



Speaker

# Fulfillment Services

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## A Word From a Client



**T**his is **Ross Blake**, the Employee Retention Manager. If you're running a business like me you know you need suppliers you can depend on—suppliers who you can give a task to and then forget about it because you know they're going to professionally take care of it and take care of your customers, too.

“That’s why I use Speaker Fulfillment Services to duplicate and fulfill my customer orders and why you should, too. Plus, if I have a question or need help their strong customer service and expertise is right there.

“How convinced am I that Speaker Fulfillment Services will serve you and your customers better than anyone else? Call me on my direct line at 716-357-2265 EST and get the straight story.”

## Diving Into the Digital Only Pond

**T**hese days many information marketers are seemingly like lemmings, following the crowd mindlessly into danger without testing the waters themselves first. And many will drown. The current danger is what I call the “Digital Only” pond.

There seems to be a big push these days to do entire information products in digital only format — PDFs, mp3s and the like. The belief is that due to the lower costs of digital delivery you will have increased profits. You may. Or you may not.

The natural conclusion one might draw from lowered delivery costs is that you’ll put more money in your pocket for each sale because you didn’t have to go to the expense of printing up manuals, duplicating CDs and DVDs, packaging it all together and shipping it to your customer.

But what about the sales you might have lost because of those people who didn’t buy because they are tactile. They like to see the big box arrive and see all the stuff they have bought. They want to be able to curl up on the couch and read your manual, not stare at a computer screen for several hours reading a PDF. They want to be able to pop a CD into their car and listen to you on the go.

If these people didn’t purchase because there wasn’t a physical component to your package then you lost out entirely. And it’s these lost sales that you must factor into the determination of your potential overall profits.

Do I believe you should have an immediately downloadable version of your entire course or at least parts of it? Absolutely. Immediate gratification is an important aspect of building an information marketing business. Do I also believe you should have a physical component to your package? Absolutely.

I can just hear some of you crying “But what about all the hard costs of doing a physical product?” Here’s an interesting case study as reported by Dan Kennedy in the April issue of his ‘No B.S. Marketing Letter’ you’ll want to consider.

“I have a client who switched delivery of a very elaborate home study course to PDF, online without lowering its \$495.00 price, added a “deluxe option” including a printed copy i.e. “library edition” delivered in a box for \$200.00 more, and in 3 months, over 65% of the 300 or so buyers have bit on the deluxe upsell, and overall conversions barely dipped a smidgen.”

Interesting. Very interesting indeed. So here’s the bottom line. Don’t blindly follow the pack into the “Digital Only” pond. Test. Find out what your market responds to. You may make more money doing digital only. You may make more offering both. But don’t assume one or the other will win up front. Test it and let the numbers tell you who the winner is in your situation.

# Selling from the Stage – Bring Your Physical Product or Not?

If you sell from the platform one of the key decisions you'll need to make before an event is, if your offer includes a physical product, whether to bring multiple copies of your product to the event so orders can be fulfilled on the spot.

It can be a tough choice. While there are some speakers that swear they sell more if people know they'll receive the product right away there are just as many that claim it makes no difference at all. So what's right for you?

There are certainly pros and cons to both approaches. If you have product on site then some in the crowd will certainly have that desire for instant gratification. The chance to walk away from the back-of-the-room sales table with your materials in hand and show the world what they have will be a great motivator for some.

But you'll also have some who may have traveled a distance to the event, and they would simply prefer you ship the product to them so they don't have to try to fit it in

their luggage or pay an airline charge for extra baggage if your product is what we call a "big box" package.

If you decide to ship product to a site in order to fulfill at the event then you will have costs associated with making the product up front, shipping costs for getting things to the event, receiving and possible storage charges from the

*You will need to test to know which route proves more profitable*

hotel or convention center, and shipping costs for returning any unsold product back to your office or on to the next event.

You'll also have to deal with the logistics of making sure everything



gets where it's supposed to when it's supposed to. If you have unsold product you'll need to handle it yourself or bring an additional staff member or two to an event to help you take care of it when needed.

If you choose not to bring multiple copies of your product to an event I certainly encourage you to at least have a display copy on hand so people can see what they would actually be receiving. You can even offer the first person to buy the option to take that unit home if they want so you don't have to mess with hauling it around yourself.

If it sounds like I'm rallying against bringing product on site I'm not. The only way you know which approach will be best for you is by testing. Take product to some events and don't take it to others. Only over time will you know which route proves more profitable for you.

You may sell more by having product on site, but is it enough more to offset your additional out of pocket costs and the logistics associated with having product on site? Only time will tell.



