

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

Learn to Get Paid to Create and Host Events with Sponsorships

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and

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Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host. I am really excited. I first met Shannon through participating in a launch that she was doing for a colleague of mine and I was really impressed with the level at which she engaged the folks who were participating in the promotion for my buddy's new blog, Toomuchonherplate.com.

Shannon: We'll be talking a little bit about that today, too.

Adela: Yes, great and Shannon really, really impressed me with how she really got all the materials together, got us all onboard and she just really ran it like this really - this promotion she ran it like a tight ship and yes, it felt really, really good and the content was great, the material was great that we were given to help promote Toomuchonherplate. And then I met her at a conference, the NAMS conference, and I knew I wanted to meet her in person, because I had met her online. So I went up to her and I said, "Hi," and right away I knew I wanted to grab her.

Shannon: Grab me.

Adela: For my Conscious Business Telesummit because she really knows her stuff. Just a little bit about Shannon for those folks that are new to Shannon Cherry. She's a founder of Be Heard Solutions and for more than 18 years she's helped coaches, consultants and businesses just like yours attract more clients, make more profits using free public relations and marketing tools. She's a former T.V. anchor and journalist and one of the top media experts and publicists in the world. She's gotten several entrepreneurs and small business owners on Oprah, which is no small feat.

Shannon is the Power Publicist, yehaw for sure. And she helps business owners and entrepreneurs attract more customers through publicity and marketing. She publishes the popular and highly recommended ezine, Be Heard, which is delivered to more than 8,000 subscribers each month. Shannon I'm really excited to have you here with us today. Thank you.

Shannon: Well, I am so glad to be here too, because when we talked at NAMS, I had no clue what I was talking about and then when you said you were going to do this and I said, "You know, I want to do something different." And

you said, "People really have a need for getting sponsorships," and this is a topic that I've never actually publically shared before. I've only shared it one-on-one with a couple of people to help them with their events.

What Adela's pointed out to everybody is most people know me as the Power Publicist, that red-headed woman who goes out and gets people on Oprah. Yes, that's me, but as part of my publicity work for corporations and non profits, I've also had to go out and seek sponsorships to underwrite the cost of certain things like live events and virtual events such as Telesummits like this one, as well as teleclasses and other things, and even classes, as well as other promotional deals. So after all my job really is public relations, so it makes sense that if I can build relationships with the media, I can surely build relationships with other companies.

I was quite successful in inking a lot of sponsorship deals for \$2,500, \$5,000 even \$10,000. Now many of you may also know me from what Adela was talking about my list building holiday stuff. I have my own called Be Heard, National Be Heard Day, where I got a group of marketers together to give away business building products for people like you to actually get out there and be heard.

Now actually I think - I'm sure many of you discovered me from this list building effort that's been going on for about five years now. A couple years back when I was doing this Be Heard Holiday, I realized something. This holiday, this national Be Heard Day that I created and was promoting and actually building my list with getting 1,000, 2,000 sometimes 3,000 people in a couple of weeks onto my list, which I'm sure all of you'd like to do too. This was reaching out to more than 5 million people with the combination of the JV partners I use, the media exposure I was getting and even every year I get published in this international resource of holidays, so it's a thing that not only journalist use, but other people use.

At one point this holiday, last year I discovered the holiday was so popular that some entrepreneur spirit went out there, created a Be Heard card and was selling it to send it to help other businesses be heard. They were selling this card, it was really kind of cute. I didn't make any money on it, but it was still a great idea, I should have thought about that. Anyway, well what I realize is that a lot of companies would be interested in the kind of exposure I was getting with Be Heard Day.

So I did a little homework and I approached a company a couple years ago about underwriting some of the costs for this list building holiday, which is an event. They jumped at the chance of sponsoring it and within three days I had a check in my hand for \$3,000.

Now the next Be Heard holiday, which is in March 2011, I've already got - I've already secured four new sponsors who are giving me more \$8,000 in cash and in kind gifts. That means these companies are paying me to build my list. How cool is that?

Adela: Extremely cool.

Shannon: Yes, I mean, it's not - I was doing this as a way to build my list, but now I'm doing it as a way to make money as well because sponsors are interested in it. So, which reminds me, I should explain the different types of sponsorships from your perspective as well as the sponsors perspective so we can move on.

Now let's start with you as the person who wants the sponsorships first. They're really three kinds of sponsorships that you as someone who wants money or something can go after. First is an event, that's something you create and you hold and you promote and these events can be live or virtual. Now like the Be Heard holiday event is a virtual event technically. This telesummit is a virtual event as well, but you can also - I've used the sponsorships of strategies I'm going to tell you a little bit about today to do this for some of my clients for live events.

As a matter of fact one person is having their live event next month and that's why I said I was going to Anaheim next month, if you were on the call a little earlier, before we started for this live event and she's secured more than \$15,000 worth of sponsorship stuff. So I mean pretty good. So that's the first way.

