

Podcast 457: Twelve Days of Christmas Giving

Episode Transcript

Julie Walker: If you're listening to this podcast right now, chances are you're one of our faithful followers. These gifts may or may not be for you, but perhaps they're for your friends, and you would like a nice easy way to share the love.

Julie Walker: Hello, and welcome to the Arts of Language Podcast with Andrew Pudewa, founder of the Institute for Excellence in Writing or as many like to say, "IEW." My name is Julie Walker, and I'm honored to serve Andrew and IEW as the Chief Marketing Officer. Our goal is to equip teachers and teaching parents with methods and materials, which will aid them in training their students to become confident and competent communicators and thinkers.

Andrew Pudewa: Hey, Julie.

Julie Walker: Hey, Andrew.

Andrew Pudewa: On the first day of Christmas, my true love gave to me a partridge in a pear tree. That song is an earworm song,

Julie Walker: Yes, it is.

Andrew Pudewa: Once it gets in your brain, you're hopeless. I've heard a lot of theories about that song, even that how all of the things in the song symbolize elements of the Christian faith.

So

Julie Walker: I have also heard that. That is actually a very nice story, but likely not true.

Andrew Pudewa: Yeah, well, it's okay. And it's possible that someone made the song accidentally and then someone else could project their interpretation on it as well. But anyway, it does get you in the holiday spirit.

Julie Walker: It does.

Andrew Pudewa: Of course, what a lot of people don't necessarily know, is that the twelve days of Christmas actually starts on Christmas Day.

So, in the historical Christian calendar, the period leading up to Christmas Day is Advent, which is a period of fasting, penitence, a cleansing of the heart to prepare for the birth of the Lord. And then the celebration begins on Christmas Day and lasts for twelve days. And so, I think most of us, and certainly, you know, I grew up in Protestant America, Christmas starts, I don't know, right after Thanksgiving, and ends on Christmas.

Julie Walker: That's right. The tree comes down the weekend after Christmas. What? This is so sad.

Andrew Pudewa: We actually, many years ago, started to try and practice the more historical pattern, much to the chagrin of some people who didn't like it, but hey. So we save a lot on Christmas trees because we buy the ones that are left over on Christmas Eve and put it up. The other little known fact that I think is interesting is the Shakespeare play *Twelfth Night*,

Julie Walker: Okay.

Andrew Pudewa: I think it's my favorite comedy. I really like that play.

It is called *Twelfth Night*. Because it was written to be performed for someone, I'm not sure who, on the night of the twelfth and last day of Christmas. The climax of the whole thing.

Julie Walker: Sure. Interesting.

Andrew Pudewa: Now we have a tradition here at IEW. Some of our listeners know. What do we do for Christmas?

Julie Walker: we have a tradition that does start the day after,

Andrew Pudewa: because we don't want to start on Christmas.

Julie Walker: And actually today this podcast is being launched on Christmas day,

Andrew Pudewa: Oh my,

Julie Walker: and I'm in Texas and you are likely playing with your grandchildren somewhere around here.

Andrew Pudewa: Likely I am.

Julie Walker: Only we're recording this ahead of time and we're not actually sitting in the studio.

Andrew Pudewa: do that a lot. It's time travel.

Julie Walker: Yes, exactly. So our day one of this event for us happens on December 26th, which is either Boxing Day or my son's birthday.

Andrew Pudewa: You know, for a long time I thought Boxing Day had something to do with actually boxing.

Julie Walker: No.

Andrew Pudewa: But I asked Dr. Webster, because it's a Canadian tradition, British Canadian, and he said no, that's when you would go find things that you didn't need that had

value, or you would buy things, and you would box them, and you would buy them. And then distribute boxes of things to less fortunate people.

Julie Walker: So it's a day of charity.

Andrew Pudewa: So that's when you can get rid of all the toys from the previous year that now are no longer really interesting.

Julie Walker: Assuming they're not broken, right? Because you don't give broken toys.

Andrew Pudewa: Yeah, you don't want to give

Julie Walker: So our day one of Christmas giving, we actually call it that. IEW's Twelve Days of Christmas Giving. So we are giving gifts every day for twelve days.

