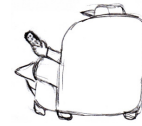


The Extra Point



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The September Tops:

- Top Sales Reps of the Month:
 1. Lynda T. - *congrats!*
 2. Sarah W. - *congrats!*
 3. Laura B. - *congrats!*
- Top Sellers of the Month:
 1. LSU Tigers
 2. Mississippi Bulldogs
 3. Ole Miss Rebels
- Top Sellers of All-Time:
 1. Georgia Bulldogs
 2. Auburn Tigers
 3. Alabama Crimson Tide

Good Thinking! WAY Outside The Box:

This is a small sample of locations where we are currently being sold thanks to our Reps (that's you!) stepping outside of the traditional mindset of gift stores and bookstores:

- Antiques Store
- Butcher Shop
- Appliance Repair Shop
- Car Wash (growing area!)
- Art Gallery
- Dry Cleaner
- Arts & Craft Store
- Florists
- Hotel Lobby
- Athletics Store

from Slynn's corner ...

This is our "retail" season - meaning this is when our office staff hits the road and attends events all over the Southeast selling our books. We often share venues with some of our customers and are very excited to see them there, too!

Although some of your accounts might try to make you believe otherwise, competition is a very healthy thing. Shalev and Asbjornsen also found that success (i.e. the saving resulted) of reverse auctions correlated most closely with competition.

The literature widely supported the importance of competition as the primary driver of reverse auctions success.[*] Their findings appear to support that argument, as competition correlated strongly with the reverse auction success, as well as with the number of bidders.[*]

In our words, competition is good! Having more than one booth at a show 'legitimizes' our product and gives customers more than



one opportunity to see them and thus encourages a reaction to them. At shows where there have been two or more vendors, we've often heard the following type comment: "Hey I saw these at another booth. What are these? Tell me about them/"

That's music to our ears! :-)

*papers.ssrn.com & "Electronic reverse auctions and the public sector - Factors of success". Journal of Public Procurement. Shalev Moshe and Asbjornsen Stee. p. 428-452.

Changes Coming in 2012

We will be instituting a new incentive for customers to pay on time beginning in January of 2012: 2% 10 Net 30.

If you are not familiar with this payment term, it allows

customers to pay the full amount within 10 days of the invoice date and receive an additional 2% discount off their total.

We hope this will encourage more of our customers to

pay at time of order or shortly thereafter and help minimize our costs for late paying account.

Please encourage your customers to pay timely. This helps everyone!

Extra Point Publishers

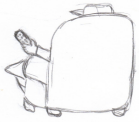
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We're on the Web!

1. <http://www.die-hardfans.com>
(for customers)
2. <http://site.edmcminn.com>
(for Sales Reps only)

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



Mikara's Mentions:

- Please do not pre-sell books that are not on the current brochure.
- Please remember, commissions are paid on "shippable" sales - not on pre-orders of delayed shipments
- New customer orders are held until credit references are received or credit card payments are made.
- We are still missing many, many Sales Tax Exemption numbers (aka Resale Numbers). Please include for every new customer. This really helps!

Prayer Concerns:

- Donna Brown (Rep), praise & healing
- Tammy Richardson (Customer), healing

"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

First Impressions

A couple of weeks ago, I was visiting a church service prior to our show opening on Sunday morning in Greenville, SC. That same night the church was hosting a well-known international faith healer at their evening service and in anticipation of hundreds of visitors that they were expecting, the preacher was preparing the congregation.

Mainly, he wanted them to be aware that for many people, this would be their first visit to the church. This would be their "first impression." He made a comment that really hit home with me when he said, "People can have one bad experience with one person here tonight and label our church *and God* based on that." Fair or not, how very true.

The same is true of our company and our product, and thus as a Christian product, our representation of God. YOU are our one shot at a first impression. We implicitly lay our trust in each of our Sales Reps, our office people who speak with customers on the phone, and our staff who go out to meet the public at events and shows. At least to those who listening to you, you represent us in not only our product, but your attitude reflects our attitude, your excitement reflects our excitement, and your beliefs reflect our beliefs. In essence, people cannot and will not separate how they feel about us from the first impression they get from you. Ultimately, they cannot and will not separate how they feel about Jesus Christ from the impressions they get from those of us that follow him and call him our Lord.

We believe strongly that God has placed you where you are, when you are here, and why you are here. For this season in your lives and ours, God has brought us together. Represent well!

Release Dates & Updates

We are working diligently on getting new titles out. With that being said, we are behind in production. Here are some updates to keep in mind:

Daily Devotions for Die-Hard Fans: Kentucky Wildcats

is going to the printer this week, so your customers can expect shipments to begin in approximately 3 weeks.

We are releasing a *special edition** **South Carolina National Title Edition** to shipping in time for Christmas. It is a smaller book with 50-52 devotions anticipated and the price will retail at \$8.95

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sure if it will be ready. We will update you on this title as progress is made.

We will not have several titles that we anticipated having ready in 2011 available until the spring of 2012. These titles include:

- **More Auburn Tigers**
- **More Georgia Bulldogs**
- **Michigan Wolverines**
- **More South Carolina Gamecocks (*special edition instead)**
- **Oklahoma Sooners**

(wholesaling at \$4.50). This will be an exciting release for Christmas. You can begin pre-selling right away! Just write it in the "Notes" section at the bottom of the order form.

We are trying hard to prepare **Daily Devotions for Die-Hard Fans: Ohio State Buckeyes** in time for Christmas, but still are not

Hope this hasn't caused too much inconvenience for our Reps or customers.