The second way is if you're going to and a lot of people do this - say you're going to attend an event that you want to go to, say you know, Adela went to NAMS, I went to NAMS, you can actually get sponsors to pay your way to attend other peoples events.

Now bloggers and speakers do this all the time, by the way. One of my good friends who I taught this method to, Felicia Slattery, some of you

may know her, she actually got a sponsor to pay for her way to an event she was actually being paid to speak at.

Adela: Oh, that is so cool.

Shannon: So she has used this, I mean it wasn't a ton of money but it paid for you know, she had to pay her own way there, but it paid her own way there and she made a promise to the sponsor of what she would do and of course she fulfilled that promise and we'll talk a little about that later on.

But can you imagine going out and speaking or just going to attend an event or a conference that you want to go to and have somebody else paying for your ticket to be there? That's pretty nice. And then you go and have a good time and do whatever you want and just remember what you've promised your sponsor.

The other thing you can do for sponsorships is to underwrite, and this is key, a continual marketing program. A lot of people say, "Well I have a product or a service that I want underwritten." Well, that's a little harder unless you're going to promise sponsors that you're going to be continually marketing it.

A better way to sponsor something, get a sponsorships like that is, to do whatever you do on a continual basis for your marketing anyway, like your ezine. If you're doing an ezine or something like that, that's a great way to get a sponsor for that because you know they're going to value of that. Just like a product is a little more difficult but we'll get into some nuances of that in a few minutes.

But what I want to talk about right now is the two ways companies, the people you are reaching out to get money from, look at sponsorships. One is cash, right? Cash is king, they say content is king, but cash is king, too. Basically this company will cut you a check for a specific amount to do whatever you promised them that you will do when they are a sponsor.

The other part that most people don't think about and I want you to really think about this one more than just getting cash, is in kind sponsorships. This means that the company is going to give you a product or service in return for what you promised them as a sponsor. This is great for events because especially you know even the live events and I'm going to give

you some examples as we move on. Now I've had a lot of success with both and often times it's those in kind sponsorships that can be more of a help than just having the cash on hand.

For example, I've had success in in-kind sponsorships with a company that provides webinar services. So basically I got their service for an entire year to use unlimited webinar services and promoted them as a sponsor of all the things I did on these webinars based on our sponsorship agreement which was great because people were seeing this. The people who were on these webinars were actually seeing this webinar software in action, so they knew it worked. It was an easy sell and it was easy to do.

I've also done this for printing services, for food for events. I do it for housecleaning and media - everyone's like, "Oh, housecleaning, that's nice, and media coverage. Yes the media sponsors things too, but always does in-kind, they're never going to give you cash. Remember if you get a media sponsor to sponsor your events, especially if it's a local event, they're going to promote the heck out of it for you because that's what they do. So think about in-kind as well as just the monetary thing.

I'm going to take a pause right now and check if we have questions about these?

Adela: Well, let me see if we've got any questions. Oh, okay. Well Tonya put in a question, I don't know if we're ready for that yet. How can one obtain a sponsor to underwrite a cruise and airfare for those who want to go but can't afford it?

Shannon: Okay, we'll hold onto that because I'm going to give you some tips about that in a little bit. We just started at the beginning, so hold that thought. Any other questions about...

Adela: Well, I do have a question. What are the kinds of things that you promise in exchange for the sponsorship?

Shannon: Well, we'll talk about that in a little bit, too. You guys are good, you guys are all jumping the gun.

Adela: Okay, we'll follow your lead then. Go ahead.

Shannon: Yes. So now if I can get all these things believe me - As much as I say I'm very confident, I'm scared to death about asking for money just like many of you are asking for things. Because who wants the rejection? I'm the same way. But if I can do, you can do it. And I'm going to show you how today. But I know a lot of you are like, "Oh this isn't going to work, you got \$8,000 Shannon, I'm not going to. I don't even know anybody with \$8,000." You actually do.

Let's stop your doubt and break through the myth that you may be hearing about getting sponsorships first and foremost before we go on to answer some of these questions that you have. Myth #1: Companies aren't giving sponsorships and sponsorship money and in-kind stuff because of the economy. I've heard this so much over the past year, and it's just not so. As a matter of fact, there was a recent study by one of the major corporations who does studies like this and I can't remember which one off the top of my head, but in 2009 they said that 57% of businesses with 100 employees or more were actually increasing their sponsorships giving despite lower profits.

They're giving more, 57% are giving more. Now why is that? Well, first of all doing sponsorships is really good publicity and we're going to talk a lot about publicity today. That's why I can talk about sponsorships because that really is what they're looking for. They're looking for publicity and this is so much cheaper than advertising. You pay a certain amount of money and you know what you're going to get. You don't have to repeat the ad over and over again and test and see if it has results. You know what you're getting.

Plus many times and actually almost all the time, the person getting the company - the person who's getting the sponsorships as in you the business person seeking the sponsorship, does all the work in the promotion and that's a key right there.

