

Xena's Promo Battle Tips

A sales warrior's guide to getting the most from your promotional product dollar



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Hello!

"Summertime, and the livin' is easy..." [Gershwin](#) knew how to hone right in on the truth didn't he? Yes, it's easy and we're feeling energized and happy, especially with hours of sunlight at the end of the work day!

But **how are you feeling about your promotional products?** Have a read below on Putting The Juice Back In Your Promotions.

Also, take a quick peek at the **Product Corner** for something new and fun from Image Group.

And next month, **Xena's Promo-Tips** takes on a whole new look. I think you'll like it.

My best to you,

Jenn

How's Your Lemonade Stand?

Putting the Juice Back In Your Promotions



A couple of weeks ago, I was driving across town at rush hour on the usual route. At the point where the traffic tends to bottleneck I heard the sound of little voices yelling. To my right, I saw three young children who, despite the cool, cloudy day, had set themselves up with a lemonade stand and were calling out their goods for sale.

I was awestruck first by their remarkable enthusiasm and second by the fact that they were so completely committed to selling their lemonade to the

drivers passing. And by *passing* I do mean not stopping because the location was *not* one where a potentially thirsty driver might, if she were inclined, put her car in park, step out and cross the street for a tasty cup of sweet goodness. That would incite some serious road rage.



Great and Useful Links

[The Xena Tips Archives](#)

[Image Group Inc.](#)



Product Corner

If you thought Image Group didn't do our own promo-products - think again!

Over the last month we've been working with [ShowMakers Productions](#) to create our own animated story. Something fun and informative that we could upload to a USB Drive or post on our home page.

Have a look and a listen to the **teaser**

But these three kids shouted, laughed and jostled in the moments I watched them, before I was so rudely honked at by Mister Impatient behind me.

As I drove on it occurred to me that these eager entrepreneurs perhaps didn't care so much about the selling as they did about the **offering** they had. They were juiced by the very prospect of having something good to offer.

When did we lose our enthusiasm about the goodness of a simple offering, a small gift, a token of good intentions?

So, what does a lemonade stand and a few eager kids have to do with promotional products? Everything. It's not the juice itself (or the product with your logo, if you like) but the juice in the juice that matters.

Are you juiced about your promotional products? Are you enthusiastic about your branded gift for that client event approaching? Maybe? Yes? No???

Here are a few tips for putting the juice back into your promo-products.

1. **Who wants your Lemonade?** Why drain your brain thinking about the what's when you can be luxuriating in the who's and why's? We spend a lot of time cramming our heads with "what should we get them this time?" when really, if you let them, creative juices love to pour when you focus on why you want to do this promotion in the first place and who it's for. Without the fuel behind the why and the who, the what is just a mundane detail.

2. **Venture outside the pre-mix juices, get your hands in there and SQUEEZE!** If you always do a padfolio for your attendees at that annual conference, do you think the well may have gone dry? Try something completely new. Totally different. **Even just thinking about new and fresh ideas will do more than add a little umph to your promo-product,** it will put a little [Five-Alive](#) into your recipients. Watch them "Feel Alive!" when you hand them an embroidered messenger bag made of recycled pop bottles equipped with a pen, paper and maybe a custom labeled chocolate bar for break time.

3. **Hand It Over.** When you have more lemons on your plate than you can bear to look at, pass the fruit bowl and see what ideas your promo-consultant can generate for you; fun ones, spanking new ones, thrilling ones - so you can do whatever else it is you need to focus on when it can't be about your promo-products. Go ahead, release the reins and come back when you feel refreshed, the load is a little lighter and you're a lot thirstier.

below. The 7th person to email me their feedback on the teaser gets a **prize!**

'A Girl Named Sue'



[Click here to view our new animated client's story](#)

Watch for the **full story** about Sue, coming next month!

[Join Our Mailing List!](#)

4. **Get your juice on.** I don't know anyone who feels excited about doing anything when they leave it to the last minute. It's a self-imposed torture to procrastinate on choosing that "branded product" for your event. If possible **don't wait until the last minute to explore new ideas for your promotions.** A good glass of lemonade requires careful selection, focused squeezing and some marinating with the sugar, ice and water. Give yourself time to marinate on product ideas.

5. **Keep the pulp.** The taste, the real nutrients, the meat of that glass of lemonade is in the pulp. There are a lot of watered down versions but the pulp will separate your glass from the others. **Don't skimp on quality and ingenuity of products for your logo just to save a few bucks.** You might as well give them a glass of [Kool-Aid](#) and hope the connoisseurs of your business won't notice.

I'm not suggesting you build yourself a little wooden stand, get out your crayons and make a sign that screams "I've got pens!!"

I *am* suggesting a visit to the very essence of your promotion. Why you do it in the first place, who you do it for and how you can do it better this time.

About Xena Sales Warrior

As your **Promotional Products resource and creative consultant**, my goal is to give you outstanding value, inspired choices and economically sound solutions to your promo-needs.

Working together, we'll find the best ways to communicate your message and have you shine like my polished sword among your peers.

Bottom Line

Making you look great every time.

Creatively yours,

Jenn Forgie

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