

Grow Rich Selling Magazine Ads

**Over 150 field-tested tips,
techniques and strategies that
unlock the door to unlimited
ad sales success.**

Peter E. Ebner

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About the Author

Peter Ebner is a professional sales trainer and marketing consultant with over 25 years of industry experience. He is author of 12 books and audio programs including the best seller *Get the Insertion Order Now*. He lectures throughout North America, South America, Europe and South Africa. **Grow Rich Selling Magazine Ads** not only reflects his experience as a publisher and account executive, selling advertising for over 15 years, but also the experience of the thousands of successful account executives he has trained.

Peter Ebner

14845-6 Yonge Street

Aurora, Ontario, L4G 6H8

www.SellingMagazineAds.com

(905) 713-2274

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The days when you could sell magazine ads by calling on a prospect, hand him a media kit and show him that your publication reaches thousands of potential customers at a low CPM are dead and gone. Today's decision makers are more sophisticated, they have a better understanding of their target market and they have more marketing options to consider. Where at one-time radio, direct mail, trade shows and magazines were the primary marketing tools more and more decision makers are weighing the benefits of using low cost email campaigns and web marketing to drive their sales, generate leads and improve branding.

While many publications are already feeling the pinch of shrinking magazine advertising dollars, the decline in magazine advertising can, for the most part, be attributed to poor, outdated selling skills.

Grow Rich Selling Magazine Ads is a comprehensive field guide that details the strategies and techniques the North America's most successful magazine ad salespeople are using to grow their sales in today's competitive marketplace.

Peter E. Ebner



Clients want to deal with **RICC**

Prospects don't want to deal with an account executive that is selling advertising, but they are eager to work with **RICC**, an industry expert that can help them grow their business. **RICC** is the acronym for **R**eader, **I**ndustry, **C**lient and **C**ompetition. Becoming **RICC** is the key to ad sales success.



Prospects are not interested in meeting with an ad salesperson.

R Reader profile

Reader **I**ndustry **C**lient **C**ompetition

Understand your publication's unique reader profile

If you don't know your readers, you can't sell magazine ads and I'm not talking about cursory knowledge. You need an in-depth understanding of who your readers are, how they act and what they're thinking, because only then can you show the client that there is a perfect fit between his marketing objectives and your publication.



Prospects want to deal with an industry expert.