Write that little note down. You're going to have to do all the work. Don't expect someone just to hand you over money and then smile at you and expect nothing in return. They're going to want you to hustle. So it actually saves the company a lot of time from doing their own promotions.

Okay, Myth #2: You need to hire a graphic designer to pretty up your proposal and you websites and everything else to make it stand out. Fancy shmancy is what I say. You know I hear this all the time about press releases, too, Adela and it makes me laugh because whether you're targeting the media or a corporation for sponsorship, you need to remember that it's not about a beauty contest. It's about making a real win-win situation for you and that company. So they don't care if you have pretty photos and a flip cover and all of that on you proposal. Or the same with press release. Or that you use scented stationery. They don't want any of that. What they want is the meat. What's in it for me? So keep that in mind.

Myth #3: Sponsors really want their logos splashed everywhere. Everyone assumes sponsorships means you know and do you really think some of the bigger brands like Nike, Pepsi and Wal-Mart need logo recognition? Really? Really?

The key to a good sponsorship is to add value. Now this is just like writing a sales letter. You know if you're writing a sales letter for your website, or some kind of - you kind of fill it with a ton of bonuses, so you need to think of those kind of value added items that make the deal irresistible. Yes, it's nice to have signage at an event. It's nice to have signage on an email, meaning their logo on an email from you. It's nice to mention - but big deal.

Think about what the sponsor wants. Think about what that sponsor really wants. What would you want, Adela, if I said to you, "Adela, I have this great opportunity, I really want your involvement. Can you give me a \$1,000." What would you tell me? What would you want? Do you want your logo somewhere or your picture somewhere?

Adela: No, that seems pretty shallow actually.

Shannon: Yes.

Adela: And not substantive enough and I would think that it's an association with a quality event would be something more appealing to me.

Shannon: But a lot of people make that mistake that well, if I just promise them I'll splash their logo everywhere, that's going to get me the money. It won't. I

mean come on, marketers are much more savvy than that. And people are, I mean how many times do we see the Nike logo a day really? I mean we see it on people's shoes, we see it on T.V., we see it in ads. We see it everywhere. I mean it's just what it is. We're so used to. They don't care about their logo being out there. Why do you think Nike dropped Tiger Woods? It wasn't because he wasn't wearing the logo.

Adela: Yes, Yes.

Shannon: And we'll leave it that. Right? Okay. Let's move to myth #4 so we don't get ourselves into any trouble. You will get a sponsorship simply because you are a good cause or have a great idea. Ideas and causes are a dime a dozen. I mean like Adela said, "I come with an idea every five seconds." Oh my gosh, they are a dime a dozen. Maybe a dime three dozen really. The bottom line is that sponsorship is a business transaction. This is about business. Show the company why the sponsorship will be valuable to them.

Not just something to make them feel good. I mean, sure it feels great to be involved with a great event, but you know what? There's a little bit more to it than that because I feel great when my girls are happy, that doesn't make my business run any smoother when they're happy you know? So think of it that way.

Now Myth #5, the final myth: By creating a large hit list of sponsors and sending each one the same proposal will get the best return. Well, that is called something in this day and age, it's called spamming. Corporate - got it? Corporate sponsorships are based on relationships and understanding what the company needs to see it as a good return on their investment. Pick a few ideal prospects that match your target market. So whatever they're doing matches your target market and then find out exactly what will make them say yes before you create the proposal.

Okay, so we've gone through the five myths. I've kind of set you up for the next segment here, obviously. But are there any questions about what we talked about so far?

Adela: Let me check. Folks, submit your questions. This is highly interactive. It will be much more valuable if the things that are popping up in your head, if you put them out.

Shannon: Just type them, even if I already answered it. I can always answer it a different way or give you another idea.

Adela: So far we have no questions.

Shannon: Okay, okay. Well I'm glad. Now you understand the myths and hopefully you got some tips through those myths to figure out what you shouldn't be doing, what you should be doing.

So now that we've broken these down, let's get to that all important real question, how do I find sponsors? Right? That's what we're all here for? Now every year corporations spend millions and millions of dollars. McDonalds alone spends \$3 million on sponsorship marketing and event sponsorship. And that's McDonalds corporate. I'm not talking about each franchise, because each franchise does their own as well. I mean I'm just using McDonalds as an example here. There are millions of dollars out there for sponsorships.

Unfortunately, many don't have a clue of how to approach a potential sponsor, prepare the information needed and persuade a sponsor to join them in a mutually beneficial project. Do you see I keep saying that? Mutually beneficially. It's very important there.

Now I've alluded to this before but it's good to remind you that businesses like yours should become good corporate sponsor partners. Realize that sponsorships are a business deal, not a donation or a handout. This is about business.

