

# XENA'S PROMO BATTLE TIPS

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



Welcome!!

First, don't shoot Xena. I am just your messenger.

Last month I hinted - okay *warned* - that in the next issue I would write about **the impending holiday season**. Well, the "next issue" is here and as promised, so am I. Your messenger.

Have a look below at **4 Reasons To Start Your Holiday Promo-Gift Shopping Now**.

And if you're looking to be the **winner of a great prize** (I know you like prizes) go to **Xena's Call To Action** corner and submit your answer.

My best to you,

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

Jenn

## 4 Reasons To Start Your Holiday Promo-Gift Shopping Now

Two days into July I was walking the aisles in Costco, my mouth agape, my eyes staring at the two rows of Holiday decorations. "WHAT is this???" I implored. **"It's July for crying out loud!"**

Costco does this to us every year; the mad dash to deck their shelves with six-pack rolls of silver and red gift-wrap. With plastic Santas whose mechanical hips sway to a tinny three-line version of "Here Comes Santa Claus". With strange glassy-eyed smiling snowmen who look like they might come alive when the store is closed, shuffling from one Santa to another with thoughts of murder on their minds.

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Forward this newsletter  
to a friend

### Xena's Loyal Followers

"I'm sure you get a lot of these emails, but I have to say you've done an amazing job with this newsletter. It is very well written and fun too. I look forward to receiving these and read it right away from top to bottom. Impressive! Way to go Jenn, Great marketing at its best."

~ Susan Beauchamp, Director of Marketing  
[Promotional Products Professionals of Canada](#)

"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

Despite the reliability of Costco's yearly five-month early show of holiday wares, every year I have the same shock and an equally strong resistance.

But this year, I'm not missing the message: **The festive season is soon to be upon us - Prepare Thyself!!**

Which brings me to this: **4 Reasons To Start Your Holiday Promo-Gift Shopping Now.**

**1. The Beijing Olympics:** If you think the Olympics only impacted your TV viewing 24/7, think again. With the closing of factories in an effort to reduce pollution came the arrival of a rippling effect on product stock and orders with our suppliers. Spring orders were delayed and as the factories now reopen, summer orders will be late, which means an inevitable delay on those fall orders. **China is about to play major production catch up.** And with ocean weather as unpredictable as tomorrow, there are further risks of delay if the freighter carrying summer product orders, is held back by typhoons.

**Bottom Line:** Order sooner to hold your product place in line for when new stock hits the port. No, September isn't too soon, especially if you're thinking of anything like [Stainless Steel water bottles](#), one of the highest in demand products of 2008 and one of the major products in delay for delivery since this past spring.

**2. Suppliers Loathe Rush Orders Too Close To Christmas:** Not that they *won't* produce them but they're up to their little elf ears, as early as the beginning of September, to meet big production timelines for masses of orders. Once the summer is over, business sky rockets because there are trade shows to prepare for, fiscal year-end unspent dollars to spend, and yes, Christmas and Holiday gifts to produce.

**Bottom Line:** Avoid a dependency on rush orders for your promo gifts during the Holiday season because there are no guarantees your "gift giving" date can be met by production *or* delivery. Order sooner to allow a healthy time to produce your product.

**3. Nobody Wants The Left Overs:** Sure you can find something "good" for your holiday season gifts if you order late, but do you really want to be in a position of "settling" for *whatever* is available because, "Oh no! Our office Christmas party is next Saturday. I'll take anything!" Now if I know you, I know you don't want to take "anything" and neither do your clients or employees.

**Bottom Line:** Start now to look at gift ideas, make a choice, get your order in and feel darn good that you spent your money on something you will be proud to give.

**4. Shipping Nightmares. Who Needs 'Em?** My goodness but haven't we been witness to an almost indigestible rise in shipping costs and fuel surcharges this year? We know that **shipping costs normally rise during the holiday season** but imagine how much the "fast shipment"

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](http://www.publicationcoach.com)

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

## Great Links

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[Pantone Colors](#)

[FedEx Fuel Surcharges](#)

Sign up to receive  
Xena's Promo Battle Tips

## XENA'S CALL TO ACTION

What is THE BEST holiday gift you received from a client or employer?  
Email me at [jf@imagegroupinc.ca](mailto:jf@imagegroupinc.ca) and Image Group will vote on a winner.

Winner gets a prize!

Expires when? That's Xena's call.

methods will be this year! Why put yourself in an "expedited shipping" nightmare if you don't need to?

**Bottom Line:** There's no fat little old man in a red suit who's going to saddle up the reindeer and deliver your "rush order" in one night because you waited so late. That might catapult you right onto the "naughty" list. Get your gift orders in sooner than later for a palatable ground delivery and save your money!

Whether it's clients, employees or even our own families, **there is a delicious sense of righteous satisfaction when we prepare early for the holidays.** Maybe that's the real message behind Costco's stock pile of those creepy snowmen and swaying Santa's.

## 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 Johnson, 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](http://www.yogaon7th.com)