

# XENA'S PROMO BATTLE TIPS

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



Hello Friends,

Thank you, everyone, for your responses to my July Issue and kind thoughts about my dog, Ruby. I loved the pictures some of you sent of your passed-on furry companions and was amazed at how so many of you were personally touched by this issue. Above and beyond business it certainly is a blessing to connect as humans, isn't it?

Back to business...Have a look at the new links in the **Links You Need** section on the lower right featuring the [MRSI](#) consultant we've been working with at Image Group, as well as some very cool **new product initiatives** from one of our leading suppliers. Definitely a place for new ideas.

And, if there is truth to this slight turn upwards in the economy, which I think there is, read below as we look at **"Now that you have some budget, what do you do with it?"**

See you in September!

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

Jenn

Issue 31

August 2009

Forward this newsletter  
to a friend

## Xena's Loyal Followers

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  
~

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

## What Goes Down Does Come Up. Are You Promo-Ready?



Boy, if there is **one thing we can count on, it's that what goes down comes right back up.** Eventually. Often slower than we'd like. But it does come back up. The sun, our bank accounts, that frown I had on my face the other day, and yes, the economy.

It's no secret that the economy has been a little down in the dumps, the poor thing, and consequently **your promo and marketing dollars were cryo-frozen until "further notice."** Or in other words,

"until business picks up and the boss gives me back my marketing budget."

Last November, in [Issue 21 Lessons From Kellogg's Cereal](#) I wrote about why you need to keep promoting your company despite economic nose-dives.

Now, almost a year later, with a slight scent of the economy wafting upwards, it's time to look at what to do once you get the budget - *some* budget- back.

### So, you've got a budget - now what?

**1. Choose The Flexible:** The traditional methods of marketing and advertising have been and still are, to a large degree, TV, print and radio. I love all three mediums but also know that when budgets are smaller, these avenues seem a lot less accessible to companies struggling to reach their market. This is where **the promotional products industry offers you the flexibility and grace of a Cirque Du Soleil contortionist.** Not only are promo-products economically flexible - as in we can find *anything* for *any* budget - but they can offer you a stunning range of creative solutions, to personally reach your market and still work with your **"I'm on my way up from the economic down"** budget.

**2. Prioritize:** I've had quite a few clients call me up lately, sighing with relief as they told me, "I finally got my budget back! Not as much as usual, but it's something." Yes, it is *something* so let's prioritize, because **not everyone will receive a promo-gift from you with these smaller than usual budgets.** So decide - thoughtfully - who gets what, why they get it, where, when and how. Choose the clients, the specific events and the opportunities that will **make the most of what you**

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 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"](#).

**have to work with.** To some degree most of us know how to stretch a dollar and now is a perfect opportunity to put that generations old skill into use.

**3. Make Quality Choices:** Contrary to what some may think, **smaller budgets do not equate to poor quality gifts.** Quality and value are both available to you whether you have the biggest budget of your life, or the smallest. This is where you want to work closely with your promo/marketing rep. They're the ones who have the resources to source products beyond your Google bar. Engage with them and let them present some quality choices within your new-found budget. No one is forced to choose poor quality, even when business is tough. **In the end, you make those choices and the choices you do make are what your clients and market see about you.**

**4. Ensure Product Relevance:** This is where those finely allotted dollars can be squandered, **if you choose products that are irrelevant to your message, event or clients,** no matter what kind of budget you have to work with. If, for example, you're giving a gift to a group of up and coming young professionals and the theme is "Seeing Through to a Sustainable Tomorrow" and you give them a flashlight with DD batteries, well, do I need to say more?

**5. Create Impact:** It doesn't matter what budget you have to work with, **having impact is up to you** and the choices you make. The marketing and promo-products you choose, within the budget you have and with the options presented to you, will, I promise you, have an impact on your clients or prospective clients the moment they accept your gift. Whether that impact is positive or god forbid, negative, is up to you.

Like those weird little Munchkins in Munchkin Land, budgets are starting to "come out come out wherever you are, and meet the young lady who fell from the stars." Yes, she fell, but she got back up. We've been falling in this economy, to some great degree, but she's starting to get back up again and this means getting yourself and your company out there, front of mind.

You've got a budget now. So, use it.

## 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.

## Links You Need

[The Xena Tips Archives](#)

[Image Group Inc.](#)

[NEW PRODUCT INITIATIVES!](#)  
Good through to December 31,09.

[MRSI Consulting](#)  
*"Achieving Greatness Starts with Asking The Right Questions. What's Holding You Back?"*

Our Image Group MRSI  
Consultant  
Tara Landes, Principal  
604.345.0424

Sign up to receive  
Xena's Promo Battle Tips



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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)