Basically a sponsorship - let's break it down in a little bit of the internet marketing terms here that some of us might be familiar with. It's a joint venture partnership, that's what it is. That's what you're creating. A win-win joint venture relationship with another company. You have to look at it from your business standpoint and their business standpoint. So you need to realize that. Sponsorships won't work, if you're just saying, "Gimme, gimme, gimme," like one of my four year old daughters.

And actually when one of the sponsorships that I was very active in and where I really honed my sponsorships skills in was, I did sponsorships for an international wine auction. It was huge. It was the largest wine auction in New York State for five years. And we would get \$10,000, \$20,000 sponsorships.

Well, one of the things we did was we went out as teams and got these - because this is a big deal, it isn't like these little sponsorships that you guys are probably getting. This was a multi-million dollar wine auction. Maybe after this we can all do that then that is when you hire a team to do this. We would go out to get sponsorships and one of our repeat sponsors, we went to visit them and we had a new person on board to do this sponsorships solicitation with us.

And we went there and that person literally said, "Hi, we're here for the wine auction. It's that time of year so gimme, gimme, gimme." That is what they said. It hurt, but I know that's a very extreme example, but that's what often it looks like when you say, this is the great event, please sponsor it. I mean it's the same thing. You might as well just say, "Gimme, gimme, gimme." Because that's what you're doing. So keep that in mind, so always remember gimme, gimme, gimme isn't going to work. It doesn't even work with my four years old so don't try it with a business owner.

Okay, you need to find sponsors who will make a good alliance because the sponsorships will provide something of value for both you and that company. You also need to know that you need to be offering a good marketing investment to the corporate sponsor. Sponsors want to exploit the commercial opportunities associated with your event or with what event you're attending or whatever you're doing. They're looking for the marketing behind this. There's a little hint there guys. It's as simple as that. But perhaps, it's the hardest thing to grasp.

But it's why my national Be Heard holiday has garnered so much sponsorship interest. I showed them why joining my list building campaign is a good value for their marketing dollar. They get media coverage from the Associated Press as well as several other business media outlets, they get increased exposure through the emails my joint venture partners send out, promotions on social media and much more, plus companies

also get mentioned in proclamation by several government entities including the New York State Governor.

So I help them connect with government officials as well, which many businesses want to do. So basically, I've made this - if I offered you all that, you'd be like, "No duh, of course I'm going to do that." By showing them what they're getting from it, not what's in it for me, what's in it for them.

Now, you may have noticed that I said that these sponsorships come out of marketing budgets because they're marketing dollars, which means that when you approach any sponsors you will want to approach the marketing department first because they have the money. Let's take a step back now that you know that and how do we find these companies? You're going to laugh because it's really easy to find a corporate sponsor, if you do your homework. Basically reach out to who you're already doing business with that you feel is a match for your idea and your target market.

If you're already doing business with them, you already have a relationship with them and it's harder for them to say no to you. Like your bank, like your accounting service, like your virtual assistant or virtual assistance association. Like those kind of things. Now sure I could approach Gap Kids to be a sponsor for National Be Heard Day because I buy a lot of clothes there for my twin daughters. You know a little too much clothes and I should get some money back from them I think. But is it really a good match for the holiday that helps small business owners? Not really, no, not at all.

So before you approach anyone, make sure it's a good fit. As a matter of fact before you approach anyone, ask yourself these questions.

First, do you have an established marketing effort in place? So that you can keep in touch with your constituents through email, a website, events, newsletters, conferences, press releases, television, radio, advertising, whatever you do.

Do you know about your own companies demographics? Who's participating at your events and why? Where do they live? How far do

they drive if it's local? What do they normally buy? These are things that you really should already know about your business, but if you don't, you better be very clear on it so you could make sure that your demographic matches their demographic. Because Gap Kids, although they're very happy to take my money, they probably wouldn't give me money to promote anything for small businesses because that's not what their market is.

Have you worked with other corporate sponsors before? This actually makes a difference and I know if you're just starting out, it's hard to do. But once you do start getting testimonials from corporate sponsors you already have. Feature them in your marketing materials when you're going out and getting sponsors.

Also check what a competitive environment is like. Are other businesses similar to yours getting corporate sponsorships? Now if they're not, that doesn't mean you can't. Absolutely. That means you're going to be blazing a new trail. But that means everybody behind you is going to start opening up to this one company that they've seen you get asking for money.

And eventually they'll A) be tapped out or B) angry. So just keep that in mind because you're going to have to nurture that relationship a little bit more. To gauge the effort involved in reaching corporate sponsors and meeting face-to-face, you need to create this list of companies you already do business with. What do they produce? And who do they sell to? Are there cross promotions you could work up that will help sell to one of your existing sponsors? Or team up with another person.

For example, one of those highlights that a lot my companies' sponsors for National Be Heard Day is they like the Governor is naming them in a proclamation. They think that's cool. They think that's cool. And it's important sometimes to their business for lobbying efforts and other things. So they think that's really important so I really highlight that, but I do my homework and find out first.

