

XENA'S PROMO BATTLE TIPS

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



Hello friends!

The year is moving along swiftly, and it's hard to believe we're almost half way through.

With movement comes change and I am really seeing that people are changing their perspectives on what they want to invest in *and* receive in promotional products.

"Cheap and cheerful" is no longer accepted if it is synonymous with "trashy and useless."

Read on,

Jenn

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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

4 Ways To Take the Trash Out of Your Promotions



As I write this I am sitting on the lanai at the Lawai Beach Resort in Kauai, overlooking a spectacular piece of the Pacific Ocean. It's a paradise that has lulled me into vacation brain *and* into *not* think about promo-products.

That is until I walked into a tourist souvenir store on a simple quest for some chocolate covered macadamia nuts. That's when promo-products became the *only* thing I could think about.

Coconuts carved like monkey faces with the town

name carved where the eyebrows would be (do monkey's have eyebrows?); shells that have been shellacked and painted with pink Kauai lettering in their bowels and oh, so much more.

It was everything you could want in **"trinkets & trash", "swag" and "tchotchkes"** - words we often hear loosely tossed around in the promo-product industry. Words that imply that the item itself is not worth much more than a permanent home in your bottom office desk drawer, or a casual throw into the nearest garbage, along with the money you spent on it.

My friends, **times are changing** - especially when it comes to promotional products. **People don't want to buy or receive trash anymore.**

How do you take the trash out of your promotions?

1. Ask yourself - Would I want this item for myself?

If the answer is a sneer and a "no way" then don't buy it. If you wouldn't want it, regardless of the massive imprint area it gives your company contact info, then what makes you think anyone else wants it?

2. Ask yourself - Is this item useful?

You can still have fun and maybe even a little tackiness if it fits the promotion or message you're sending. *But* if it has no practical application to it then it's only a matter of minutes, okay maybe a day or two, before it ends up in the garbage. And you can say goodbye to your company promotion because it's gone too. People like promo-products that are useful to some degree and...if they can use it, they'll keep it around longer and that means they'll keep you and your company around.

3. Ask yourself - Does the value of this item match the message I am trying to communicate?

Do you want to give them that \$1.99 travel tumbler and say, "Hey, count on us, we're with you for the ride," and find out later that the item leaks from just one use? Are they going to count on you? Not a chance. You lost them when their extra hot latte leaked down the front of their white dress shirt on the way to work. Are they going to remember you? Absolutely, but not how you want them to. There are endless options in promotional products that can match your message without having to call out the "I'm going over budget" alarm police.

4. Ask yourself - Do I refer to my promo-products as "trinkets and trash"?

Language can influence perspective (yours and your clients) so if you want your clients to see you as offering value, respect, interest and intrigue then watch your words.

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."

~ 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**

If you use some of that dirty language around your own promo-products, catch yourself and start replacing it with words like, "promo-gift", "premiums", "incentives."

Heck, make some up if you want but please stop talking as though the money you invest and the clients you invest in are worth nothing more than a quick trip to the city dump.

There will always be buyers for those creepy coconut monkey heads, but when it comes to your company promotional products, there are far too many creative options and revived interest in more useful (and yes, fun) items, to be giving into and giving out trash.

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