. Remember, you want to

book at least 15 minutes before and 30 minutes after your “scheduled” time. For example, if your 60 minute call starts at 9pm EST book your bridge line from 8:45 pm — 10:30pm EST.

- Create a registration page and autoresponder series. This will help you collect opt-ins and build a sub-list. Be sure to include the teleconference info in your autoresponder email (date, time, number and pin code).
- Create two announcement emails. The first is used to tell people about your call and the second is to remind them to register. Always direct people to register by going to your registration page. Once they register they will get all the pin codes in the autoresponder email.
- Send out your first announcement email a minimum

of 2 days before your actual call. The further out you send this announcement email, the more people you will generally get. However, the further out you send your first email means the more reminders you’ll need because people will forget!!

- Prepare questions for your speaker if you are interviewing someone.
- Create an outline for your teleseminar. Include your “main points” with sub-points underneath.
- Send out your last email reminder on the day of your teleseminar.

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Day of Call:

- Review the speaker's bio, your outline for the call and your questions if you are interviewing someone.
- Be sure any guests you wish to have on the call have the moderator code - this includes the person you are interviewing.
- Have all phone numbers, announcements and website URLs in one central location so that it's easy to announce to everyone during the call.
- Make a list of the bridge lien controls and have them available for your call.
- Test your recording equipment or make sure the person you hired to do the recording

is clear on the start time and numbers to call.

- 10 minutes before your call, go to the washroom.
- 5 minutes before your call, grab a glass of water.

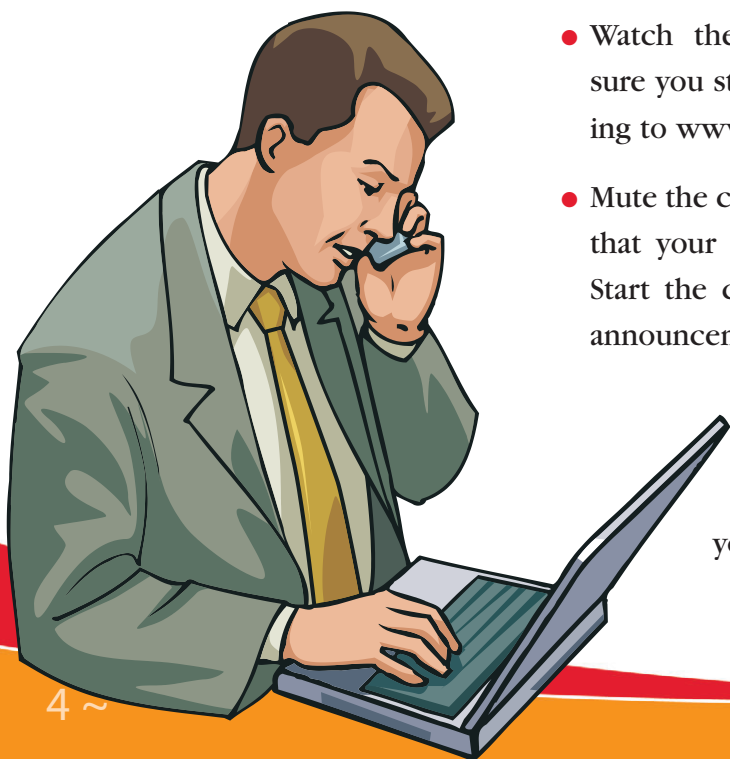


Actual Call:

- Dial in 10 minutes early.
- Welcome callers: Ex. "Thank you for joining us this evening. If you are just calling in please let us know who you are and where you are calling from:
- Start your recording as soon as you dial in. DO NOT wait until you officially start. The "welcoming" can be edited out afterwards.
- Watch the clock and make sure you start on time according to www.time.gov.
- Mute the call and check to see that your guest is still there. Start the call with any quick announcements.

- Roll into your introduction and introduce your guest.

- Refer to your outline and start with the first question or main point.
- At the end of the call, recap what was covered (particularly the main points and sub-points.)
- Close out the call by thanking your guest, the people listening and remind listeners to send in their testimonials.
- Stop your recording and immediately save it on your computer.



Testimonial Hotline

To leave your comments about your experience with Speaker Fulfillment Services please call our toll-free audio testimonial line at 800-609-9006 ext. 1669. Thank you.

Shopping Carts and e-Mail Reliability

1 ShoppingCart is a very popular online order taking system for many of our clients. Other clients use Infusion and Full Partner and other systems. Any of these systems can be, let's say, challenging from a fulfillment standpoint from time to time.

This is particularly true in the area of e-mail reliability. If we are fulfilling your orders based on e-mail notifications from your shopping cart then we can only act upon those e-mails we actually receive. If we do not have access to your shopping cart where we can do an independent verification that we've received all orders, then we are totally reliant upon a technology that certainly isn't foolproof.

Since e-mail notification is not 100% reliable, if we have access to your shopping cart, we can be proactive in independently verifying that we have received all orders.

So what happens when an order doesn't ship because we didn't receive the new order e-mail notice? Our first concern is that your client is taken care of, so as soon as you believe something like this may have occurred contact your Client Care Specialist here at Speaker Fulfillment Services so that the order can be shipped out the door.