The other thing is are you willing to negotiate? Because - just because what you offer somebody may not be what they want. Are you willing to accept that and negotiate that offer a little bit more? A lot of people feel

uncomfortable with this, but this is about building relationship and building a marketing plan for this sponsors that works for them. Just because you send out an email once a month doesn't mean that's enough for that sponsor. So you need to figure that out and what works for you and what you're willing to give up and what you're not. Does that make sense?

Adela: That makes sense. We've actually got a question from Rochelle in Jacksonville. She says, "Does the size of the business mean that the relationship has to be longer? For example a larger business means a longer relationship?"

Shannon: No, not necessarily, not necessarily. I've actually had businesses switch banks when their local bank had refused to give them a sponsorship. And switched banks, got another bank which was a much bigger bank and within three months, they had the money. So it doesn't matter how large the company, and by the way, it's okay to switch companies. If you're doing business with a company, you approach them for a sponsorship and you think you can get that sponsorship from another area competitor say goodbye to them, because they really are only into it for them and they're not into building relationships, which is really what marketing and conscious marketing is all about.

Adela: Definitely, I had a question around - when you say, 'do your homework around approaching these sponsors and you're talking about contacting their marketing department, how do you'?

Shannon: How do I do that?

Adela: Yes. How do you do that?

Shannon: I'm glad you asked that because that's my next part.

Adela: Well, you've already been answering all the questions I wrote down so.

Shannon: We do try. Any other questions before I answer Adela's question.

Adela: Let me see if there's anything else. No, that's it for now.

Shannon: Alright, okay. Well, Adela and everybody, you actually need a formal proposal. But before you do that, here's my secret. The secret to making this work and making people - doing your homework. You ready?

Adela: Yes.

Shannon: It's really hard. It's really hard. You pick up the phone and call the company and ask.

Adela: Wow.

Shannon: Did you get it?

Adela: Yes. Thank you.

Shannon: I know - here's what I do. If I see that there might be a potential sponsorship relationship for me or one of my clients, I pick up the phone, try to get in touch with the marketing department if they have one. If not, I get in touch with the business owner and ask them A) if they do sponsorships. Now if they say no, it doesn't mean no. It means they haven't done one before. Remember that. And I say, "Okay, well can I ask you a few more questions?" If they say yes, great, then you can move on.

I ask them what they look for in a sponsorship. I ask them what their worst sponsorship they got ever was and why? I also ask them when typically there is a good time to send a sponsorship proposal to them. Now this is - let me go back to that in a minute. But I want to make my point here, besides giving me some great fodder to put into my sponsorship proposal because I am targeting right to them, because my proposal's going to be custom made for them, I'm actually starting a building block of building this relationship.

They get to know me, they get to understand who I am and this makes a huge difference when the proposal lands in their mailbox and yes, I snail mail all my proposals. No emailing proposals, period. You got that?

And when I send out the proposal they get a nice little note from me, a little handwritten note from me just saying, "Hey, it was great talking to you. Remember we talked about A,B and C? Well, here it is." You can use that relationship.

Adela: Oh my God, that is so brilliant. Yes, you've created the connection, you called them up, you had a conversation, so now they know who you are.

They've got a feel for you, there's connection and then you follow it up with a personal note and the proposal.

Shannon: Well, just notice that I didn't say, I asked them for the money Adela.

Adela: Yes, no.

Shannon: Because that's important because it's the relationship that gets the yes. So if I went there and said, "Do you do sponsorships?" Well, if they say yes or no and then I give them a pitch, that's never going - that's no relationship, that's me going gimme, gimme, gimme. Yes.

But let me get back to one of my ideas here, I typically ask them what's a good time to send a proposal. This is important because if you're going to start going to bigger companies not just - with a 100 employees or more, they actually have time when they have more dollars, times when they don't have more marketing dollars for sponsorships.

So your key by asking them when is a good time to send the sponsorship proposal will tell you when they have the most money to give.

Adela: Right.

Shannon: Because the last thing you want to do is send them a sponsorship and this is kind of going to go with the cruise thing and I'm sorry I forgot her name.

Adela: Tonya.

Shannon: Tonya, with your cruise. You're probably running out of time for that kind of thing because cruises have to be booked in advance and things like you going and asking for money now, you may be running out of time because a lot of - there are two kinds of businesses that use two different kinds of accounting. One ends in June, their accounting ends in June and the new fiscal year begins in July. This actually is government too, uses July to June fiscal years.

The other is January to December. So either way, you're ending a cycle and you need that money to pay those rooms on the cruise or B) it's mid-year pretty much, it's already May when you're hearing this - when we're recording this it's already May, it's almost mid-year. A lot of their marketing dollars are already allocated.

Whether they are sent or not is a different thing. But they're already probably promised, one way or another. So the key there is know when to ask for the money because if you ask them when they have no money, or when the money's already allocated, even if they love what you're doing, they're not going to be able to give you anything. So ask that one important question. When's a good time to send the proposal. Okay, are there any questions on this?

