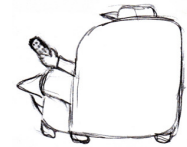


THE EXTRA POINT



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Release Updates:

We are releasing two new titles for the Christmas season:

- Auburn Tiger Championship Edition**
- South Carolina Gamecock Championship Edition**

We will let you know more exact dates shortly, and you can begin to **pre-sell** these titles & they are on the current order form. The anticipated release date will be mid-October.

Barry's Bites:

It's "Game Time" here at EPP!

Hey EPP Reps! As you know, games started on September 1st, which make this a great time to make sure that all of your accounts have been contacted for reorders. Last week, I started calling stores and picked up some orders from those who hadn't ordered over the summer.

If you have stores in an area where our team schools are located, I recommend that you check on them after a big home game weekend. This a great time to keep track of those accounts that turn your EPP books at the best rate during this season.

For our new reps, please note that our books over the next five months may sell through at a faster rate than some of your other gift products might. Don't hesitate to follow up on those by phone or email more often than you would with your other vendors.

Remember, even during this busy time, our books will still be shipped out quickly. Our goal here at EPP is to give you great sales tools and spiffs to help you score big!!

Let the Games Begin!!!
Barry

P.S. Now is the Season to be Selling the two Spinners for EXTRA Bonus **CASH!!**

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



2012 Retail Show Schedule:

- 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

The monthly average for all reps should meet or exceed \$2500. It is certainly reasonable to expect everyone to aim for and achieve bonus level commission every month.

Extra Point Publishers

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We're on the Web !

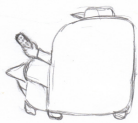
<http://www.die-hardfans.com>

(for customers)

<http://site.edmcminn.com>

(for Sales Reps only)

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



The 2012 Tops

Year-To-Date 2012:

- **Reps averaging \$2,500 p/month in 2012:**
 1. Tom R.
 2. Melessa H.
 3. Richard R.
 4. Barry F.
- **Top Sales Reps of 2012:**
 1. Tom R.
 2. Melessa H.
 3. Richard R.
- **Top Customers of 2012:**
 1. Cracker Barrel Stores
 2. Dixie Pride, Inc.
 3. Tomlinson Sales Co.
 4. Alumni Hall Stores
 5. Coach House Gifts
- **Top Customer Types of 2012:**
 1. Gift Stores
 2. Christian Book & Gifts
 3. Hospital Gift Shops
 4. Pharmacy/Drug Stores
 5. Collegiate Stores
- **Top Sellers of 2012:**
 1. Alabama Crimson Tide
 2. Georgia Bulldogs
 3. Auburn Tigers
 4. Kentucky Wildcats
 5. Mississippi State Bulldogs

From Slynn ...

Because I will spend only a handful of days in the office from the end of September until mid-December, it would be so helpful if everyone could be direct deposit for commission and paychecks. It is not a requirement, but it would make it faster for you to receive your money & much easier for me to process it on time. The direct deposit form is available at any time on the Sales Rep website. To make it easy, it can be faxed to our office when you complete it along with a copy of a check. Thank you!

P.S. Looking forward to a great Christmas season with a talented sales force!

Sandra's Snippets:

- Please complete order forms including first and last names, total cost or number of books.
- We need your cooperation getting the State Tax Resale numbers—otherwise the customer will have to pay tax on their order. We must have this number on file if we are not charging the customer tax or we will be assessed IRS penalties.
- Please include the City and State, Payment Terms, and the customer's Web address (so that we can advertise and link their website to increase their sales—& thus your sales).

Selling Pointers:

1. We have a 100% Guarantee on any books that customers do not sell & want to return within 6 months. This guarantee helps you encourage your customers to place bigger orders so that they can save more on shipping, also.
2. We are a minority woman-owned business and this encourages some customers to purchase from us.
3. The **KEY** to selling us is to *think outside the box* - we are not a traditional sell. We do really well in very unusual places, like car wash waiting rooms and in restaurants. We are a unique product and we sell in atypical locations.
4. Each book is VERY different – not just the covers, but each devotion. The first devotion in each book is always titled “In The Beginning” for obvious Biblical references, but even the content in it is different for each book. Extensive research is done for each title and the stories are all related to each school's teams.
5. In addition to free book incentives for smaller orders, we also offer volume discounts for customers who want to order 200+, 250+, or 500+ books.