



# Speaker Fulfillment Services

speakerfulfillmentservices.com



# News Notes

Volume 2

**Hello** and welcome to the second issue of Speaker Fulfillment Services "News and Notes" newsletter.

This month we continue with more information related to Product Launches, which we discussed in the last issue.

We've developed a Product Launch Checklist, which you'll find on page 3. This checklist is designed to help you manage your launch processes as smoothly as possible. We'll soon be making a printable online version of the checklist.

Also, if you haven't already done so please update your records with our new phone number.

**(812) 235-8050**

Our fax number remains the same at (812) 235-0147

To your success --

*Bret Ridgway     Bryan Hane*

## Perceived Value: What Is It And Why It Is Important To You As An Information Marketer

In the information marketing world you'll hear the phrase "perceived value" uttered. Simply put, it means how much people think your product is worth. How you choose to package the information you're selling will have a tremendous impact on how your customers perceive its value.

Let's take a look at the relative perceived values of different products from lowest perceived value to highest perceived value. Keep in mind the content is identical regardless of the packaging.

Example 1: Single CD

Low	Medium	High
Paper sleeve	Jewel Case	DVD Style Case

If the CD is a free lead generation tool or a bonus item then paper sleeve may be your best choice. The price that you're asking for the product will, to a large extent, determine what kind of packaging you want to utilize. If you're giving it away you need to go bare bones on your packaging.

But, if the product is selling for \$47, \$97, or more than you need to dress up the package. It needs to be more impressive so a jewel case with full color inserts or a

DVD style case with a full color outsert will be called for. Remember, the content is identical. You are influencing perceived value of your content through different packaging.

Example 2: 100 page manual

Low	Medium	High
Saddle Stitched	Perfect Bound	3-ring Binder

Again, the content is identical in each of the formats. But the public has been conditioned to equate the value of a perfect bound book with a \$19.95 price like you'd find in your traditional bookstore. Put that same information into an 8-1/2" x 11" spiral bound document or a 3-ring binder then it appears to be more specialized knowledge and people are willing to pay more for it.

If you're selling a multifaceted product that consists of many CDs and/or DVDs and some printed materials that are going to have a ticket price of \$497 or higher then you definitely want to stay toward the upper medium to high end of the perceived value scale.

How you choose to package the components of your information product is critical to how people will perceive its value. Be aware of the value scales above when you're deciding how you want your product to look.

# Sending Orders Via Spreadsheets

As Speaker Fulfillment Services continues to grow, we find that we must standardize certain things that in the past could be done fairly informally when we were dealing with only a handful of clients.

An example of this is the format in which we can receive shipping data in a spreadsheet. To ensure as smooth as possible and error free fulfillment for you, we need you to please observe certain guidelines when submitting spreadsheets to us.

## 1 Please send clean, ready to process lists to us.

Information needed on a spreadsheet is as follows: Put each item in a column of its own:

- Product SKU (If your product doesn't have an SKU please contact us)
- Quantity
- E-mail
- Phone Number
- First Name
- Last Name
- Ship-to Address
- Ship-to Company
- Ship-to Address 2
- Ship-to City
- Ship-to State
- Ship-to Zip/ Country



## 2 Send only accepted or approved orders.

## 3 Do NOT mix multiple products together on one spreadsheet.

## 4 Separate domestic and international shipments with different spreadsheets.

## 5 Make sure to remove duplicates from your list.

## 6 Make sure P.O. boxes are not included on a spreadsheet that is to be shipped via UPS, FedEx, or DHL. A street address is required for delivery.

If you are exporting a list of orders from a shopping cart, you will need to do some clean up on your list prior to sending it to us. There will be some fields that contain data we do not need that you will need to delete. There will be some general appearance issues (capitalization, etc.) you may want to fix so your shipping labels look better.

We will be working from the standpoint that spreadsheets we receive are in "ready to use" condition. If it is necessary to clean up your data in order to make a list usable, there will be a charge of \$35 per hour associated with clean up.

Spreadsheets should be sent to Kevin Lake at [KLake@SF5mail.com](mailto:KLake@SF5mail.com). If you would like for us to send you the proper spreadsheet templates please email Kevin.

## Client Care Specialist

The time has come and past where I can handle all customer inquiries and provide the level of on-going service that you as a Speaker Fulfillment client expect and deserve.

Therefore, in order to better respond to your needs we have formed a Client Care Team. You will have a single person designated within our organization to help you in whatever way you need. This Client Care Specialist will be who you call or e-mail if you have a new product that needs quoted, if you have an accounting or shipping question, if you're getting ready to do a special promotion we need to be aware of, or for anything else.