Adela: No, not yet. We're good

Shannon: Okay, good. Okay...

Adela: I just had another idea Shannon. In terms of Tanya, I wondered - in a situation like that when you look for sponsorships, it's not only companies that you can go for sponsorships. I mean can't you approach small local organizations? I don't know, maybe like a church group.

Shannon: Absolutely, absolutely. When I - it's not companies. You can do it with organizations, associations. I don't know what this cruise is about Tonya, maybe it's a marketing cruise. Contact your local marketing association. They may have extra money, or you know a professional organization. If it's for realtors, you know your local board of realtors or something like that.

Adela: Yes.

Shannon: Or a state board of realtors. That can work too. Again, all of these organizations though and church groups, they even have marketing budgets.

Adela: Yes, that's true.

Shannon: It's not just like - and they know how much they can spend on different things, so you have to tap them again at the right time.

Adela: Great, thank you. There is actually a question here from Rafael in Texas. Does the best time for proposal vary by industry?

Shannon: It doesn't just vary by industry - it varies by company. That's why it's so important to pick up that phone. If I gave you a generic today of what you know, industry does this or that, I mean typically government associations,

professional associations use a fiscal year - July to June. But that isn't everybody.

I mean companies tend to do it - January to December. Everybody has different methods of their accounting and where money's spent. Some have money released every quarter, some have it only half a year and some say, here's your budget for the year and once it's spent, it's spent. So you really have to think about who you're asking, why you're asking, when you're asking to make sure that's a match.

And also here's another one that happened, another mistake that happened. I've seen people go to a small business owner or a small organization and ask them for \$10,000; \$10,000 may be all they have. I mean think about who you're asking, it may be better off to get, five \$500 sponsors for \$2,500, than one sponsor for \$2,500. It might be easier. So also think of it that way as well as a strategy.

Adela: Yes, Tonya had added that it's a women's empowerment and sacred masculine cruise, so maybe organizations that that's their market might be the ones that she would approach. But either way, it seems that the sponsorships is something that you know requires a good amount of planning.

Shannon: You do have to plan, that is something that you know - because you want to make a - first of all you want to have enough time, if this money is underwriting the cost of something. By the way I would never, ever tell a sponsor that my money - that their money is underwriting the cost of something because that is not what they're in it for. They don't care - they know that your money goes somewhere. But the thing is, the money- they want to know what they're getting for their money. They don't care where it goes, I mean as long as it's not illegal.

But Tonya, I'm going to tell you right now, my first thought when you told me you were trying to get sponsors for this cruise and get them to pay for some rooms what company is going to pay for a room for anybody else but themselves?

And I know that sounds blunt, but that's the reality. Think about it from their point of view. They are not going to be interested in buying somebody else a cruise ticket.

Adela: Yes. It's got to be some other value for them. There's got to be another value associated for them. Absolutely. And I see where Tonya's coming from, she's looking to fund and I don't know if a non-profit, I know the non-profits now have a really tough time. Ever since the shift in economy, they've had a really rough time.

Shannon: Well it depends on the non-profits. Some non-profits are doing - they overall are doing quite well. So it really depends on the non-profit. Again, this is where doing that homework and calling and finding would you know - I definitely think that if this a spiritual kind of cruise that you know, that has certain undertones of certain religious things, you probably could get a couple of sponsors from a church or something.

It just depends. I mean you really have to know your target market and know their target market.

Adela: We've actually got a couple more questions. From Jan Wallen in New York, "When is the best time to start talking with a company about sponsorship? For example, if you find their fiscal year starts in January, when shall I contact them to be more likely that their sponsorship money will not be allocated?"

Shannon: October.

Adela: Oh, okay.

Shannon: October. If their fiscal year starts in January, when are they starting to plan to use that money?

Adela: The quarter before I would think, yes.

Shannon: Right.

Adela: Good, thank you, that's a good tip. And Gina Diane in Vancouver, "Regarding knowing when to ask, in my former life, in a government funded healthcare association we often had money we wanted to spend about six weeks before the end of fiscal. Does this occur in business?"

Shannon: Not as much, that's called profits. That's called profits. That's a profit. If they take money, that's called a profit. They may want to spend it down, but chances are, probably not.

Adela: Probably not, yes, great

Shannon: I mean - you also have to think about if you ever worked for any company or a non-profit organization, how long does it take to get like something paid for?

Adela: Forever.

Shannon: You've got to put in your purchase order and then you've got to do this and then you go to do that, you know it goes on and on and it takes weeks. So by the time that check is finally cut, six weeks could be over with.

Adela: Well, great. We're good. No more questions for now.

Shannon: Okay. So let's wrap things up here with a few mistakes - the most common mistakes I see people make when trying to secure sponsorship dollars or in-kind products or services. I'm going to reveal the top four. We've repeated some of these. Some of these you've already heard and they're very obvious, but they're still happening so it's good to hit home with these to wrap things up.