[www.SpeakerFulfillmentServices.com](http://www.SpeakerFulfillmentServices.com) ■ 812.877.7100

*I'm so pleased to bring you the following truly inspiring story from SFS client Allison Massari:*

# Get Inspired

**D**o you still believe goodness and abundance can blossom in the midst of a challenging circumstance?

As a child, I learned that there was wonder and brilliance, but I also learned the reality of intense sadness and pain in the world. More than anything, my parents wanted me to believe that good could prevail; they wanted me to believe that no matter what, even in the darkest of places, beauty and love could bloom.

When I was 17, I was handed a newspaper clipping. It was one of the most painful things I had ever read, about a little 2-year-old baby by himself in the closet of his home, playing with a Bic lighter (at the time, there were no child-proof safety latches). Within seconds the entire closet and all the clothes were consumed in fire around him; he was completely helpless. His body was burned so completely, the doctors didn't know if this small child would live.

I was so affected by this story. I remember the feeling vividly. I was touched and felt deeply connected with this little boy. I didn't know what it was, but something about the story would not let go of me. It was one of those situations where you pause and think, "There is no good that can come from this. There is no reason. There is no way." I felt hopeless. I carried that story with me my whole life and never forgot that little baby.

I could not have known that, years later, at age 32, I would be burned. I too was consumed by fire all around me in an enclosed space. I was watching myself in a horrific scene — burning alive. I was trapped and unable to breathe when a total stranger ran towards the colossal blaze, kicked in the window and saved my life. The pain I went through was beyond my ability to explain. I should be dead, but I came through. I healed.

After my accident, I understood at the deepest levels the needs of other burn survivors. I was compelled to create a

program for teens with burn injuries, and with the help of volunteers, my dream became reality. The program



has been running for over a decade now, through the Adaptive Sports Center in Crested Butte, Colorado. The minute these kids get off the plane, there's a jam-packed schedule. They go to snowboarding and skiing lessons. They go dog sledding, ice climbing, rock climbing and snowshoeing at night... The week is full of adventure. It's an incredible thing, a privilege, to spend time with these remarkable young people; year after year, we've healed together. I've witnessed again and again how the right attitude changes everything.

One participant was an extraordinary young man named CJ. His face and body were burned in totality, and his fingers were gone except for nubs an inch above the palm, but he did have one knuckle and a very charismatic smile. Year after year, he was the guy who would show up

*"Get Inspired" continued on page 4*



# SFS Spotlight: David H. Klaus



**D**ave is an entrepreneur who's owned successful small business for more than 20 years. Actively selling on the Internet since 1997, he's sold millions of dollars of physical goods in niche markets.

A retired Air Force officer who spent his final active duty years helping lead the transition away from Cold War thinking, he's an expert

in business planning, protection and operations, specifically focused on owner success.

A perpetual student, he realized early it's better to sell expensive things to rich people than commodities to the penniless. Another major breakthrough was his transition from "selling molecules" to "selling electronics" (physical good to electronically delivered products).

Dave knows from personal experience how difficult it can be to become — and remain — a successful small business owner. Currently he spends much of his time helping very carefully selected small business owners stay focused on the fundamentals, alert to opportunity, adopt a "due diligence" perspective, break free of groupthink and inappropriate

mindset, and break through to the success they desire.

Recognizing that many small business owners follow the "Pinata Business Plan" (praying to hit a goodie-filled target by swinging a big stick while blindfolded) and that buying a bigger stick is not often the best solution (although praying actually does help), he advises qualified entrepreneurs on how to ensure their companies give them what they want and need, while ensuring they have protected themselves from all the predators that want to steal their hard-earned success.

Dave has received inspiration from many mentors, and now he works hard to inspire other small business owners. You can reach Dave at [dhk@asphaleiabizsystems.com](mailto:dhk@asphaleiabizsystems.com).

## Get Inspired *continued from page 3*

and throw a party for everyone. He'd play the music. He'd get the snacks. He'd spread the word. He was that person who walked into the room with such a quiet assuredness that you quickly forgot he was burned; his love just burst out of his body. He is in his twenties now and is an amazing person.

One day I was on the phone with CJ. We were talking about life, brainstorming ideas, catching up. "CJ," I said, "All these years I've known you we've always had fun when we talk... But I never asked you what your story was. How were you burned?"

He paused, "Did you ever hear the story of the baby with the Bic lighter? That was me."

I was silenced.

It took me two weeks to call him back. I was so stunned. I finally contacted him and told him how I knew

of his story when he was just two. We were both speechless. There was love there. It was real. My whole life, I needed to know if that little baby was okay. Not only is he okay, he's an incredible person. He's my friend.

Even in the most painful of places, in the most tragic and horrific of stories, love and beauty can unfold in ways we never imagined. Life carries poetry. This is a reminder to watch for the goodness – to pay attention. Don't let the poetry of life pass you by. Turn the pages of life with expectation for magic, because the miraculous is budding everywhere.

**Allison Massari**, *Mentor, Teacher & Inspirational Guide*  
[www.AllisonMassari.com](http://www.AllisonMassari.com)

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