Andrew Pudewa: And this is kind of a marketing trap too. Because, you know, people have to do something to get the gift.

Julie Walker: Okay. I'm going to refer our listeners back to our episode around Thanksgiving on gratitude. Because we are grateful for our customers. But to your point, Andrew, these gifts are primarily intended for people that are brand new to IEW. That's who we want to receive these gifts because it is a very affordable introduction to who we are and what we do.

Andrew Pudewa: And people who already know us pretty well. You are welcome, encouraged even, urged perhaps, to share the links with friends who can sign up and get the gift

Julie Walker: And you bring up a very good point. The way you get the gifts is you sign up for the specific Christmas newsletter that we send out every day. And in that newsletter is the link to the gifts.

Andrew Pudewa: So what's the link to sign up?

Julie Walker: IEW.com/Christmas.

Andrew Pudewa: Oh, really? That's it?

Julie Walker: That's it.

Andrew Pudewa: And then you put in your email and then every day for twelve days you get an email from us with the link to go get the gift.

Julie Walker: And I'll just tell you which the first day, cause it's tomorrow

Andrew Pudewa: Oh,

Julie Walker: On the first day of Christmas, IEW gave to me.

Andrew Pudewa: I hope it rhymes.

Julie Walker: Um, it doesn't.

Andrew Pudewa: Oh, what is it?

Julie Walker: The two most important things. And the two most important things you say in your talk, *Nurturing Competent Communicators*, can you have two most important things? And so that's kind of our theme for that day.

And what we're giving away is that talk. It's a *Nurturing Competent Communicators* video, you giving that talk on video. And a few of the poems from *Linguistic Development Through Poetry Memorization*, along with basically the apologetic of why memorizing poetry is a good thing. Along with, and this is why I wanted to share this because I think it's going to be very special, you Andrew, reading a Christmas story.

Andrew Pudewa: Oh one of my favorites.

Julie Walker: Yeah. So this will be something that we've never given away before. And so it's new and fresh and we like new and fresh, but we have given away some of these other things that are in our twelve days of Christmas giving before year after year. As I said, it's primarily for people who don't know who IEW is.

And so after people sign up to receive the email, they immediately get an email from us that says, you've signed up. You will be getting emails. Oh, by the way, you're also entered to win one of, I think it's 16 or 19, \$100 gift certificates

Andrew Pudewa: Wait you, no, no. Why are we doing that?

Julie Walker: because we give one away every day and there's only twelve days. But on day five, because it's five golden rings, we're giving away five of those gift certificates. So that's cool.

Andrew Pudewa: You are very generous.

Julie Walker: Yes, Andrew, that's because you, you model generosity. So you get that, but then you also have the opportunity to share with five of your friends to invite them to sign up as well.

So we really want people to, I mean, if you're listening to this podcast right now, chances are you're one of our faithful followers. You love us. You know who we are and what we do. These gifts may or may not be for you. Perhaps they're for your friends and you would like a nice easy way to share the love with them, and this would be a great way.

So you can sign up and then you're invited to send this and then your five friends only get one invitation to sign up.

Andrew Pudewa: Okay, I, I see a conflict of interest going on here. Someone has a chance to win a gift certificate, but if they have five friends join in, they have reduced their chances of winning the gift certificate.

Julie Walker: Okay, listener, I just want you to recognize something that I've known for many years. Andrew Pudewa is very competitive. We've solved that, Andrew. If say, you share this with five of your friends, you now get five more entries in the drawing. So we're gaming the system; you're incentivized to invite your friends to participate.

Andrew Pudewa: Okay. Now it's getting complicated. Leave it up to a marketing team to cook up a scheme like this.

Julie Walker: Well, I, you know what, I, I did share this with our team and I said, is this too complicated? And one of our guys who's super enthusiastic and positive, he said, yeah, it's no problem. I do it, I did it last year, and it was easy. So I believed him.

Andrew Pudewa: Yeah. Well, what you didn't ask me is, is this too expensive?

Julie Walker: Yeah, I didn't ask you last year either.