Even though it was not our fault the order didn't ship originally when a delay is caused due to an email problem we will waive the normal fulfillment charge as a goodwill gesture. You are still responsible for the shipping



costs associated with that order. If you chose to upgrade the service to next day or second day delivery then you will be responsible for those additional expedited service charges also. These will NOT be borne by Speaker Fulfillment Services.

Fortunately, e-mail problems of this type are not frequent. But we felt it only fair to alert you to how these situations must be handled by Speaker Fulfillment Services in the event you are impacted in the future.

Bottom line — if we have access to your shopping cart, we can be proactive in checking for any outstanding orders. This provides a back up to the email notices and helps to eliminate any unnecessary customer service support issues for you.

Welcome

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to make sure we were ahead of the game as much as possible to prevent any shipping delays.

We're still tweaking our new phone system, so please bear with us as we get all the kinks worked out associated with a whole new facility. Also, please note our new address for all shipment and our new phone number. Please use the new phone number for all calls and the shipping address for anything you need to send to us.

Make sure any product returns are sent to our new address also. If you have our shipping address on any of your websites you need to update it immediately. Our complete updated contact information is listed in the box on this page.

We look forward to continue working with you. If you're every in the Terre Haute, Indiana area please stop by and check out our new facility.

*Bret Ridgway &
Bryan Hane*

Best Months to Schedule a Seminar

According to research these are the best months to hold a seminar.

| Rank | When the Participant is Paying | When Someone Else is Paying |
|------|--------------------------------|-----------------------------|
| #1 | January | March |
| #2 | September | October |
| #3 | October | April |
| #4 | March | September |
| #5 | April | November |
| #6 | June | January |
| #7 | November | February |
| #8 | February | June |
| #9 | May | May |

Best days of the Week to Hold an Event

According to research these are the best days of the week to hold an event.

| Rank | When the Participant is Paying | When Someone Else is Paying |
|------|--------------------------------|-----------------------------|
| #1 | Saturday | Wednesday |
| #2 | Sunday | Thursday |
| #3 | Thursday | Tuesday |
| #4 | Wednesday | Friday |
| #5 | Tuesday | Saturday |
| #6 | Friday | Monday |
| #7 | Monday | Sunday |

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Calling All Authors!

With the expansion of the Speaker Fulfillment Services “News and Notes” newsletter to eight pages we’re in need of additional contributors of content for our readers. The last couple issues we’ve featured contributions from Stu McLaren of MyIdeaGuy.com (thank you Stu) and want to provide the same opportunity to other SFS Clients.

If you have an article(s) that you feel would be appropriate for our client base, which is speakers, authors, and information mar-

keters than submit it to Bret Ridgway at Bret@SFSMail.com. We’re going to try and select at least one article per month from contributors to include so our clients will have the opportunity for some exposure to our client list.

The SFS Newsletter is sent out roughly every 4 to 5 weeks to our client list of a few hundred people. So it’s not a massive list (Yet). But it includes some of the real movers and shakers in the information



marketing business so it certainly won’t hurt to be featured.

So, again, if you’re interested, submit your article(s) to Bret@SFSMail.com. Be sure to include your author’s bio/resource box and URL you would like to have listed with the article.

Mistakes *continued from page 2*

your affiliates then you need to provide them adequate tools to sell on your behalf. You need to have articles they can use, pre-written classified ads, banners, and more than make it easy for them to market on your behalf.

Mistake #10

No built-in "name capture" tools inside of your product

If you're selling a book or any type of information product you should have embedded within your product ways to drive people back to your website to either purchase

additional products or sign up for a newsletter. A lot of information products are passed around, so the person reading your book or manual may not be the one who originally purchased it. So you need to put in place ways to drive the reader back to your website to capture their name and email address so you can do follow-up marketing to them.

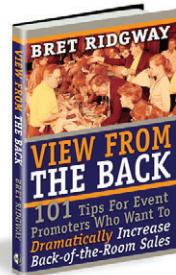
Management Bookstore

Here at Speaker Fulfillment Services, we're serious about improving the skills of our Management Team. We have several books that are required reading for our team members and we have regular Wednesday morning breakfast meetings to discuss how we can apply what we've read to our operations.

If you're trying to build a business and have managers then I highly encourage you to check out our current recommended reading list for our management team members. We've put up a special domain at www.ManagementBookstore.com that features these titles.

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 #5 *Platform Selling Skills*

Are your speakers trained to sell from the platform? I've heard dozens of presentations where a speaker delivered great content, had continuing education to offer, but was clueless on how to deliver an effective sales close from the stage.

You might want to consider only including speakers on your platform who have a track history of generating significant back of the room sales. The pros will have gone through some type of continuing education themselves on platform selling skills. If you have a speaker who you really want to have as part of your program, but who hasn't sold before, you might want to suggest

they do some type of formal speaker training that will help with their platform selling skills.

The following people offer speaker training programs:

- John Childers — www.JohnChilders.com
- Les Brown — www.LesSpeaks.com
- T. Harv Eker — www.PeakPotentials.com

Be sure to examine their content carefully in order to select the training course that would be the best fit for you.

Whenever you're considering a speaker for your stage see if you can talk with other event promoters who have used that speaker before. How well did they sell? Did their sales stick or did they have a high rate of returns? How was their follow-up with customers after the event?

Can't wait for all 101 tips? Buy the book at: 101TipsForEventPromoters.com