

Hometown News Online!

Words of Wisdom...



"No is not an answer!"

Sylvia Allen!

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Where In the World Is
Sylvia?



January 31-February 1
... Speaker at
Minnesota Travel and
Tourism conference

February 23-24 ...
speaker, Nova Scotia



February 1, 2017

20 MINUTE SPONSORSHIP SEMINARS!

That's what Minnesota Travel and Tourism wanted this week for their annual conference in St. Paul so ... I did it! Of course, as many of you know, it's a little hard to learn in 20 minutes but ... here were my Ten Tips for Sponsorship Success!

1. Start early ... know when money is being allocated!
2. Know what you are selling;
3. Customize ... get rid of packages (gold silver, etc.);
4. Know your prospects ... know what they are interested in buying;
5. Get media and other barter partners in place first;
6. Make personal contact;
7. Sell creatively ... let the buyer decide what he/she wants;
8. Service the buyer;
9. Be honest ... cherish your integrity;
10. Follow through.

Hope the first month of 2017 was good for you and that you have continued success throughout the year.

April 22-23, 2017 ...
Waretown Spring Wine
Festival

May 20-21, 2017
Chester Spring Brew
Fest

June 10-11, 2017 ...
7th Annual Jersey
Shore Wine Festival



Have you bought a copy of my sponsorship book yet and/or DVD? If not, click on the left ... Sylvia's books ... and order. I guarantee if you follow the rules you will increase your sponsorship sales by a minimum of 10% or your money back.

Want a preview? Click here!

<https://www.youtube.com/channel/UCyR6vOJzxm7UmueLOkN9bNQ>

Sylvia Allen

Allen Consulting, 89 Middletown Road, Holmdel, NJ 07733
732 946 2711/cell 732 241 1144
sylvia@allenconsulting.com