

## MOSES YEARBOOK TRAINING – 2021

<https://mosesmadison.org/get-involved-2/yearbook/>

### 27-9-3 exercise: Why is MOSES important to me?

“27-9-3” is a short reminder that a good “elevator speech” should be no more than 27 words; you should be able to say it in 9 seconds; and it should contain no more than 3 ideas. Even if you have a longer interaction, this is the core message.

Think of the person you are approaching, and of what you know about their interests. Then, as yourself: “What do I want them to know? What do I want them to feel? What do I want them to do?” (Your “27-9-3” can be different for different people.)

**I am a member of MOSES because \_\_\_\_\_ (here, the more “emotional” the reason, the better – the reason you feel you should be part of this, not something theoretical or abstract)**

**It is important for MOSES to succeed because \_\_\_\_\_ (here, you can be more “logical”, but keep it to 1 thing, or 2 if necessary)**

### Tips regarding Ad Sales

- **Your product is MOSES – not the Yearbook.** There is value to the ad: it gets the ad buyer’s and message to an important audience; it is a tax deduction. But it probably isn’t the best advertising investment possible for them. So, your primary “pitch” is about MOSES, and why MOSES is a great group to invest in.
- **You are not begging for help – you are inviting an investment in a strong, vibrant, interesting organization.** Your “product” is a very good one – it is worth your investment of time, energy and money; it is worth theirs, too.
- **Be sure to listen.** Get a sense of their interests, how they think things are going in the community, how their business is coming along. Don’t force it, but be sure to ask a few questions – then pay attention to what they tell you.
- **Ask for something.** Be specific (e.g. “I’d would hope you can buy a half-page ad in our book”) and direct. They can always say no, or perhaps offer less. But, you need to ask for something. If they say they need to think about it, ask when you should check back with them.
- **Don’t worry about people saying “no.”** They might agree next year. And, if we ask 150 people to buy ads, but only 1/3 of them agree, we will have sold 50 ads! And, most ad buyers become repeat ad buyers – most will easily agree to buy another next year, and the next.
- **Be grateful, and be very sure you are very clear about the next step.** (e.g., “So, you will mail in the check and send the ad by e-mail by...” or, “I’ll call you next Tuesday morning to learn what kind of ad you will be able to buy.” Or, “I’ll check with you early in 2022 about next year’s book, so you can be sure it is in your budget...”)

## **My ideas for potential ad buyers worksheet**

People/groups who share MOSES's values and wish MOSES well

*(e.g. our own congregation!, non-member congregations, unions, environmental groups, advocacy groups, individuals/families...)*

People/Organizations who want to be seen as supporters of MOSES

*(e.g. politicians, educational or religious groups...)*

People I do business with

*(e.g. hairdresser, mechanic, favorite restaurant, dentist, tax preparer...)*

People in my congregation who have businesses

*(don't forget small or side businesses – counseling, snow plowing, yoga instruction...)*

People who do business with my congregation:

*(e.g. florists, funeral homes, religious goods stores, plumbers, roofers, bus companies, office supplies...)*

## **My 2021 yearbook ad sales commitment**

My 2021 accountability partner \_\_\_\_\_

People/places I will contact this month about purchasing an ad in the MOSES Book:

Here's one other person I will ask to help in selling an ad or two:

The other thing I need in order to be successful is: