

# XENA'S PROMO BATTLE TIPS

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



Welcome back,

Summer is well on it's way and hopefully you are enjoying yours.

Another hard lesson landed on my lap in June, that I am sure all of you can relate to in some way. What I love about these "life lessons" is how they can really move you forward in a time when moving forward seems a far distant possibility.

Read on,

A handwritten signature in cursive that reads "Jenn".

Jenn

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Forward this newsletter  
to a friend

## Xena's Loyal Followers

I've watched your newsletters evolve since they were first created! I look forward to these every month. You created something that is unique and genuine to you and your clients. I enjoy the flare you show and I appreciate that you educate. You know your stuff girl!

~ Katherine, Long time client~

I like your newsletter. It's value information to include "Lessons Learned" and it tells your clients you and your company are human!

~ Cathy Morris, Mercer. ~

First of all, I love your personal commitment on "Going Green". Your energy and commitment to it is contagious!

~ Rochelle, Environmental Leadership Cameco Corporation  
~

## Because We Have To. Why We Care About Our Promotional Products.



Just over one month ago I said goodbye to my beloved dog, Ruby. She was 15 ½ years old and her body was failing her. The decision was made to free her and with the support of Image Group, I took the entire day to be with Ruby.

Letting her go was nothing short of heart wrenching. And for that first week I didn't really care about much; not my garden, not my house

cleaning, not going to the gym and certainly not coming up with creative promotional ideas for my clients. "You want golf tournament ideas? You want new pen ideas?" All the while I was thinking, "I don't want to."

### **I just didn't care.**

Not caring isn't me. I mean, hello, this is Xena Sales Warrior here! Creative ideas for my clients, is my work life-blood.

What was going on?

The moment I asked that question, I saw it - I was sad and I was stuck in that sadness, which was knocking everything else around me down the priority ladder. **I needed to care** - about my garden, my home, my wellness and yes, my clients. Even if that caring involved sourcing out a cool new pen idea.

Life happens and we get busy, lose loved ones, lose our energy, get bored with the same ol' same ol' and we slip into not caring. But **caring is the very thing that keeps us going.**

How many times have you said, "I don't care what we get for this event, just *something* to give away with our logo on it" or "It doesn't matter, we just need *something*."

### **Here's 4 Reasons Why We Have To Care About Our Promotions**

1. **Because We Have Clients To Reach:** What would happen if we let the difficult life events stop us from reaching our clients? We'd lose our connection with them. And they would move on. Disappear from our world to find someone else who cares about their world. We care about promotions and marketing because **we have good business to offer and good people to offer our business to.**

2. **Because Creativity Is A Business Magnet:** The moment you stop caring and switch into auto-pilot with your promotional outreach, is the moment you'll feel your plane begin its nose-dive toward the ground. It only takes moments of focused chatter with your promo-rep to get off the cruise control and come up with creative promotional and marketing ideas for your next event or next product launch. **When you care, creativity comes** with all its delicious inventiveness, and you can't help but care *more* and they can't help but be **magnetized toward you and your business.**

3. **Because Momentum Means More Business:** Even if it means someone picks up the slack to help you out during difficult times, as Image Group did for me, you still have to **keep momentum going** with your promotions and marketing initiatives. Lay down in bed and turn on All My Children with a bag of Lays Potato Chips beside you and you can be sure your momentum will come to a breath-gasping halt. A stop like that can suck more energy out of you than you've got to juice it up again - so keep it going no matter what. Promotional and marketing **momentum creates presence** with clients and that, my friends,

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  
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

**creates more business.**

Stop it and you lose business.

4. **Because We Have To:** I'm sure we've all rolled our eyes as kids, when mom said, "Because I said so" or "Because you have to." We're hard wired to resist being told we *should* or *have to* do something even when we know it's "for our own good." But as annoying as it was when mom said so, she was almost always right.

We **have to care** about creativity with our promo-products; about **consistently connecting** with our clients; about **moving through** big life changes and **keeping a juicy momentum** alive, because to do just the opposite - to stay stuck, to not care, is certain death to any client/business relationship.

Caring, even when you feel like you're going through the motions, is the very thing that brings you back; to yourself, your clients and the reasons you engage in promotion and marketing at all.

**If you want more business, then you have to care.**



**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.

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)

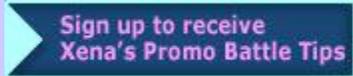
Another accolade comes from Michael Katz's E-Newsletter on E-Newsletters. Click to read: [Put Your Newsletter on "Shuffle"](#).

**Great Links**

[The Xena Tips Archives](#)

[Image Group Inc.](#)

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



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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)