

XENA'S PROMO BATTLE TIPS

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



Hello everyone,

I send you wishes for a prosperous, creative, healthy 2009 filled with opportunities beyond your imagination!

Have a quick read below on **kicking your own butt into the New Year** for your promotional needs.

Also, in the bottom right Corner Query, **I am offering prizes....**read on.

I'll be back late in January with the **top new products** from the Las Vegas National Promotional Products convention.

Happy New Year!

Jenn

Issue 23

Last 2008 Issue

Forward this newsletter
to a friend

Xena's Loyal Followers

OK, must admit, that was a damn good read! (you can quote me on that beauty!)

~Ian Roberts. [Marine Harvest Canada](#)

I'm sure I've told you before but just in case, your Newsletters are fantastic. Can't image how much time it takes you to do them.

I look forward to them and always make time to read them.

~RHONDA THIBAUT
DIRECTOR OF PROJECT
MANAGEMENT
[MERCERCREATIVE](#)

"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."

A Promo-Product Kick In The Pants 4.5 Steps to Start Your 2009 Promotions Off Right

I got my own kick in the pants this holiday season when I developed pneumonia and was forced to lie around and do nothing. Doing nothing isn't in my nature, so with time on my hands, I started thinking about ways to start the New Year off with focus and direction.

New Year's has, it seems to me, become a kind of self-inflicted catapult across the timeline of an old year into a new one. When **we take a long look at the past year**; where we've been; where we didn't go and what we want to change.

Then we lay down some lofty, often unmanageable goals. "This

year, I will go to the gym five times a week." "This year, I will stop eating chocolate."

How about taking small steps? Why not a more doable two or three times a week at the gym? Why not a *piece* of chocolate on Wednesdays and Fridays instead of none at all?

This is the best time of year to look at your upcoming promotional needs in *steps* that will have you with a plan in hand, ready to launch into the New Year.

Here are 4.5 small steps to start your 2009 promotions off right:

Step 1: Evaluate the past year promotions: Take a look at the products you purchased for your promotions last year. **What worked and what didn't?** Why did they work? Was it the products themselves? The way you used them? Would you use them again, adding in a new twist of creativity, or are you ready for new products, new ideas? Did the custom-made recycled bags for your trade shows create greater brand recognition and could you do it again with a new size, new design, new implementation?

Step 2: Evaluate your 2009 needs: Most companies go into a New Year with *some* idea of their product launches, marketing schedules and trade show events. **Take what you know is on the schedule for 2009 and make a List.** Include the dates, the theme, the attendees (your gift recipients), budget - if you have it, and email it off to your promo-product rep. They are ready to support your promo-launch into the New Year just as your personal trainer will stand by you as you grunt your way through that first set of weights on the first day back to the gym.

Step 3: Generate Product Ideas for the 2009 List: If you work with a promotional products distributor who gets their kicks out of generating ideas eight hours a day, five days a week, then your 2009 List (see Step Two) will be gratefully accepted. **They'll eagerly take your List and source out product ideas for your promo-success.** They'll be the real ones who kick you in the pants as they begin to generate product ideas specific to your projected 2009 needs.

Step 4: Be Prepared to Reevaluate: Your List of needs and schedule of events will change. Factors like budget changes, events cancelled, events added, last minute product needs and so forth will arise. So yes, reevaluating needs and the List will be necessary. But **Step One, Two and Three will be the key in the ignition to the engine for your new business year marketing and promotions.**

Approaching promo-products with *steps*, warming up the engine rather than letting it sit cold until the last minute, will kick you forward and keep you on track as the year goes on.

Step 4.5: Email me your List. Then sit back and take a breath. Enjoy your New Year's celebration, and **let's together, kick some serious**

~ 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 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"](#).

Great Links

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[Pantone Colors](#)

[Are "Green" Products Really "Green"?](#)

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Xena's Promo Battle Tips

Corner Query

Didn't get enough presents at Christmas?

butt for your 2009 promotions and marketing.

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.

I've got three for the winners of this:

What was the most successful Promotional Product you used in 2008 and why?

There's a first, second and third place prize!!

Email [Xena](#) now.

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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