

XENA'S PROMO BATTLE TIPS

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



Here we are!!

A New Year, new possibilities, new opportunities and **NINE New Products** that made it to my top product list for 2009.

Also, I have some other news! Recently I was honored with an award by our [Promotional Product Professionals of Canada](#). You can read about it in the bottom right, Corner Query.

Enjoy,

Jenn

Issue 24

First Issue of 2009

Forward this newsletter
to a friend

Xena's Loyal Followers

Your newsletter is truly amazing - informative, well written and humorous all at the same time! I've actually mentioned you to my husband on multiple occasions. He's a mortgage broker and I think he could learn a thing or two from you on self-promotion.

~Heather. Long time client~

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

The Top 9 New Products For 2009 Start Your Year Off With These New Products

After a total of seven days of tradeshow in the last two weeks; 14 miles of aisles of product suppliers and 168 files of recorded notes on my hand held recorder, I hold my sword up high and send a reverberating Xena Call to our suppliers.

The products I saw and the people I met with **defied the "recession"** and spoke of anything but downturn. They **talked of possibilities and creative solutions**. Hundreds of USA and Canadian suppliers presented **product ideas that would entice even the tightest of budgets**.

Here are my picks for the **Top Nine New Products** for this New Year.

1. E-Button: One of several new energy and earth-conscious products, the E-Button gives you a huge logo imprint area *and* saves energy. Whenever you step away from your desk - however brief - hit the E-Button and it sends your computer into hibernation mode, **using 1/10th the energy it would use in any screen saver**. An added bonus for the

absent minded who still don't regularly hit "save" on their work - when you turn on the E-Button, it automatically saves your documents. [Click here](#) to learn more.

2. Elephant-Poo Books: Yes, really. These books are made entirely of Elephant Poo and are completely treeless in material. **They take the "Ooo out of Poo" and give you "A Promo-Product that's new!!"** Sorry, I can't help myself. This kind of fun and innovative product calls for a little play. So, how are these books made? Check out this [video link!](#)

3. 100% Biodegradable FDA Approved Travel Tumbler: This tumbler will **biodegrade within 3-5 years when put into the ground or a compost.** Even more friendly, your logo is printed with non-toxic ink! Here's the link to the [New Sierra Biodegradable Tumbler](#) - and note the "Click here" button on the page if you're interested in the biodegrade lab test results.

4. Fast-Check Security Computer Business Bags: This is one of those, "Why didn't I think of that?" products. They're designed so you just unclip the part of the bag housing your laptop and put it through security at the airport without having to open your bag and remove it. Anything to help us **get through security with a little less fuss**, I say. Here's one suppliers four new [Fast-Through Computer Bags.](#)

5. The Frogger Golf Tool - "Best 2008 PGA Golf Product": Don't believe there could possibly be any more new and practical golf tools? Check this out - This little guy hangs off your golf bag and when you need to **clean your shoes out there on the fairway** you simply pull the Frogger down and use the steel bristle brush at the end to clean your soles. Flip the end latch and you have a digger tool to get the will-not-come-off bits in your shoe. Watch this [video](#) to see how it works. Click the far right lower "Play" arrow.

6. USB Hub Person: USB Hubs themselves are not new but this one stood out because of the fun little person shape it's made in. Anything where you are promoting, speaking to or dealing with personnel or human resources (which is always), this computer accessory puts **a little fun and lightness to a very practical product.** [Click here](#) for more on the Hub-E.

7. BlueSign Eco-Clothing by EcoApparel: The first company to bring us a truly responsible, compliant **Eco line of clothing that provides its end users with complete Supplier Tracking Information.** From the thread to the buttons and zippers, every item in this clothing has the supplier chain information for anyone looking for evidence of environmental and social compliance. What's Bluesign? [Click here](#) Who carries Bluesign Clothing? [Click here](#)

8. Ship 'N Tote: Available in two styles as a tote or a drawstring bag this item is **both the packaging and the bag in one.** The exterior of the tote is covered with a vinyl coating. Insert your contents (brochure, small product, invitation) into the pouch, seal it shut, slap the mailing label and ship it out - or hand it out at a trade show. When your recipient

MANAGEMENT
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"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 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.](#)

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

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Xena's Promo Battle Tips

gets the package, they cut open the seal, take out the contents, turn the package inside out and they have a tote bag!! Have a look at the [two options](#).

9. Not-Just-Any Custom NoteBooks: Custom notebooks are not new, per say, but what is new from *this* supplier? All of their custom books are now **filled with recycled paper and those books that are coil bound are all recycled coils**. So, get creative while knowing most if not all of your company custom notebooks have an earth-kind component to them. [Have a peek](#).

Why Nine Top Products? Why not ten? Five? Maybe it's because it's 2009. Maybe it's because nine has been my favorite number since I was seven. Maybe it's just to get you to wonder what the tenth product choice would be and ask me, "**Are there more than nine new products you can tell me about?**" And then I can answer, "Sure are. Let's talk."

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.

Corner Query

I want to thank ALL my clients and suppliers who have supported me all these years!!!

This month I was presented an award from our [PPPC](#) for Best Distributor Self-Promotion for my "Xena Sales Warrior" newsletter and branded products. I am honored and encouraged to keep on giving you the best I can.

~Jenn~

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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