

THE EXTRA POINT



INSIDE THIS ISSUE:

- From Slynn** 1
- Current Specials** 1
- Prayer Requests** 1
- Release Updates** 2
- Barry's Bites** 2
- Sandra's Snippets** 2
- Show Schedule** 2
- 2012 Tops** 2
- For Commissions** 2

From Slynn ...

1. Thank you for a great beginning to our 'season.' We are excited about what God has in store if we are obedient...
2. You will soon receive an email (and it's on the Sales Rep website) that has a listing of the states in which we have related titles. For each state, in order of population, there is a number that corresponds to the number of accounts we have in those cities. This list was a tremendous undertaking (thanks, Tiffany, for your hard work) to provide you with a helpful resource to determine viable and fertile areas that are unsold or not sold at all. Please look at the lists for the states you rep and print the list to help you find potential new accounts. We strongly feel we should have at least one

account in every city of every state in which we have a title. The larger the populations, the more accounts there should be. We hope this helps you and pays off with some good area leads.

3. We are still receiving orders of 22 or 36 or 54, etc., books when the order could be one or two more and the customer could receive free product. **Please** know our specials and make sure the customer knows. On every order that we have called the customer, they have added the additional books to get the free product. Why not use this as a selling point to increase your sale?
4. Don't forget to check the Sales Rep website for current accounts other reps are trying to secure. It's under the "In The Works" tab.
5. In relation to #3, we do not offer free shipping now; that special ended some time ago, but we still have customers deducting that from the bill. Please make sure the customers understand that they do not get free product and free shipping. Actually, in almost all cases, the customer receives quite a bit more in value for free product than for free shipping—considerably more. We can help you do the math to show resistant customers the actual savings for them in free product vs. free shipping. Just let us know.
6. Tiffany is going to email you monthly around the 20th of the month your current sales in relation to your monthly \$2500 extra 10% incentive goal. This is to help you to not miss out on that extra 10% when you are very close and could boost your sales just a little more to reach the goal.

Fall into Christmas Specials October 1st – December 31st, 2012

• **Customer Specials:**

Kick-Off Specials

Purchase 23 books and receive one free (\$14.95 value)

Purchase 40 books and receive two free (\$29.90 value)

Purchase 56 books and receive four free (\$59.80 value)



Display Incentives

Purchase one Double Tier Book Display (Acrylic) \$ 10
Receive one free book (\$14.95 value)

Purchase one 12-Pocket Rotating Display (Wire) \$ 45
Receive three free books (\$45 value)

Purchase one 24-Pocket Rotating Display (Wire) \$ 100
Receive seven free books (\$105 value)



• **Sales Rep Incentives:**

New Account Sales Incentive:

With a qualifying new account order (minimum first order of 23 books + 1 free book), \$5 spiff



Ongoing Sales Incentive:

Remember you receive an **EXTRA** 10% commission in all months that shippable sales exceed \$2500

Prayer Concerns:

* Marge Forest from Gabriel's Bookstore in Ocala FL, whose mother has slipped into a coma. Marge is caring for her.

"With this in mind, we constantly pray for you, that our God may make you worthy of his calling, and that by his power he may bring to fruition your every desire for goodness and your every deed prompted by faith." Thessalonians 1:11

We don't take the opportunity often enough to tell you guys how much we really, really appreciate you and how thankful we are that God has selected each of you to represent our product and bless our lives, but even if unspoken, it is never far from our minds.

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We're on the Web!

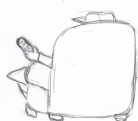
<http://www.die-hardfans.com>

(for customers)

<http://site.edmcminn.com>

(for Sales Reps only)