The first mistake is proposal saturation. Now what do I mean by this? When someone sends a proposal to any and every company, that's a big no-no. You should only send your proposal to the companies that complement your event or your project and their industry competitors. Sending your proposal everywhere and anywhere is a waste of your time and effort and companies will know. They will find out because word of mouth travels very fast. And if you're spamming a whole bunch of people, it's the same with press releases. I advocate the same thing with press release, just sending it out to everybody on your media list does not mean that's a good thing. That's called spamming. So, that's like critical.

So let's go onto mistake number two. A lack of research. And researching will save you time in the long run. I know we all hate doing it. I know very few people who want to do research for a living or marketing

for a living for that matter. Without researching you're wasting your time. Because you're sending proposals to companies that are maxed out budget-wise or not interested or frankly, don't like you for whatever reason. They don't affiliate with you. Even though the target market may be a match, believe me, there are people because I'm a little brazen and I'm a little outspoken, I feel that I need to be a little bit more demur and will punish me by not giving sponsorship money. That's okay.

But I've done my research to make sure so I don't bug them and annoy them even more. Now if you do your research, you would have saved yourself hours and hours of wasted time following up. So frustrating yourself, save yourself some time and time is money and this idea is to work smarter not harder.

Now just by avoiding these first two mistakes, you're already way ahead of probably 80% of the people out there going to get sponsorships. But let's move on, mistake number 3, a lack of persistence. And this is with everything you do with marketing by the way, no matter if you're doing sponsorships, which is a marketing thing, public relations a marketing thing, advertising whatever you do. Persistence is the key to getting massive sponsorships and massive results.

You can't just send the proposal and wait for someone to call you back. You have to follow up once the proposal is sent with emails and phone calls because remember the person who's the squeaky wheel really does get the grease. Never expect a company to call you back or reply to your email. Because most times, they're not going to because they have several other proposals they can look at and the person who picks up the phone and builds that relationship is the one they're going to pick.

Stick with it and keep trying. If someone says no, move onto another company. And that reminds me of another little thing here, a little tip here, if you're going to reach out to a sponsor, someone who's in your target market, don't go right out and also ask their competition. Most sponsors like to be the only person in their niche.

And here's mistake number four and this is probably the biggest one of all. Not providing something of real value for the company. Now a lot of people will take the information I shared today and look at their schedule

and say, “Hey, I have this telesummit coming up. I’m going to create this live event or I’m going out to an event, I’m going to this conference in Anaheim to see Shannon and I’m going to get someone to pay for it for me and I won’t have to worry about it.” Not only is this the wrong attitude, because you’re being greedy, you are. But first of all, there are thousands of people asking for sponsorships for the same thing.

I mean I’m not sure how many people are on this call but if everyone on this call - even if 15 people on this call went out and did this today, you have 14 more competitors plus me, because you know I’m doing it who are going now your competition asking for money, asking for in-kind things. So sure you can create value from those things, from whatever you’re doing, but what really gets a company’s heart beating fast is an event that is original.

Now I tried all sorts of ways to get sponsorships so I know this works. And that’s why my list building holiday promotion is the sure fire winner for most companies. It gets media attention as well as online attention, plus it’s a holiday and everyone likes to celebrate holidays because it’s fun. I mean what company doesn’t want to say, “I’m the official sponsor of Thanksgiving, like Macy’s.” Hello, you know? They love this. So, now I’m working on a class that I’ll be teaching in early fall and I mean really early fall on exactly what to do to get sponsors and frankly it’s not ready yet.

And that’s because I’m working on getting sponsors. I want them to say a big yes because this sponsor is going to give us some in-kind stuff that are actually going to help people research the companies they want to target more effectively. So it will help everyone get better results for that program. But without a good event you’re not going to be anywhere. So to prepare for that sponsorship class I’m offering, I’m going to give you guys a way to build your own events and that is my 12 week list building holiday eLessons, that you’ll be able to partake to create your own holiday.

Now this is the first time I’ve offered this program to anyone, so you’re going to be the first to take advantage of this step-by-step program. Now Adela’s already attested to the fact that I’ve done this list building holiday system for others and the person who she was talking about got 1,000 people on her list in a day. One thousand new people on her list in a day. Now think about that for a minute for your sponsorships - you got a 1,000

new people, that's 1,000 new people who are going to know about your sponsor as well.

Now these folks pay me more than \$5,000 to create and implement this holiday system for them. But I've broken it down into steps - into 12 weekly eLessons with a simple assignment to do each week, so you won't be overwhelmed and you won't have to start it and then put it away because you got busy and stopped it. One quick lesson, one little assignment and it's done for the week.

And because you're the first to get it, I'm going to be offering it at a low rate of \$37.00 per month for three months.

Adela: I couldn't believe that when I saw it.

