

MOSES 2022 yearbook ad sales DIY training

You may wish to get together with a group, maybe people in your congregation who are involved with MOSES, or members of a MOSES team, task force, or work group, to brainstorm ideas, practice your product/sales pitches, and encourage each other to try to sell at least one ad this year.

Alone or with a group, here are the steps for the 2022 yearbook ad sales “do it yourself” training:

1. Read David Liners’ helpful tips about selling ads.
2. Think about what MOSES means to you and why you are involved with MOSES. (David Liners’ 27-9-3 exercise may help with that.)
3. Develop and practice your basic product/sales pitch.
4. Brainstorm ideas of places and people you could contact (see the next page).
5. **And then go and sell your first ad!**

David Liners’ tips about selling ads

- **Your product is MOSES – not the yearbook.** There is value to the ad: it gets the ad buyer’s message to an important audience. 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 hope you can buy a half-page ad in our yearbook”) 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 sure you are very clear about the next step.** e.g., “Thank you so much for your support. 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 the new year about next year’s yearbook, so you can be sure it is in your budget…”

David Liners’ 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/business you are approaching, and of what you know about their interests. Then ask yourself these questions: “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.)

Grab some scratch paper and use these questions as a guide:

- I am part 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)

Now you are ready to turn your basic elevator speech about MOSES into a product/sales pitch!

Downloadable copies of the yearbook and other useful materials may be found at:

<https://mosesmadison.org/about/publications-and-resources/yearbook/>

Worksheet for brainstorming ideas of businesses and people you could contact

Groups that share MOSES's values and want to be seen as supporters of MOSES or wish MOSES well

Examples: our own congregations, non-member congregations, organizations MOSES partners with or might want to partner with, unions, environmental groups, advocacy groups, politicians, educational or religious groups...

People/businesses that you do business with yourself

Examples: favorite restaurant or coffee shop, tax preparer, dentist, mechanic, barber, therapist, plumber, electrician, veterinarian... (see also below)

People/businesses who do business with your congregation

Examples: florists, funeral homes, religious supply stores, roofers, office supply stores, painters, roofers... (see also above and below)

People in your congregation who have businesses (these can be small or side businesses)

Examples: yoga instruction, snow plowing, counseling, carpentry... (see also above)