Have fun. Have faith. Go God!
Proverbs 30:8



Sep 26-29 Lafayette, LA Tinsel & Treasures

Oct 5-7 Memphis, TN Mistletoe Merchants

Oct 10-13 Marietta, GA Mistletoe Market

Oct 17-20 Montgomery, AL Holiday Market

Oct 24-27 Baton Rouge, LA Hollydays

Oct 24-28 Raleigh, NC A Shopping Spree

Oct 25-27 Memphis, TN Merry Marketplace

Nov 1-4 Fayetteville, NC Holly Day Fair

Nov 2-4 Knoxville, TN Tinsel & Treasure

Nov 2-4 Greensboro, NC Holiday Market

Nov 7-10 Jackson, MS Mistletoe Marketplace

Nov 7-10 Little Rock, AR Holiday House

Nov 7-18 Charlotte, NC Southern Christmas Show

Nov 8-10 Gainesville, GA Medical Center Auxiliary

Nov 14-18 Austin, TX Christmas Affair

Nov 14-17 Birmingham, AL The Market

Nov 14-17 Dallas Chi Omega Christmas Market

Nov 15-17 Mobile, AL Christmas Jubilee

Nov 15-17 Shreveport Les Boutiques de Noel

Nov 15-18 The Woodlands, TX Holiday Market

Nov 29-Dec 2 Columbia, SC Holiday Market

Dec 1-2 Tallahassee, FL Market Days

Release Updates:

1. South Carolina Gamecock Championship

Edition will be shipping on Monday, October 15th.

2. Auburn Tiger Championship Edition

began shipping September 14th. This is an awesome 2nd volume and a brand new book and we know the fans will love it.

Barry's Bites:

We offer big thanks and prayers for each of you!

The last two newsletters I have talked about past due accounts, specials, and how well our books sell, especially during the fall/Christmas season. I encourage you to look at these things, as well as the opportunities you have this next quarter to open new accounts and receive the \$5 spiff for these accounts.

However, we at EPP would like to take this time to thank you for all the time and travel that we know it takes to be on the road today. We know how hard it can be not to be with your family while traveling. And all the things that can happen - like my tire blow-out this week- or the hot water heater breaking when you are miles from home and you're not able to be there to fix it or call for the plumber. Also, we know how expensive it is to be on the road and when you do get to some stores you encounter their stories of survival.

So let me say it again and again; THANK YOU and THANK YOU for all that you do to sell our books across your territories and please know that we pray daily for you and your families. We welcome any calls from you to keep us in the know on how we can encourage you.

Barry

Sandra's Snippets: Please be sure that you are putting ALL pertinent information on order forms BEFORE sending them in. I am having to spend a lot of time calling/emailing reps to get information that I need for processing orders. With Christmas sales picking up, this is becoming increasingly more difficult. There is NO SUCH THING as too much information about our customers! We need emails, websites (so we can highlight stores on our website), phone numbers, etc. Thank you!

For Commissions: It would be beneficial to all if all reps were set up for Direct Deposit for commissions. Forms can be found on the website or we can fax/email a copy to you if you need us too. Please consider this option to make life easier!

The 2012 Tops

2nd Quarter 2012:

- Top Sales Reps 07/01-09/30:
 1. **Melessa H.** - *congrats!*
 2. **Richard R.** - *congrats!*
 3. **Tom R.** - *congrats!*
- Top Customers 07/01-09/30:
 1. Cracker Barrel Stores
 2. Promised Land
 3. Mayo Management
 4. Jan's Card Shops
 5. Wilson's 5 Cents to \$1.00
- Top Sellers 07/01-09/30:
 1. Alabama Crimson Tide
 2. Auburn Tigers
 3. Kentucky Wildcats
 4. Georgia Bulldogs
 5. Mississippi State Bulldogs
- Top Customer Type 07/01-09/30:
 1. Secular Gift Stores
 2. Christian Book & Gift Stores
 3. Hospital Gift Stores
 4. Pharmacy/Drug Stores
 5. Collegiate Stores

Year-To-Date 2012:

- Top Sales Reps of 2012:
 1. **Tom R.** - *congrats!*
 2. **Melessa H.** - *congrats!*
 3. **Richard R.** - *congrats!*
- Top Customers of 2012:
 1. Cracker Barrel Stores
 2. Dixie Pride, Inc.
 3. Promised Land
 4. Mayo Management
 5. Tomlinson Sales
- Top Sellers of 2012:
 1. Alabama Crimson Tide
 2. Auburn Tigers
 3. Georgia Bulldogs
 4. Kentucky Wildcats
 5. Mississippi State Bulldogs
- Top Sellers of All-Time:
 1. Georgia Bulldogs
 2. Auburn Tigers
 3. Alabama Crimson Tide
 4. Clemson Tigers
 5. Florida Gators