

XENA'S PROMO BATTLE TIPS

A Sales Warrior's Guide to Getting the Most
from your Promotional Product Dollar



Hi!

Thanks to everyone who has been taking my advice from my article, [Gas Pains](#), on asking for shipping quotes on orders. Yes, it adds a few steps to your decision process but from what I've been hearing, it's hugely helpful with budgets and getting that big yes, so keep on asking!

Have a look at our newly completed Image Group Animation [Story About Sue](#) with yours truly as the narrator.

I was going to write about Christmas approaching after seeing an *entire aisle* in Costco with Christmas decorations, but I thought, "It's too soon Jenn, you'll scare them away!" But heads up - it's the topic for next month!

So I decided to write about **looking at the old and making it new again** and still, if not more, having the impact you want.

Read on,

A handwritten signature in black ink that reads "Jenn".

Jenn

Everything Old Is New Again A promotional product revival.

On a recent visit to a client I watched as she ran off to grab a "gift" she got from a Princess Cruise. "Wait till you see this," she called from the other room. It was a **standard looking tote bag** with handles and Princess Cruises printed in white, nice and big on the front. "But look!" she said to me, smiling proudly. "Will you look at this? **It unzips all the way around the bag and it's reversible!! A whole other bag in one!!** Can you believe it?"

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Forward this newsletter
to a friend

Xena's Loyal Followers

"I enjoy receiving Jenn's newsletters. I love the humour and always find something that I can take away from them. I like the way that Jenn tries to educate us, the buyer, so that we are sure to purchase the right product everytime."

~Deb. Long Time Loyal Client.

"I loved your recent newsletter on green products. Your comment that 'Eco is not synonymous with quality' is an important point that other, less sophisticated vendors tend to miss. Good for you for providing true value and for being REALLY green - and not just a pale imitation."

~Daphne Gray-Grant
www.publicationcoach.com

Another accolade comes from Michael Katz's E-Newsletter on E-Newsletters. Click to read: [Put Your Newsletter on "Shuffle"](#).

Hmmm, yes I can.

Maybe you're reading this and thinking, "It's a tote, hello?" Well, my compliments to the supplier who **made that tote new again** because with a two-way zipper and a different color of fabric on the second side, that tote was more than a bag. It was a memory. And a usable one, at that.

Over the years I've watched **clients warp themselves into mind-numbing anxiety** around what to give at that next trade show, what to give to employees, what to give to key clients. Their hearts race and a grating little voice in their ear nags, "**Do something new and different OR ELSE!**"

"New" and "different" in promo-gifts is not synonymous with expensive and complicated. We do a disservice to our clients and ourselves thinking so because we lose sight of the purpose of the gift: to touch them; to be remembered; to get them to come back.

Take the old and make it new again.

Next time you're wound up about an upcoming corporate event, take a breath and ask yourself, "Who am I giving this gift to?" "What do I want the gift to say?" "How can I make it our own?"

Let's take a pen, one of the oldest standard promotions I know of, and make it new again.

Say your clients work outdoors a lot, or live in colder climates. Well, there is a patented pen out there that writes under extreme cold weather conditions. A pen that performs its job even as the rain pours down on the paper they write on. Oh yes, they'll remember who gave them that pen and they'll hang on to it.

Take something that's been done time and again, invest some thought - not pressure and angst - into how you can make it new again. How you can build on it in some way -whether it's a pen, a bag, a padfolio, a t-shirt - to make it specific to your company and the people you give it to.

Adding a twist of innovation to the "old" while keeping in mind your client, your message and your creative-mind will have **huge impact on you and on your clients every time you give a promo-product**. You won't have wasted time in a frenzied state trying to come up with something "new" and "different". You'll have discovered that "new" and "different" was right there in your own back pocket - or pocket pen protector!

My client would very likely have shoved that Princess Cruise tote into her collection of "same old" totes stuffed inside yet another bag hanging inside the entrance to her basement had it not had **something so incredibly simple altered to it to make it a gift she will enjoy and remember receiving for a long time to come**.

Great Links

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[Pantone Colors](#)

Everything you want to know about Pantone Colors

[FedEx Fuel Surcharges](#)

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XENA'S CALL TO ACTION

Got a great example of how your company made new of the old in a promotion?

Email it to me and I'll send the lucky and oh so innovative winner an awesome prize!

Expires when I find the winner.

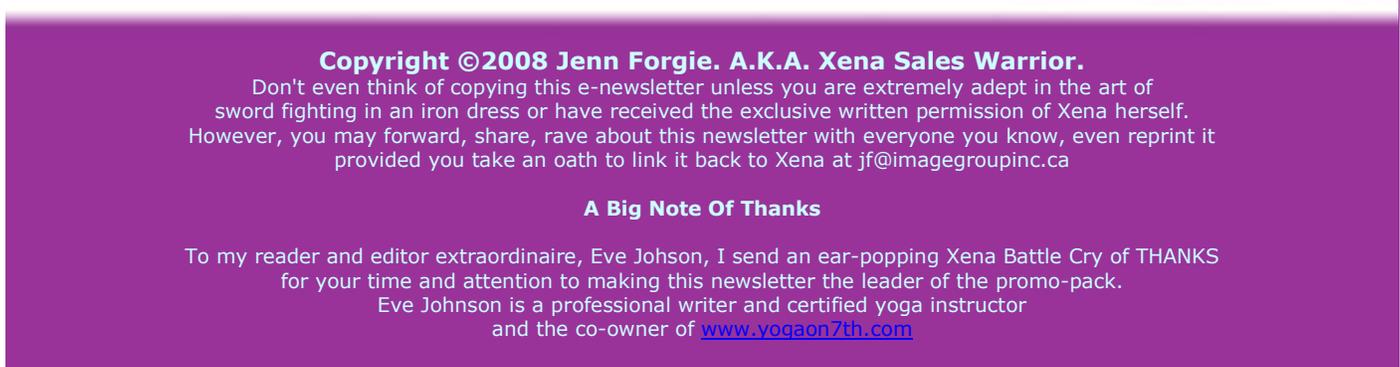


About Xena Sales Warrior

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.

To go the distance to communicate your message and have you stand out among your peers with warrior-inspired promotional products.

Bottom Line: Making you look great everytime.



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A Big Note Of Thanks

To my reader and editor extraordinaire, Eve Johson, I send an ear-popping Xena Battle Cry of THANKS for your time and attention to making this newsletter the leader of the promo-pack.

Eve Johnson is a professional writer and certified yoga instructor and the co-owner of www.yogaon7th.com