

Podcast 404: Twelve Days Transcript

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.

Julie Walker: Andrew, in just six days from today, which is December 20th, it will be the first day of our twelve days of Christmas.

Andrew Pudewa: Yes, you know, a lot of people are not familiar with the historical origins of the 12 days of Christmas. Of course, everyone knows the song. “On the first day of Christmas, my true love gave to me a partridge in a pear tree...” and it goes on and on and on. It's almost as bad as the song that never ends. Historically, Advent, the period leading up to Christmas, is a period of fasting and penance and preparation to receive the Savior of the world. So the Christmas season actually should begin on Christmas, whereas for most people, it kind of ends on Christmas. I mean, that's where you see all the Christmas trees on the side of the road next to the garbage can is two days after.

Julie Walker: Oh I hope not. That's too soon.

Andrew Pudewa: We years ago began..

Julie Walker: 13 years ago, Andrew.

Andrew Pudewa: ...to start the tradition of saying, well, let's begin our Christmas season when it should begin, which is on Christmas. But from a material standpoint, that's a little hard because we're always closed. So we begin the day after Christmas, and we give gifts.

Julie Walker: We do. Lots of gifts. We have a new gift every day. No partridges or pear trees, sadly, but we are giving a new gift every day, and it culminates with the big gift on the twelfth day, which for us at IEW is January 6th. So I will say that oftentimes we get, I don't want to say a complaint, but questions from our customers. “Oh, you gave this away last year.” It was kind of a different way to present it.

So we tried to make it very clear this year that the whole theme of 12 days of Christmas, starting in 2023. And continuing is getting started. So this is primarily for families and teachers who do not know what IEW is about. They might have heard about it and they just want to maybe try it out for free.

Andrew Pudewa: You mean there are still teachers in the world that don't know about IEW?

Julie Walker: Sadly, yes, there are. But this is a great opportunity for people who do know about IEW to invite their friends. And we made that super easy for them to do this

Andrew Pudewa: Good, good.

Julie Walker: So the way you do it is you go to IEW.com/Christmas2023, and you sign up. And then after you sign up, you are invited to invite five of your bestest friends who you think need to know or who perhaps have asked you about IEW, and this is just a super way. And then they are sent a personal invitation to sign up for our Twelve Days of Christmas. So it's sign up yourself and then tell five friends and maybe those five friends tell their five friends. And then off we go!

Andrew Pudewa: But let's make it very clear, we are not a multi-level marketing company in any way. We're just trying to help people share the good news, the good news that Jesus Christ is born, and the good news that IEW is giving away great stuff for families.

Julie Walker: Great stuff. And I'm just going to mention a couple of the days and what the theme is and see if you can guess what we're giving away.

Andrew Pudewa: That's tough. Well, alright, we'll play the game.

Julie Walker: And dear listener, he has not seen the list.

Andrew Pudewa: I have not seen the list.

Julie Walker: So, if he does get this right...

Andrew Pudewa: It'll show I'm more attentive than she thinks I am to the things going on around here.

Julie Walker: rRght, right. So on day one, which is, you know, kicking it off. So we wanted to kick it off with something really powerful. It's Getting Started with IEW: The Two Most Important Things.

Andrew Pudewa: Well, I don't know. I mean, the two most important things got to be reading out loud to your kids and memorizing poetry.

Julie Walker: And so what talk do you give that speaks to that?

Andrew Pudewa: Oh, yes. Nurturing Competent Communicators

Julie Walker: So that will be one of the gifts, is we're giving away the video of Nurturing Competent Communicators, and then we are giving away two pieces of products related to what you just talked about. I'm not going to say what they are, but you can just kind of see what we're doing.

And then on day two, we're going to get into kind of the nuts and bolts of what we do here at IEW. So IEW is Getting Started with IEW Writing: Structure and Style for Students.

Andrew Pudewa: That's got to be three free lessons.

Julie Walker: right. And so we've got some great plans. Oh, and throughout every day, all of these twelve days, there is a free shipping coupon available. So if people have been waiting to buy something, waiting for some type of promotion, this is about as close as you get to any sale at IEW. You can get free shipping during these twelve days, including the twelfth day,

which is the day we actually give away a yet to be disclosed, certainly has been decided, physical product...

Andrew Pudewa: Or we, we actually mail it to everybody. Thousands and thousands of free gifts we mail out which we all have to go out and help in the shipping room to get it done.

Julie Walker: It's a big party. On January 6, We'll all be out there helping to get these packages out the door to our customers. So that's it. That's our Twelve Days of Christmas. We are hoping for ...

Andrew Pudewa: Five golden rings.

Julie Walker: I can't sing it in response, but we are hoping for 15,000 people to register for our Twelve Days of Christmas. Oh, I almost forgot. Every person who registers, who is getting email every day so that you're reminded to go to that page and collect your gift, because you know we have a rule, once day two is here, you can't go back and get day one. So gifts are vanishing. You get them on the day that you get them. But, every day we are giving away an IEW gift certificate.

Andrew Pudewa: You mean randomly?

Julie Walker: Yes, so anybody who's registered.

Andrew Pudewa: Someone who comes to the website?

Julie Walker: Someone who is registered for the Twelve Days of Christmas has an opportunity to—twelve opportunities—depending on how soon they registered—to win one of twelve \$100 gift certificates from IEW. So it's a great opportunity for people to get started and it's a great opportunity for us to just be generous because that's what we are at IEW, generous.

Andrew Pudewa: I hope it goes very well. And that we're all very happy with all of the gifts, which I have yet to find out what they all are.

Julie Walker: You should sign up, Andrew,

Andrew Pudewa: Maybe I will. I think I did last year.

Julie Walker: That sounds great. All right, everyone. Thanks for listening and 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, Google podcasts, 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.