Shannon: Yes, well it's the first time, I love that. But there's a few more bonuses I really want to point out Adela, because for \$37.00 a month, I know it's cheap. I will be raising the price on this because you guys are the first, I want to make sure it's valuable to you and frankly this is the first time I've delivered a program in this format so I'm going to be asking for feedback from people. That's why it's going to be so low. But not only are you going to get this system for \$37.00 a month for three months, but the templates to write the press releases, the email promotions, the government proclamations, which I told you that everybody loves. Each month there's also a group coaching call so I can support you. But the best bonus of all, I think for you guys, if you're really going to go out and get sponsorships is the media list.

You're going to get a media list of the top business reporters in the United States, which not only you can use for your own holiday list building promotions, but for any other press releases you want and that means, when you reach out for sponsorships what company wouldn't want to know or be involved with someone who has a strong media list like that? That's a huge key for a lot of the sponsorships is they want to know what media we're reaching out to and you're going to have a list to tell them about.

Now I'm going to adding one more bonus, which is not advertised because I don't want people to know about it, I only want people on this call to

know it. If you enroll in the 12 week list building holiday promotion eLessons and decide - and end up deciding in addition to take my sponsorship course that's going to be offered in the early fall, I'm going to deduct the full amount of the list building holiday eCourse from the cost of the sponsorship class.

Adela: Wow.

Shannon: That means you're going to save an additional, I'm not good with math, \$100 something.

Adela: A little under \$120.00 yes.

Shannon: Thank you. Off the sponsorship class when I offer it in the fall. But you have to take this class to get that discount, so you need this exclusive link because this is how we're going to track it so I know that you bought through hearing me on this call. To get it at \$37.00 per month for the three month price and all the bonuses you need to go to listbuildingpromotionsecrets.com/Adela. And that's special because that's going to tell me you came from this telesummit.

Adela: Yes and I've already signed up for it.

Shannon: Yes and I just said, "There she is, she's signed up."

(Laughter)

Adela: I'm like, "I'm not missing out on that." Just the list alone of the media contacts is extraordinary. Thank you so much Shannon.

Shannon: Well, I'm really thrilled. If you're going to do a sponsorship, you have to do right and I know this works because I'm getting sponsorships from my holiday and if I can get it, anybody can because I'm going to tell you how. I'm going to show you how step-by-step. So there you go. So it's listbuildingpromotionsecrets.com/Adela.

Adela: Yes, that's wonderful. That's going to be great. Yes, of course I've got more questions because even which we don't have time to. So this is - I'll be saving them for the coaching calls that one that comes off the top of my head is like, "How can you be persistent without being annoying," so I'll

bring that to the coaching call. Because I think there's kind of a little fine line there and I'm sure that there -

Shannon: Well, one of the strategies I share with people and I'll share it really briefly, is how to be ask the question without actually asking the question and there are some strategies. It's an old PR spinning thing of you know, when you call a reporter you don't ask them if they got the press release, you ask them other questions. So we'll have some strategies on how to get these questions.

Adela: Awesome and we do have one last question from Jan, "What are some examples of real value that we can offer our sponsors?"

Shannon: Well, obviously it depends on what your event is and what you're doing. So I'm going to have to be generic in these. Some of the things I offer is knowing who the other sponsors are going to be or who you're reaching out to is actually a value because some of them, they actually want to partner with.

Another real value you give them is, you have to explain to them how many people you'll be touching. How many people you're reaching out to with the marketing of whatever you're doing because that's important because that's - and who that target market is. Because, again if you know, I told Baby Gap I want \$10,000 just because I buy stuff from them and I have a relationship with them, and say, "Well I'm doing business people," they need to know I'm reaching out to 5 million business people, that doesn't mean that they're going to be interested in that. So make sure that you know, one of the things is they want to know who you're touching and how many people you're reaching out to. They want to know if you have media contacts, they want to know how - but the best thing you can do is something I've already told you, Ask.

Adela: Ask them, yes.

Shannon: Because every person is different. What makes a lot of my sponsors is getting recognized by the Governor of New York State. Some others want the media coverage and the Associated Press. It really depends on what motivates them and everybody has a different motive.

Adela: And this is also when you were talking about...

Shannon: Chocolate motivates me everybody so if you have chocolate for me and I'll be happy.

Adela: Yes, well chocolate motivates a lot of us, Shannon. It's a primary food group in my opinion.

Shannon: There you go.

Adela: Yes and when you talked about how many people you reach, this is where it's important to have a list and build your list with some of the tools that folks will get from signing up for your new program.

Shannon: That's right. That's right.

Adela: Yes, absolutely. Well, Shannon thank you. This was a chocked filled hour, there was so much stuff. I actually took notes because I really to write up some of these things into blog posts because there's so much content in this call that it was really extraordinary. Thank you so much for being with us here at the Conscious Business Telesummit and thank you everyone for being with us today and we will see you tomorrow.

Thank you, Shannon.

Shannon: Thank you. Have a great day.

Adela: Alrighty, you too. Bye-bye. Bye everyone.