

**THANK YOU FOR SELLING BUSINESS ADS FOR THE  
2018 HIWP BUSINESS DIRECTORY!!**

**The Ad Solicitation Packets have been *re-designed* to  
include one cover page & one form.**

**Please:**

- 1. Download & print several 2-page packets from hiwp.org;**
- 2. Write your name & contact info in the provided fields at the bottom of each *cover page* AND put your name on *each form* in the “Solicited By” field;**
- 3. Refresh your memory – the ad perks have not changed since last year but it is helpful to have them fresh in your mind;**
- 4. Get out there and sell!**

**Remember: while business ads are critical to HIWP’s financial success, purchasing an ad presents a *great opportunity for vendors* to improve their own exposure & advance their business goals as well.**

**This is a win-win for all!**

**(... Including for YOU.... Don’t forget that \$750 in ads – either personal ads (silver page or higher) OR ads solicited by businesses – earns you 2 Dinner tickets!)**

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***A Few Tips....***

- > Keep extra forms with you in your car.** Bring them with you when you run errands.
- > Understand the different levels of ads before going in.** If you have questions, contact rosenjason@gmail.com.
- > Keep a copy of last year’s Directory in your car to show what it looks like.** It is easier for business owners to visualize what you are talking about if you can show them a copy.
- > Ask your **hairstylist**, mechanic, lawyer, broker, **manicurist**, doctor, dentist, **supermarket**, *veterinarian*, accountant, **contractor**, *florist*, **cleaners**, *plumber*, *electrician*.**

**\*\*Be sure to tell businesses that you *truly appreciate* their contribution!\*\***