

Subject: RE: Laser Printer Available

Date: Thursday, March 8, 2007 9:12 AM

From: AC Pres <timd@advantageconferences.com>

To: 'Judy Sterling' <Judy@NewAbundance.com>

Conversation: Laser Printer Available

Judy,

Be sure to have perfect clarity about what your job description is: Advertising Sales for Givers Magazine. You do not need to, and further, must not concern yourself with design. I'll take tips and opinions from you, but you don't need to be focusing any time on that subject at all, including discussing design with Janet at all. It is not your place or position. I make the design decisions, along with the highly professional and knowledgeable graphics/magazine designer. You need to FOCUS totally on sales. Ancillary concepts must be trimmed and avoided. You are heading up the sales department of Givers Magazine – that's it. It is a powerful position and will pay you well if you have the ability to focus and enjoy the job.

Also, your discussion of number of Reps with anybody falls into the category of classified information at AC. It is not to be discussed, because it is nobody's business – nobody's. People make assumptions and draw conclusions on any number that is thrown out. You cannot discuss this type of information with Customers, Reps, etc. The number matters not to you or whomever that subject comes up with, and the only result of that type of conversation is someone using a statistic against us.

Let me know who you have contacted and who you plan on contacting regarding advertising purchases. Excel is a great way to keep that information organized and at your fingertips at all times. Janet should have your initial Advertising Candidate contacting design finished either today or tomorrow.

Focus will make you a fortune. Rabbit trails will cost you time and money. Stay focused and everybody wins!

Blessings,