Many of you may have already been introduced or spoken to your Client Care Specialist. Our current team members are Hickori West, Christina Harrison, and Misty Riordan. They're here to help you.

If you're going to be attending the upcoming Big Seminar in Atlanta be sure to look us up. We'll be handling the Back-Of-The-Room services at the event at the end of October. You can meet some of our Client Care Team at the event in Atlanta. See picture on page 4.

As always, Bryan or I are always available to help if needed. We do appreciate your business and look forward to working in partnership with you for many years to come.

# Product Launch Checklist

## More than 2 months Pre-Launch

- Create the content - record audio(s) and/or videos, write manual
- Determine what the product components will be - DVDs, Audio CDs, Data CDs, manuals, downloads, etc.
- If CDs or DVDs are included in the product, determine packaging (individual DVD style cases, plastic sleeves in 2 or 3-ring albums, paper sleeves, plastic sleeves included in print binder, jewel cases, other).
- If print components are to be included, decide on desired binding method (3-ring binders including size, spiral binding, comb binding, or perfect binding).
- Determine if printed components are to be included in tabs
- Determine if any components are to be shrink wrapped
- Determine if printed components are to be single or double sided
- Determine if printed components are to be printed black and white or color
- Determine if the product will have any bonus items (physical or download)
- Get pricing from SFS
- Begin lining up your affiliate and joint venture partners

## 8 Weeks before launch

- If transcripts are to be included get audio transcribed
- Get artwork developed for all printed pieces (CD labels, CD/DVD packaging, binders, etc.) If necessary, request specs from SFS
- Proof all artwork
- Determine desired audio format for final product(.wav or MP3 files)
- Inform SFS of launch date and quantity to be produced
- Decide if discs are to be thermal printed or paper labeled
- Develop complete assembly instruction document for SFS
- Provide SFS with at least two contact names with phone and email
- Continue work on affiliate and joint partners

## 6 Weeks before launch

- Format transcripts into final "print" version (PDF or Word document)
- Proofread your transcriptions and other written documents
- Send transcriptions and other written documents to SFS
- Quality check your audios and/or videos

- Write a thank you letter to include with the product
- Send all artwork to SFS via disc or downloadable links
- Convert MP3 files to .wav format
- Break audio into tracks and add front/back music if desired
- Send SFS the physical address where you want product
- Write sales copy for website
- Develop your website
- Send physical masters of any discs to SFS

## 4 Weeks before launch

- Determine preferred shipping method and notify fulfillment house
- Proof mockup
- Notify SFS if mockup is okayed or if changes need to be made
- Add the product to your online shopping cart
- Inform SFS of product name(s) which product may be sold under and accompanying SKU numbers
- Pay SFS deposit on production job
- Continue work on affiliate and joint venture partners

## 2 Weeks before launch

- Setup and test the order notice delivery mechanism with SFS
- Pay deposit on shopping carts

## Launch

- Make website live

## Post launch

- If your launch exceeded expectation notify SFS so additional units can be made

## 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 their back-of-the-room sales." This book is to be published soon by Morgan James Publishing. You can pre-order the book at [www.SFSBookstore.com](http://www.SFSBookstore.com)

#### Tip #1

Make it known early in your event that your speakers will be offering "continuing education" regarding the topic on which they are speaking. While you expect your speakers to deliver great content during their allotted time, you know there is no way they can cover all the nitty gritty details on their area of expertise during the limited amount of time they have.

Make it clear that all the continuing education offered is optional. But if you teach "continuing education" from the beginning when you promote your event and during the event as emcee between the speakers you'll get more sales.



Our Client Care Team from left: Misty Riordan, Christina Harrison, and Hickori West

## SFS Bookstore

Speaker Fulfillment Services has recently taken over full time management of the classic marketing book website at [www.TWIPress.com](http://www.TWIPress.com). Please visit the site if you're interested in resources on advertising, copywriting, information marketing, and more at the new URL of [www.SFSBookstore.com](http://www.SFSBookstore.com)

We're in the process of updating the site and would like to add a section where we offer products of our duplication and fulfillment clients whose product(s) are a match with this market.

This could include Internet marketing, joint venture marketing, copywriting, or any related course that would be of interest in Speaker Fulfillment Services being more proactively involved in the promotion of your products. Please contact Bret Ridgway:

### New Phone Numbers

New office number (812) 235-8050

Toll-free (888) 261-8050

Fax (812) 235-0147



## New Digital Presses

We continue to invest in additional hardware to increase our throughput and ensure your products are produced quickly and ready to go for any new product launches. Our latest acquisitions are two new Xerox 4110 high speed black and white presses. These presses crank out 110 pages per minute of black and white printing and we've invested in two so that downtime possibilities are all but eliminated.



Xerox 4110 high speed press