



# Speaker Fulfillment Services

speakerfulfillmentservices.com



# News Notes

Volume 1 • Premier Issue

**WELCOME** to the premier issue of Speaker Fulfillment Services “News and Notes” Newsletter. This publication has been developed to help keep you better abreast of the happenings here at SFS.

Each month we'll have info that we think will help you to not only better know us and the people here that help put together your information products, but also we'll have some tips and techniques for you on things like:

- Packaging options
- Stick strategies to help you reduce returns
- Tips to help you sell more of your courses
- New tools to help you in your online efforts
- Recommendations on resources we use that might benefit you
- And much more

If there are things you'd like to see covered, drop me an email at [Bret@SFSMail.com](mailto:Bret@SFSMail.com) and we'll try to cover it in a future issue. Thanks always for your support and best wishes for success in all of your endeavors.

Bret Ridgway Bryan Hane

## Product Launch Guidelines

**G**etting ready to do a new product launch? As with anything, preparation is critical. And that includes involving your duplication and fulfillment partner — SFS — in the loop early in the process.

As you plan your product launch you'll be lining up your affiliate partners, developing your website, recording audios and/or videos, designing your product graphics, and a whole lot more. Bottom line is you'll be juggling a lot of balls and it can be easy to overlook important details if you don't have a detailed game plan on all aspects of your launch.

Fulfillment is a critical aspect of your launch; I know first hand of two fairly recent “Million Dollar Day” product launches that were disasters on the fulfillment end (We were not involved in either launch by the way).

What are we looking for from you regarding product launches? Here are some of the critical things:

- Make sure your CD and DVD masters are AOK. We do direct disc to disc duplication, so the old adage — ‘garbage in, garbage out’ — applies here. Make sure your product is professionally recorded. We're still learning more about these ourselves, but there are a lot of little things that can bite you in the butt when recording audio and video.

- Have all your disc masters and the artwork for all your packaging done at least 30 days prior to your product launch date. Last minute jobs raise stress levels for everyone involved, increase the risk of errors, and typically raise your costs.

- Test your ordering process completely ahead of time. Make sure the mechanism to transfer order information to your fulfillment house is fully functional prior to your launch.

- Have a plan in place to deal with your customers in case your product launch is more successful than you anticipated. If you ask us to produce 100 sets of a product for a launch and then you sell 300, you've created a problem you'll have to deal with to keep



*Our new Xerox 6060 Digital Press on which all your color printing is done.*

your customers happy. Keep in mind typical minimum turnaround on a new job order is 10-12 days. So have some digital bonuses or a portion of the main product your customers can download right away to keep them as happy as possible.

For more information on the marketing side of product launches check out Jeff Walker's “Product Launch Formula” at: [www.SFSRecommends.com](http://www.SFSRecommends.com).

Product launches can be extremely rewarding and lucrative... and frustrating. Minimize the chances of frustration by making sure your fulfillment considerations are included in your planning stages.

## Back-of-the-Room Event Services

Many of our clients first met us at a marketing conference where we were handling all back-of-the-room speaker sales.

If you're an event promoter, SFS can assist you by providing all the coordination for your back of the room sales.

We can provide the merchant account that can handle large dollar volumes in a short period of time, and the staff to handle the sales table. We'll take care of collecting the monies, paying your speakers and you, thus giving you one less thing to worry about at your event.

To see if you qualify, contact Bret or Bryan at 812-232-3969.

## Contact SFS

**Bret Ridgway**  
[Bret@SFSMail.com](mailto:Bret@SFSMail.com)

**Bryan Hane**  
[Bryan@SFSMail.com](mailto:Bryan@SFSMail.com)

**Billing**  
[Accounting@SFSMail.com](mailto:Accounting@SFSMail.com)

**Graphics and Printing Instructions**  
[Artwork@SFSMail.com](mailto:Artwork@SFSMail.com)

**Where to send orders needing shipped**  
[Shipping@SFSMail.com](mailto:Shipping@SFSMail.com)

**Order Status or Tracking Information**  
[Support@SFSMail.com](mailto:Support@SFSMail.com)

**Audio Files to Download**  
[Audio@SFSMail.com](mailto:Audio@SFSMail.com)

## Faces of SFS



Jennifer Norris joined SFS in late 2005 as our first full time Production Manager. She formerly worked for 6 1/2 years with HAPPICO, an auto parts manufacturer as a Team Leader and Production Scheduler. She is responsible for supervision of our product assembly team to make sure your jobs are done right and on time.

Tim Dyer recently joined SFS as Distribution Center Manager. Tim has an extensive background in industrial maintenance and building operations and has been charged with taking our shipping process to the next level.



## CD & DVD Artwork Specifications

There are a myriad of CD/DVD label design programs available to you — some at low or no cost. Two of the most common programs used are:

- Sure Thing
- Nero

When you or your graphics person are laying out your CD or DVD labels here are some guidelines that will help us do a better looking product for you.

- Save your image as a .jpg format
- Do not try to cut out a center hub in your actual design. Go

ahead and “flood” the background image across the center section.

- Same thing on the outer edge. Don't try to outline the edge of the disc with a circle. Flood your background out slightly from the edge.
- Keep all text a minimum of 1/8” from the center hub and outer edge.
- Diameter should be between 4.5 and 4.7 inches for your design.

