

XENA'S PROMO BATTLE TIPS

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



Are you a Communicatrix?

Once upon a time, while pursuing my acting career full time (before writing, sales and rescuing animals threw themselves into the mix) I was cast in a couple of episodes on a TV Show called The L Word as - get ready - a **dominatrix**. Yes, you read that right.

Now, a dominatrix, in the Latin origin sense of the word, is a dominator or ruler. And, I might add, she's usually touting an impressive variety of tools that assist her in being a commanding presence to her clients.

Stay with me here.

Back in December I received my delicious weekly e-newsletter from Publication Coach, Daphne Gray-Grant. This issue offered us the [12 Blogs of Christmas](#), and it led me to what has become one of my favorite blogs: the [Communicatrix](#).

Colleen Wainwright, a.k.a. the Communicatrix, is a sort of dominatrix who uses words to communicate and cleverly market herself as writer, consultant and speaker.

The Communicatrix **uses words as her communication tool** to dominate or at least high tail it to the front lines of the speakers and writers in the competitive world. What about the rest of us in the business world? **What are our tools for claiming our own dominating presence in the market?**

Are we being shortsighted to **not** consider Promotional Products as more than just a thing with our logo on it, but as a powerful communication tool itself?

I believe that branded **promotional products are** what a paddle is to a

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Forward this newsletter
to a friend

Xena's Loyal Followers

I like your newsletter. It's valuable 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!

Heather. Long time client

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.

Dominatrix (on a slightly lessened level of coercion, of course); what words are to the Communicatrix and while we're at it, what music was to Jimi Hendrix - **tools that captivate the attention of others** toward you, your products and services.

So the question is, **are you a Communicatrix** with your promotional and marketing products?

Do you choose products for your promotions because you *have to* or because you *want to*?

Having to do something breeds a "let's get this over with" attitude. Little to no creativity or inspiration goes into choosing a less than alluring promo-item. What you end up with is *another one of those* products that leave your clients yawning and forgetting about you in 30 seconds or less.

To be a Communicatrix, you *want* your promotional products to be the ones your prospects and clients keep, even covet. You *want* to be the one they call to fill their every need (or at least have them *believe* you can meet their every need). And you get that by selecting your marketing products with daring, creative thought that is inspired by a drive to be the leader among your people, and your industry.

Do you choose products that lead people to you?

In a trade show among 732 other companies vying for the eyes and ears of your prospects, are your branded promo/marketing items creative enough, enticing enough to make those potential clients turn a blind eye to the others? Have them submitting to the seductive force of your marketing, practically begging to know more about you and what you have to offer?

A Communicatrix would tower. She would overshadow. She would dominate those 732 booths with tools she knows will get her what she wants -their attention, their interest and their business. Tools she knows will help them choose what they need - her business.

Do you "touch" your clients a lot? I'm touched by a fair number of blogs and newsletters I subscribe to. Some every day, some once a week and others, once a month. Ms. Colleen Communicatrix reaches out to my inbox almost every day and I'll tell you, it's because *she's that good* with her tools as a writer that I never think "oh no, not another blog." No other blog that comes to me daily gets that much of my attention because well, they're just not as good, or nearly as interesting.

Here's the thing - she's got *just the right touch, just the right number of touches* and she's got me hooked on her blog, because she's creative and ridiculously innovative with a nice infusion of Virgo-inspired consistency. So yes, I'm reading her stuff, looking at her links, and telling a lot of people about her.

So what about you? Are you regularly reaching out and touching your clients and prospects? Are you using promotional products as an effective communication tool to draw their attention - and keep it - on you, every month? Every two months? Products that, through the course of a year add up to one very clever marketing campaign; products that have your

Rhonda Thibault
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. 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"](#).

Links You Need

[The Xena Tips Archives](#)

[Image Group Inc.](#)

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

Our Image Group MRSI Consultant
Tara Landes, Principal

clients anticipating that next "touch." And are they then telling another 30 people a day about you?

If you truly are a Communicatrix, or want to be, then sit down with your team, pull your promotional supplier in, get your brain juices going, and come up with the product tools you will use to brand, touch, thank, spank (nicely), promote and dominate within your market.

And when you've done all that, call me and we'll talk about how you're going to handle all that fabulous new business that will be coming your way.

And Welcome to 2010!

About Xena Sales Warrior

As your **Marketing and 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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Xena's Promo Battle Tips

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