

Hometown News Online!

Words of
Wisdom...



This is MY quote ...
"There is nothing you
can't do if you decide
to do it."
Sylvia Allen

Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Want A New Color Printer?

Xerox will give 501(c)3 organizations a professional quality color printer for free - with no capital expense and no lease payments. In return, recipients purchase their supplies through Xerox's online store at competitive prices for the lease period. Just call 1-888-518-2076, Option 1 and mention referral code 864401

May 13, 2015

What YOU want to know!

Thanks to Peter Dant, the question is ... How do you know who to approach for sponsorship?

And, what a GREAT question!

Let's think about this .. would you approach AARP for a skateboard event? Would you approach Mountain Dew for a senior's event? Of course not!

Look at your psychographics, your demographics, your geographic area ... in short, who are you, who is coming to your event, who NEEDS to be there!

Just FYI ... Psychographics are AIO ... Activities, Interests, Opinions; demographics are age, education, income, etc. In short... does it fit? If you sell size 7 shoes and everyone that comes in needs size 9 ... will you make a sale? Of course not! Look at your sponsorship the same way ... what fits, what doesn't!

There are many more ways to determine what works and doesn't but this is a good overview! Want to know more?
Order my book (how is that for subtle)!!!!

LOOKING FOR A GOOD SALESPERSON?
GARY TODD, WHO HAS BEEN WITH A
NUMBER OF FESTIVAL AND EVENT
COMPANIES OVER THE LAST TWO OR
THREE DECADES, IS AVAILABLE! CALL
HIM @

404-307-6441. GREAT OPPORTUNITY TO
TAKE ADVANTAGE OF AN EXPERT!

Those that sign up through this link will be helping Sylvia's Children! Sylvia has a printer through this program for Sylvia's Children, and Xerox provides a discount to Sylvia's Children for each referral.

Where In The World Is Sylvia?



May 23-September 30 ...
Farmers' Market every
Saturday in Aitkin, MN

June 10-12, NACS,
Orlando, FL ... keynoter

June 13-14Jersey
Shore Wine Festival,
Lakewood, NJ

August 3-7 ... Dahlenega,
GA

August 25-26 ... Alabama
Main Street, Birmingham,
AL

September 12 ... Brewfest at
the Butler building, Aitkin,
MN

September 14 ... NRPA, Las
Vegas, NV

September 21-23 ... IFEA
convention, Tucson, AZ

September 24 ... Wisconsin
Main Street, Chippewa Falls,
WI

November 12-19 .. Christmas
Party in Uganda, Africa

P.S. - Xerox has a new program for free printers. I just got one that prints up to 11" x 17". Look in the column to the left ... it is really an unbelievable program!

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>

Also, it looks like I have some time for speaking engagements the last quarter of this year! Let me know if you want me to come on out!

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