



*“I want you to **PRINT THIS PAGE** and **TAPE IT TO YOUR WALL** so you will remember to attend this **Packaging Secrets** training call ...”*

~ Alex Mandossian

“Packaging Secrets” Training Dial-In Details

Date: Thursday, January 31st (2008)

Starts: 6:00pm (PST) / 8:00pm (CST) / 9:00pm (EST)

Dial In: 1-512-225-3110 **Passcode:** 77321#

Topic: Packaging Secrets for Info Marketers
“How to Win More Sales with World-Class Product Packaging”

4 Tips to Get the Most Out Of This Call

1. Print this Action Guide so you can write notes and fill-in the blanks
2. Think of how to quickly implement the secrets revealed on this call
3. Make a deadline to complete at least 2 tips you’ll learn on this call
4. Calculate how much money you make and save from what you learn

SPECIAL NOTE: This teleseminar starts on time according to www.Time.gov so please dial-in five minutes early so you don’t miss any content. Your courtesy will be most appreciated ☺

12 Advantages of World-Class Packaging

Fill-in each of the blanks below:

Additional Notes:

1) _____ vs. Physical delivery

2) _____ packaging elements

3) _____ packaging elements

4) Slip cases for CDs and _____

5) How much _____ value matters

6) _____ placed on shrink-wrapping

Fill-in each of the blanks below:

Additional Notes:

7) _____ pack vs. "popcorn" pack

8) " _____ This First" Docs/DVDs/CDs

9) " _____ - Start" Docs/DVDs/CDs

10) Benefits of _____ bonus gifts

11) JV _____ insert advantages

12) _____ binding vs. 3-ring binding

BONUS: The importance of a _____ list

21 "Repurposing" Ideas for Packaging

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____
- 11) _____
- 12) _____
- 13) _____
- 14) _____
- 15) _____
- 16) _____
- 17) _____
- 18) _____
- 19) _____
- *20) _____
- *21) _____
- *Bonus _____

