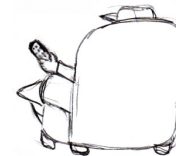


THE EXTRA POINT



Current Specials

January 1st – March 31st, 2013

Customer Specials:

Chilly Willy Book 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” Rep Incentive:

With a qualifying new account order (minimum first order of 23 books + 1 free book), \$10 spiff!!!

“Ongoing” Incentive:

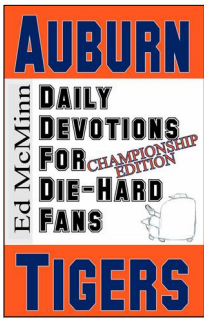
Remember: you receive an **EXTRA** 10% commission in all months that shippable sales exceed \$2500.

From Slynn ...

- Licensing**—Every so often the licensing issue resurfaces with one of our reps, so it never hurts to revisit this for everyone. We are NOT required to be licensed ... period. It’s called the First Amendment and newspapers, journals, and books all over this country stand behind it daily. 98% of all books are not licensed with the exception being books that use collegiate or professional sports logos. We do not. Secondly, no public institution will license a religious publication. It’s in their by-laws. So, even if we wanted to use their logos and be licensed, we couldn’t. Make sure you can talk to your customers about this knowledgeably.
- Exclusive areas**—Another issue that arises occasionally is the idea of exclusive areas. For the most part, you are the only one that sells in the areas you cover, but that is not written in stone or guaranteed and this is why: each of you carries other lines. Those lines take you to a particular type of store and rarely do you venture out to other types of stores to just sell our product (although we’d love for you to). As a result, because we are extremely diverse in the type of retailer that carries our product, protected areas would mean that other types of retailers that you don’t call on do not have the opportunity to sell us. That drastically reduces our overall sales, which does not ensure job security for you or us. Although gift stores are our largest customer, we do extremely well in a plethora of types such as pharmacies, hospitals, restaurants, sporting good stores, hardware stores, etc.
- Your area’s account status**—I’ve attached to this email a very comprehensive listing of the number of accounts in each city/town by state in order of population (5,000+). We truly believe that we could have an account in every city with a population of 5,000 or more because they will have a pharmacy if nothing else. Please use this valuable resource to see areas of growth in your territory and EXPAND your sales and thus commissions!
- Emailing commission statements**—As an effort to reduce costs this year, we are emailing as much as possible to cut down on postage. Please take the time to open the attachments and read your commission statements, customer payment status report (to help you avoid getting chargebacks against your commissions), the newsletters, and the account area status listing discussed above.
- \$2500 commission incentive**—Every month someone gets really close to the 25% commission incentive. This is so difficult for us to see. It is very hard to write your commission check at 15% when you were just one sell away from a 25% commission check—and that is exactly why we began emailing you monthly to let you know approximately how close you are (or aren’t). It is our greatest desire for each of you to hit \$2500 per month and some reps hit it almost every month, such as Melessa H.: 9 out of 11 months, Barry F.: 10 out of 13 months, Richard R.: 10 out of 13 months, Joan B.: 8 out of 13 months, Laura B.: 7 out of 13 months, etc. The problem is, there has to be an exact cut-off or else we would be unfair to someone every month, so we stick hard and fast to the \$2500 minimum.
- Current Incentives**—There are a lot of great opportunities to get your commission check higher running right now: hit \$2500 in shippable sales in one month (25% commission), open 7 new accounts of a minimum order of 23 (\$50 gas card), or open a new account of a minimum of 23 (\$10 spiff).

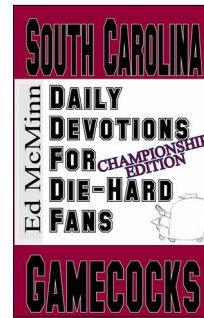
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Don't forget about our latest releases!

Although they are titled as "Championship" volumes, they are actually **second volumes** that cover stories that have happened since the first or "Classic" volumes. We have received a very positive response from customers about these books and are selling the new volume easily two-to-one over the classic edition. Please help promote these second volumes!



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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



Barry's Bites...

First let me just say thanks to all EPP reps for all of their hard work this past year and to their families who were home when we were on the road. I just wanted to tell all of you that this year we at EPP are going to provide you more support to get our books out to the consumer, which will increase our sales and your commissions. We will have several new titles (YEA! ED), more deals, and

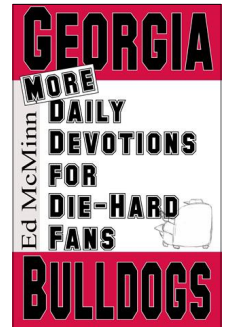


develop more ways to increase sales into stores. Please call me with any ideas that you might have to help us in these areas, and I will also be contacting each of you in the next few weeks. Also, I would like to challenge all us over the next 4 months to try and open 7 new accounts each month of 23 books or more and by doing this you will receive a \$50 gas card for every month that you achieve this goal.

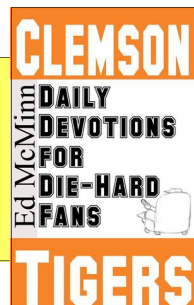
Sandra's Snippets

- Our **minimum order** with new customers is **20 books**. We still have reps sending in first time orders with less than the minimum amount.
- Be sure to include a credit sheet or credit card information for new accounts. We cannot process orders without this information.
- Please note that shipping prices went up in January. Encourage your customers to purchase more books per order to help them save on shipping costs. It can add up to a savings as much as \$0.50 per book.
- Please help us get email addresses, website, Facebook, and Twitter information from your customers. We want to help them advertise by linking our website, Facebook, and Twitter with theirs.

Coming Soon:



Keep an eye out for this upcoming **2nd volume** release. Sure to be a hit with all those Georgia Bulldog fans.



Special Note:

Our Clemson devotional has a new ISBN.
New ISBN: 978-0-9882595-2-2

EXTRA CREDIT

Who preceded Johnny Carson on The Tonight Show?

Email, fax, or call in your answer for an extra \$3.00 added on to your commission.