Have other questions about this? Email our printing manager Hickori West at [Artwork@SFSMail.com](mailto:Artwork@SFSMail.com).



# Tips For Information Marketers

## 1 Increase the Perceived Value of Your Information Product by:

- Producing any of your videos in DVD format rather than videotape
- Using a 3-ring binder for print materials rather than comb, coil, or spiral binding
- Packaging CDs or DVDs into a DVD style case instead of jewel cases



[www.TrafficConversionSecrets.com](http://www.TrafficConversionSecrets.com)  
Alex Mandossian's "Traffic Conversion Secrets"

## 2 Take Advantage of the Prime Real Estate on the Back of Your Binders or DVD Case Outserts

So many people who produce information products leave the back of their binders or DVD cases blank. Don't you be one of them. Use this prime real estate to promote other products and services you offer.

## 3 Invest Your Time Wisely

Don't spend your time doing \$10-\$15 per hour tasks that can be outsourced. You need to be investing the majority of your time in promoting your products and/or services and in the development of new products and services. Evaluate carefully where you can "amplify" your time by outsourcing non-critical tasks and freeing up your time for those things that only you can do.

## 4 Take Advantage of the Free Ride

If you're shipping products to your customers be sure to include sales flyers, circulars, or catalogs in your shipping box. You're already paying for the cost of shipping, so you can mail your other offers for free to the people that are the prime prospects to purchase additional products from you.

## 5 If Electronic, Go Physical — If Physical Go Electronic

If your information product is only delivered electronically, add a physical version as an up sell and you'll increase your profits. If your information product is only physical, add an electronic component so your customer can receive some immediate gratification by receiving something from you right after ordering.

## 6 More Hints for Increasing the Perceived Value of Your Info Product

- Use 24 lb. paper for printing rather than 20 lb. paper. It increases the thickness of your product and the added cost is minor
- If your product contains six or more DVD cases consider adding a slipcase to package them
- If you have a very high price for your product consider color printing for the inside pages

## 7 Personalize Your Package

Put a picture of yourself or product right on the outside of the shipping box to personalize your package even more. Use a white shipping box rather than kraft for a better look.



[www.InternetMarketingExplained.com](http://www.InternetMarketingExplained.com)  
Armand Morin's "Internet Marketing Explained"

Alex Mandossian's "Traffic Conversion Secrets" & Armand Morin's "Internet Marketing Explained" are two of the products duplicated and fulfilled by Speaker Fulfillment Services.

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



# Frequently Asked Questions

## **Q Do You Have Any Minimums?**

A No we don't. In fact, we recommend that you start with a small quantity like 25 sets or so until you see how your product is going to sell. We can then adjust inventory levels and reorder points as needed. That way, you don't tie up a lot of money in inventory hoping your product will sell. In order to minimize shipping time to your customers we do recommend some inventory be kept on hand to fulfill your orders.

## **Q What Do You Need from Me to Get Started?**

A If your information product is print-based only, we simply need the digital file in PDF or Word format. If it includes CDs or DVDs then we'll want a master copy of each of the discs so we can do a straight disc to disc duplication. You'll also need to send us the artwork for binder covers, CD labels, case outserts, etc. Ideally these are in Adobe Photoshop format, but we can also work with PDF documents or other formats. Be sure your image files are a minimum of 300 DPI for quality printing. We'll provide specific instructions for sending your artwork electronically when you're ready.

## **Q Can You Print Soft cover or Hardcover Books or Operate a Call Center?**

A We don't at this time but we recommend you check with [www.BookSurge.com](http://www.BookSurge.com) for short run book printing and with [www.PatLive.com](http://www.PatLive.com) for taking orders by phone.

## **Q How Do I Know My Orders Have Been Shipped?**

A If you utilize 1ShoppingCart or a similar online order taking system then your cart will have the ability to email your customers automatically when tracking information is entered into your cart. We simply log into your cart and enter the UPS or other shipper's tracking information and your system will email your customer automatically that their order has shipped. You simply can log into your shop-

ping cart and see if an individual order has tracking information entered. If it does, it shipped. If not, it hasn't.

## **Q Do You Do Replication or Duplication of CDs and DVDs?**

A Since most of our clients are smaller information marketers they are doing low volume runs of their product. So, discs will be duplicated rather than replicated. Replication is only cost effective for quantities of 1000 discs or more in a single run.

## **Q How Do I Transfer Order Information to You?**

A Your online ordering system has a place where you can enter a secondary email address for order notifications. You simply enter [Shipping@SFSMail.com](mailto:Shipping@SFSMail.com) into your cart and we'll see new orders as they arrive. If you take orders at an event just email or fax the order information to us and we'll see your orders get shipped.

## **Q How Am I Billed?**

A Production jobs are invoiced as completed. Fulfillment and shipping costs are invoiced weekly via email as a PDF document for any fulfillment and shipping costs incurred during the previous week. You'll receive an Excel Spreadsheet with a list of all orders shipped on your behalf and the associated costs.

## **Q Can You Design the Artwork for Me?**

A We have a graphics artist we work closely with that does excellent design work. We can get it done for you or help you get in contact with the designer directly, whichever you prefer.

## **Q Can You Do Audio Editing?**

A We can take your existing CD content and break it into tracks or convert into different formats. If you require more extensive editing or adding front and back music we have multiple sources we work with to get this done for you.