Andrew Pudewa: All right. Well, it'll be a festive, festive Christmas for some people.

Julie Walker: It will be. I could mention some of the other gifts, but I'm not going to because you know, half of the fun of getting

Andrew Pudewa: Oh come on, give some hints.

Julie Walker: Alright, so I will give some hints that we're giving away things related to grammar, related to poetry, related to writing. Can you imagine that? We've got some writing tools. We have one day that's devoted to this idea of copywork. And so we're giving some tools that will help you, listener, help your primarily preschool and primary students get the habit of copywork, but even older students that have some learning challenges.

Copywork is so powerful. And you talk about that.

Andrew Pudewa: not even learning challenges. I meet kids nine, 10, 11, 12 years old whose handwriting is so bad. Why? They don't do it very much. So you know, it's almost a case where, well, we could go off on a copywork tangent. I'm sure we will have, or have had a podcast just about that, but go ahead.

Julie Walker: Okay. And then I'm just going to skip down to day 12, because this is a short podcast. It's Christmas day, but day 12, what we have done traditionally, and this year is no exception. You have an opportunity to receive completely free, a gift, a physical gift that is shipped to you from our warehouse. Now we get literally thousands of people who get in on this and it's great.

They don't even have to pay shipping. There's a free shipping code. You know, we're pretty committed to get your products to you in a timely manner. It does take a little bit longer for this. Typically we have a packing party where the marketing team joins the operation teams, and we all pack up these gifts.

But this year, I'm not gonna tell you what we're giving away, but this year is a brand new product that I believe will help people see the value primarily of our structural models. And so it will be super for full time school teachers, for those of you teaching in a co op, for those brand new to IEW,

Andrew Pudewa: So, theoretically now, someone could win a 100 gift certificate, say on day 4, then on day 12, they get a free shipping coupon, and the free gift.

Julie Walker: Well, free shipping is applicable throughout the whole event. You can do free shipping on day 1, day 7, day 5, day 12,

Andrew Pudewa: But if you wait until day 12, that's even better, because then we send the gift with your order.

Julie Walker: It's true. And then if you want to add anything to it, perhaps by using your \$100 gift certificate or just, Hey, you've been hearing, you've tried out some of our products because that's what a lot of these are, is this pieces of our actual products. So wow, that was really cool. I want to buy the whole ball of wax, add it to your 12th day order,

Andrew Pudewa: The megillah.

Julie Walker: The megillah, I don't know what that is.

Andrew Pudewa: It's a new word I learned, M E G I L L A H. It means the whole enchilada. The whole thing. The megillah.

Julie Walker: That's right. So we have that opportunity.

Andrew Pudewa: Well, it sounds like it's gonna be a busy time for us.

Julie Walker: It typically is, but we enjoy it so much. Do you know how much I love Christmas, Andrew?

Andrew Pudewa: More than I do.

Julie Walker: I have in my house a bathroom that we call the Christmas bathroom, and it even has a little Christmas tree year round.

Andrew Pudewa: And you, you keep it Christmas-y.

Julie Walker: It's got a wreath on the door, got little hand towels that say Merry Christmas on it. I love Christmas.

Andrew Pudewa: Yeah, I have to, I don't know, toughen up. I have to gird up my loins...

Julie Walker: It's not as bad as it used to

Andrew Pudewa: ...to celebrate Christmas,

Julie Walker: That you've got grandchildren, it's so much better

Andrew Pudewa: It's true. It's gotten better over the year

Julie Walker: Yeah.

Andrew Pudewa: especially since we don't have to start until Christmas.

Julie Walker: Indeed. Well, thank you, Andrew.

Andrew Pudewa: All right. Merry Christmas.

Julie Walker: Thanks so much for joining us. If you enjoyed this episode and want to hear more, please subscribe to our podcast in iTunes, Stitcher, or Spotify. Or just visit us each week at IEW.com/podcast. Here you can also find show notes and relevant links from today's broadcast. One last thing: would you mind going to iTunes to rate and review our podcast? This really helps other smart, caring listeners like you find us. Thanks so much.