

# THE EXTRA POINT



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## From Slynn ...

1. **Thank you** for all you each do to make our company a success and for us all having another year of a company to work for. We are so aware of how many wonderful, Christian businesses have had to close their doors permanently over the past couple of years and although we are no more deserving than any other, God has blessed us to remain open through another year. No small part due to each of our staff members, sales reps, and customers willing to sell our product. Ed and I both feel quite humbled.
2. Attached to this email (and it's on the Sales Rep website) is the listing by state, in order of population, of the number of accounts we have in each of those cities. This list is 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. I had the unfortunate duty of doing something this morning that is very painful for me as a company owner, but sometimes unavoidable: I had to "fire" a customer. It's only the second time in the history of our company that we've said that enough is enough and had to quit selling to an active customer. This is not something that is taken lightly or done on the spur of the moment; this was long in the coming but we hoped things would change. This customer constantly ridicules and harasses our staff and sales rep(s) with snide comments, and insists on free product and discounts that are not given to other customers. The reason that I am sharing this information with you is that I want you understand that you **are** supported as a rep and that we recognize your hard work, out-of-pocket expense, and efforts to sell to people that sometimes are not very appreciative. There are always hard-to-deal-with customers, which I can truthfully say of which I am sometimes one myself, so in general we usually bite our collective tongues and smile through it to get the sell. However, no amount of money or sales are worth our dignity being questioned or certain language, accusations, or rudeness. If you ever feel that you are unjustly receiving treatment of this nature from any customer, please make me personally aware of it. If we do what is right, even if it is sometimes NOT selling to someone, then we will be blessed in other ways. I trust that fully.
4. Please send me a list of current accounts that you are trying to secure.
5. You are welcome to purchase books for your own Christmas shopping from us directly for **\$6** and we'll also have Ed personalize them for your recipient.
6. The question continually pops up about **licensing**—this is NOT an issue. I challenge you to walk in any book store and count the number of licensed books that are on the shelf. Unless a book specifically uses a copyrighted logo &/or other image, books are granted a first amendment freedom that no other product is given. In addition, no university can legally endorse an outright religious product, especially Christianity in today's society.
7. Please allow us to **direct deposit** your commission and bonus checks. It makes everyone's life easier and gives you much quicker access to your money. The forms are on the Sales Rep website and can be faxed with a copy of a voided check.

**Jump Into 2013 Specials**  
**January 1<sup>st</sup> – March 31<sup>st</sup>, 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 Our Staff Family to Yours:**  
 Merry Christmas and God bless each of you. We pray that 2013 is a blessed year for you and yours.

*"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future. Then you will call on me and come and pray to me, and I will listen to you. You will seek me and find me when you seek me with all your heart." Jeremiah 29:11-13*

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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



### **Tiffany's Tidbits:**

Check out our ever-updating FaceBook page at [www.facebook.com/ExtraPointPublishers](http://www.facebook.com/ExtraPointPublishers).

Any suggestions for any of our social media pages including Twitter & Facebook or our website would be greatly appreciated.

### **Year-To-Date 2012:**

- Top Sales Reps of 2012:
  1. Tom R. - *congrats!*
  2. Melessa H. - *congrats!*
  3. Barry F. - *congrats!*
- Top Customers of 2012:
  1. Cracker Barrel Stores
  2. Alumni Hall
  3. University Gifts
  4. Mayo Management
  5. Dixie Pride
- Top Sellers of 2012:
  1. Alabama Crimson Tide
  2. Auburn Tigers
  3. Georgia Bulldogs
  4. LSU Tigers
  5. Mississippi State Bulldogs
- Top Sellers of All-Time:
  1. Georgia Bulldogs
  2. Alabama Crimson Tide
  3. Auburn Tigers
  4. Clemson Tigers
  5. Florida Gators

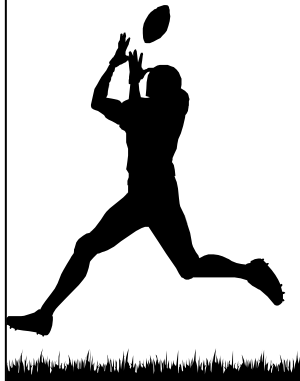
## Release Updates:

Please let you customers know about the second volumes we offer for Auburn and South Carolina.

