

Hometown News Online!

Words of
Wisdom...



**Only those who will
risk going too far
can possibly find
out how far one can
go.**

**Thomas Stearns Eliot -
1888-1965, Essayist,
Publisher, and
Playwright**

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Where In The World Is
Sylvia?



February 17, 2016

Have you ever been on thin ice?

Of course, it is winter and I am originally from Minnesota so I could say that I have LITERALLY been on thin ice! However, sometimes on a sales call we begin to slip and slide and go "Oops ... I'm on thin ice."

If your instincts are telling you that...slow down! If you really want to keep going back off, take a different approach, look for positive signs that you are going in the right direction. What could be thin ice? Not understanding what your client or boss or associate is saying ... take time to reiterate what was said to make sure you are hearing them right. Or, not taking time to match a client or talent to the correct situation (best example? square peg in a round hole!).

Tell me some examples of when YOU have been on thin ice. Let me share that with our readers!

Belatedly, Happy Valentine's Day

**Starting to book second quarter 2016
speaking and training ... want to know and
understand sponsorship? Give me a call
732 946 2711 or e-mail me**

sylvia@allenconsulting.com.



March 10 ... California Park
and Rec., Long Beach, CA

March 11 ... Dirty Shorts
Brass Band, Aitkin, MN

March 12-13 ... Commerce
Show, Aitkin, MN

April 23-24 ... Waretown
Wine Festival

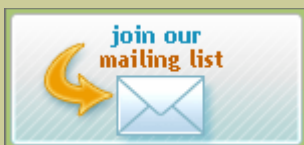
May 20-22 ... Minnesota Red
Neck Festival, Aitkin, MN

May 22-25 ... National Main
Street, Milwaukee, WI

June 11-12 ... Jersey Shore
Wine Festival

September ... Ohio Main
Street

September 10 ... Brewfest



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>

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