

MYTHS DEBUNKED:

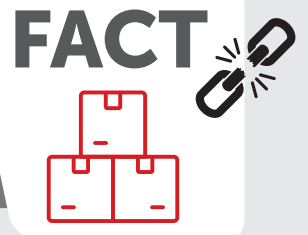
ENTER THE PROMO PRODUCTS INDUSTRY WITH CONFIDENCE



Thinking about entering the lucrative promo products industry but hearing mixed messages? Let's set the record straight and bust the most common myths. Discover how easy it is to get started and thrive selling promo – especially with ASI® by your side.

MYTH 1 I NEED ADDITIONAL EQUIPMENT OR INVENTORY.

Forget about the hassle and expense of equipment or inventory. Through ASI's powerful ESP+ tool and drop shipping options, you can offer a wide range of products without ever handling them yourself. Start your business lean and scalable.



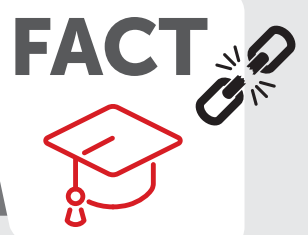
MYTH 2 I NEED TO KNOW SUPPLIERS OR ALREADY WORK WITH SUPPLIERS.

With ASI, you're instantly connected. ESP+ provides direct access to an extensive network of trusted suppliers, making it unnecessary to have prior relationships. Focus on selling, not on networking.



MYTH 3 I NEED TO FULLY UNDERSTAND THE INDUSTRY BEFORE JOINING.

Jump in with confidence. ASI offers comprehensive education programs, up-to-date industry news and personalized support from dedicated Customer Success Managers. We equip you with everything you need to succeed.



MYTH 4 I'M NOT SELLING ENOUGH PROMO TO JUSTIFY THE COST.

Think of ASI membership as an investment. With the right tools and support, even a single good sale per year can easily cover your membership costs. Plus, the potential for more frequent and larger sales grows as you use ASI's resources.



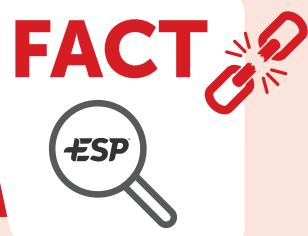
MYTH 5 I DON'T NEED ESP+ UNTIL I'M SELLING MORE.

Using ESP+ from the start is like having a sales accelerator – it helps you find products, compare prices and create stunning client presentations effortlessly. Waiting might actually cost you sales.



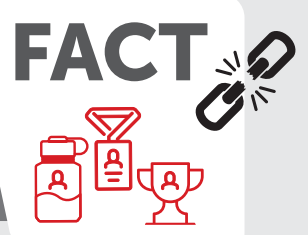
MYTH 6 I CAN SEARCH GOOGLE TO FIND PROMOTIONAL PRODUCTS.

Avoid the pitfalls of online searches that often lead to an inefficient supply chain. With ESP+, you connect directly to suppliers, ensuring better margins, competitive pricing and more effective searches tailored to your needs.



MYTH 7 IT'S DIFFICULT TO CUSTOMIZE PRODUCTS FOR SMALL ORDERS.

Custom orders, big or small, are now more feasible than ever. Advanced printing technology means you can offer personalized products without the traditional cost barrier, opening up a world of possibilities for your clients.



**BREAK THESE MYTHS
AND START YOUR OWN SUCCESS STORY.**

Join ASI today and gain the tools, knowledge and support to launch your promotional products business. Visit asicentral.com to learn more.