



Hi there! So great to connect with you all at the PWSD event online today.

As promised, here are the resource links I mentioned I would share. Hope these are helpful.

Here is my website: <https://raiseadream.com/> I encourage you to connect with me on LinkedIn so you see my posts, and also follow Raise a Dream on socials (see links on our website).

My email is [charmaine@raiseadream.com](mailto:charmaine@raiseadream.com)

### **Two Facebook Groups Where You Can find Podcast Opportunities:**

<https://www.facebook.com/groups/podcastquestcollaboration>

<https://www.facebook.com/podcastguests/>

Download the **free sponsorship ebook** from our home page: <https://raiseadream.com>

### **If you want Sponsorship Training:**

Here is the **25% off discount coupon** (valid until August 31st) on the [Sponsorship Essentials](#) program, which is only \$27 at full price, and if you use the Coupon Code **RAD25SEAUG31** (there is a box to put the coupon code in and it will reduce the price). This program goes through the basics of sponsorship :))))

Link to the movie that Charmaine is Executive Producer of. **Back Home Again:**

<https://youtu.be/fJD64fAEQnU>

Here are some free tips on book sales: <https://raiseadream.com/5-ways-to-sell-more-books/>

Selling Books by the Box article: <https://raiseadream.com/how-to-sell-books-by-the-box-trunkload/>

Boosting Holiday sales <https://raiseadream.com/6-activities-to-boost-holiday-book-sales/>

### **5 Ways to Sell more Books in 90 Days (free)**

<https://raiseadream.com/5-ways-to-sell-more-books/>

### **Discovery Call Questions**

<https://raiseadream.com/discovery-call-7-sponsor-questions/>

Titles of people who work in sponsorship (to search for in LinkedIn):

- Sponsorship
- Community Relations
- Public Relations
- External Communications
- Corporate Social Responsibility (CSR)
- Marketing
- Brand Development
- Community Investment

### **LinkedIn Connection Scripts:**

**Simple connection request when the brand supports missions/projects/values that you believe in, when you have no mutual connections to lean on:**

Hi there, **NAME**, I see we have some mutual connections. I am a big fan of the **Company Name Brand**, I see that **BRAND NAME** supports XXXXXX **(REWORD TO WHAT THEY SUPPORT that matters to you)**. Would welcome staying connected here on LinkedIn. **Your Name**

OR another variation when no mutual connections

Hi **NAME**, I was recently reading about **BRAND Company NAME** (an event, project, award, something newsworthy) I am a big fan of brands that support community, especially XXXX. thanks for making a difference – I'd welcome staying connected here on LinkedIn and following your posts. **NAME**

If you have mutual connections in LinkedIn: this script is getting high connection request traction for me.

Hi there **XXXXX**, I see we have some mutual connections on LinkedIn. I would welcome staying connected here on LinkedIn and learning more about **XXXX (brand name)**. Look forward to following your posts. **Your NAME**

ONCE they accept the connection request, simply send a thank you message that you look forward to staying in touch and seeing their posts updates and posts.

Two weeks later send something like:

Hi **XXX** Wondering if you would be open to a short call in the next few weeks. I would welcome learning more about your brand, I am involved in a couple of projects where I think there could be some alignment and synergy, would like to learn more about your brand priorities. Would **DATE and TIME** work for you for a short call?

Thanks,

**Your name**

*Charmaine*