



Fundraising Mastermind

Edition 4 **December 2007**

You are receiving this email because you requested to be included in the Fundraising Mastermind Forum.

December Sales Quote

"It's hard to beat a person
who **never gives up.**"

Babe Ruth (1895-1948)

American baseball player, holds the No. 3
spot for most home runs of all time with
714

Dear Kelly,

I love business! I love the art of business. I love the nuts and bolts of business. I just love the world of business. And because of that, I'm constantly reading business books, articles, journals and websites.

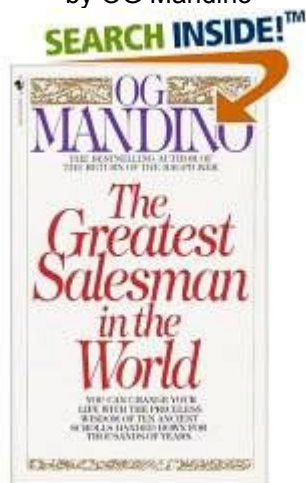
So this month's Online Fundraising Mastermind is going to be short and sweet. (I know with the holiday crunch, time is at a premium.) It's an article that should spark some deep thought on your part. The article is titled,

7 Fatal Mistakes Senior Sales Executives Commonly Make When They Attempt to Adjust To An Uncertain Economy...And How You Can Avoid Them
- By Winton Churchill

Recommended Reading

The Greatest Salesman in the World

by OG Mandino



Now whether you consider yourself a 'Senior Sales Executive' or not is irrelevant. Whether you have a sales team of 40 or it's you and your spouse, this article will make you take a second look at your sales procedures. The links in the article are old and don't work and toward the end he promotes a free 'tool' but, again, the link does work. They're not the point. The point is to think about what we're doing in the fundraising industry and the VERY uncertain economy we are living in within this industry. [Click here](#) for the article. (I suggest you print it and take home to read later. It is interesting.)

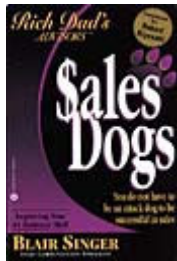
So read on - and let me know what you think! And if you've got a topic you feel is timely for the industry, let me know. I'm always open to suggestions for this forum.

Business Building Tools

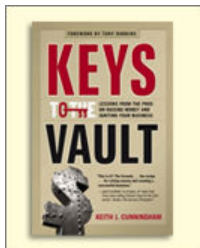
May your holidays be full of fun and joy and laughter and relaxation! I feel like the weeks between Thanksgiving and Christmas just fly by, and then AFRDS in San Antonio will



Essential Skills for an Excellent Career



What type of Sales Dog are you?

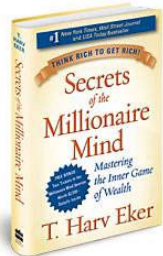


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