



ADVERTISING  
DONE RIGHT!



# Setting Yourself Up For Success!

- How to prepare before introducing yourself to a business!

# Prepare!

- Ask yourself three questions:
  1. What are the different media sources in your area that compete with you for the advertising dollar?
  2. What organizations or places within the school compete with you for the advertising dollar?
  3. Why should a business invest in your publication? What makes it so special?

# Prepare!

We can now begin to think about places we believe would benefit from the publication...

- Connections
  - Family, friends, or even relatives.
- Locally Owned
  - Corporations are not only more difficult to sell, but they also have more of a pre-set advertising track.
- Businesses you enjoy
  - This gives you more of a personal perspective on how exactly this business will benefit.

# Prepare!

- Make yourself familiar with the advertising opportunities your publication has to offer.
- Brainstorm with possible questions they may ask you to ensure that you are prepared to answer them quickly and professionally.
- Make an appointment over the phone if necessary.
- Dress appropriately!
  - Professional
- Bring necessary items to present publication...



# Making A Sale Every Time!

- How to introduce yourself to a business!

# Sell

- Introduce yourself to an appropriate staff member and ask to speak with the manager or individual in charge of advertising.
  - Stand up straight
  - Look them in the eyes
  - Smile :)
  - Have a firm (but not aggressive) handshake
  - Speak clearly
    - State your name, where you are from, and who you are looking for.

## **\*NEVER SELL ADS OVER THE PHONE!**

- 1. Prepare what you want to say**
- 2. Speak clearly to the correct person (write names down!)**
- 3. Give sales pitch**
- 4. Get contact information**

# Sell

If they are not there:

- Ask when they are expected to be back in
- Things to give them:
  - Copy of the Newspaper
  - Copy of the Contract
  - Copy of the Ads Rates and Sizes
  - Contact information

(It is a good idea to put this information in a manila folder to keep contents organized and presentable to business)

- Reschedule with them! (your return date should be a day, if not the next day, they are expected back)
- Return early on the day you rescheduled!



# Sell

If they are there:

- Introduce yourself again to the appropriate person...
- Be sure to repeat the name of who you are talking with. Knowing them personally is important to gaining their trust!
- Sales Pitch: “I’d like to tell you about... The Newsstreak”
  - We believe that this will benefit your business (This is our goal!)
  - Publish nine times in a school year
  - Print and distribute 1,700
  - Distributed to students, parents, and many patrons for no cost
  - Nationally ranked in the top ten high school newspapers both in print and online
  - Our website is view daily by individuals in the area as well as all over the world
  - Tax Deductible