We have received a very positive response from customers about these books. Although they are titled as "Championship" volumes, they are actually second volumes that cover stories that have happened since the first volumes.

When on the road, we sell these to our retail customers as the "Classic" edition and the "Championship" edition, and we are selling the new volume easily two-to-one over the classic edition.

## Barry's Bites:

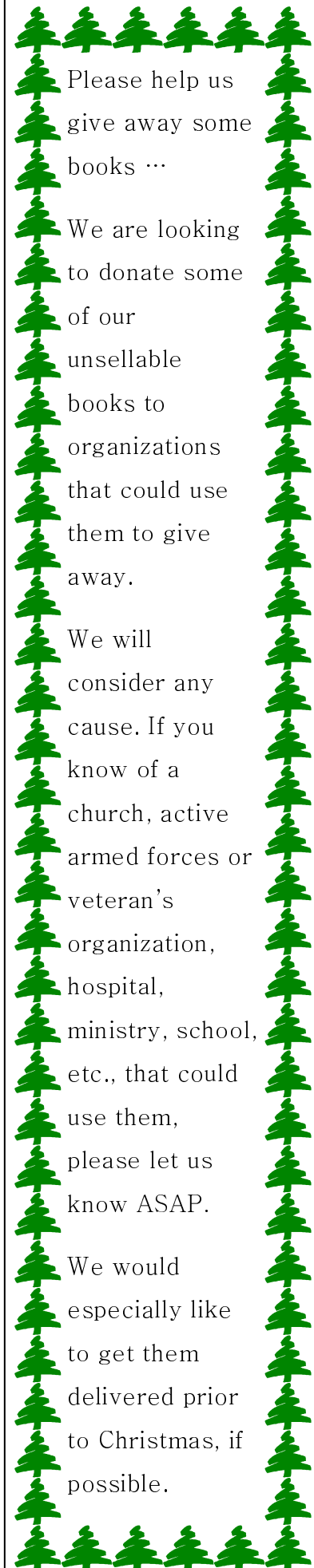


SCORE!! Hope you all are finding time to watch your favorite team! That is, of course, after you have taken advantage of this double dose of good times in selling for EPP. Yes, not only are we in the middle of football season with a lot of our schools having a great year, but Christmas is coming fast and we all know what great gifts our books make. So make sure you check on your stores and look for creative, highly visible locations to insure the best sells.

Also, this is a great time for all of us to read some of these books ourselves. I know that this year has gone by very fast but most of us will have some free time soon to kick back. So pick a few schools and enjoy some devotion time and learn more about our books. Not only will you find some much needed personal refreshment, but you could find that 'extra point' you might need in assisting you in your next sales call. If you would like one a certain school to read, please let Sandra know and she will get that out to you ASAP! We continue to pray for you and your family and please let us know of any prayer request that you might have. — Barry

## **Sandra's Snippets:**

1. We are still receiving orders that don't include the titles that customers receive for free. Remember to mention the specials (free books for 23, 40 and 56 titles ordered) to the customer but also get the names of the titles they want for free.
2. We can no longer accept orders on the out-of-date order forms because these do not accurately reflect our titles, discounts, and specials. The forms are easily accessible on the Sales Rep website and we can gladly send you forms as needed.
3. Thank you! You guys have gotten awesome at including the required Sales Tax Resale number on the orders you are sending in and we really appreciate the effort!



Please help us give away some books ...

We are looking to donate some of our unsellable books to organizations that could use them to give away.

We will consider any cause. If you know of a church, active armed forces or veteran's organization, hospital, ministry, school, etc., that could use them, please let us know ASAP.

We would especially like to get them delivered prior to Christmas, if possible.