



**"Hold yourself responsible for a higher standard than anybody else expects of you. Never excuse yourself. Never pity yourself. Be a hard master to yourself - and be lenient to everybody else."**

***-Henry Ward Beecher,  
American minister and speaker***

**Quick Links**

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*July 31, 2019*

**LOVE THE NATIONAL ASSN. OF HOME BUILDERS (NAHB)!**

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Last week a class entitled "How to Generate Revenue Through Marketing Partnerships." There were 100+ people in the class and they were WONDERFUL! First, they understood and second, they weren't afraid to ask questions!

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One of the consistent questions is always "How do I price my sponsorship?" Of course, the easiest answer is use my chapter on pricing in my book HOW TO BE SUCCESSFUL IN SPONSORSHIP SALES. There is a simple formula based on industry numbers that reflect the cost per thousand (CPM) and once you have those numbers it makes it easy.

Would you like me to send that information to you? I have a pricing list and matrix that makes it really easy to determine how to price your sponsorship fairly. Just email me ... [sylvia.allen@allenconsulting.com](mailto:sylvia.allen@allenconsulting.com). I will send these to you a.s.a.p.

This is the time of year you should start meeting with your sponsors for 2020. Put your mind at ease with this pricing help so you know you are being fair in your pricing.

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Just FYI ... we have launched two new sites ...



Where is Sylvia now?.

**Aitkin Farmers'**  
**Market**

Now through Labor Day

**July 24**

NAHB Baltimore, MD

**November 13-26**

Sylvia's Children  
Mbirizi, Uganda, Africa

<https://nonprofitsalestraining.com/>

<https://trainingbysylvia.com/>

*Let me know what you think!*



Lots of great stuff every two weeks!

