**Step 1:** Locate the contact information for the business.

* In-person meetings are favored and should be the first approach during the connection phase.
* Locate a phone number and determine the best representative to speak with to discuss the possible intertest in an ad contract.

**Step 2:** Describe the mission of the publication.

* Discuss the purpose of the publication and the material that’s presented on the site.
* Show examples of the publication’s layout.

**Step 3:** Talk about the publication’s reach.

* Using Google Analytics, determine your publication’s daily reach within the community
	+ Discuss the audience and amount of readers you collect on a daily or monthly basis.

**Step 4**: Introduce Contract

* Introduce the contract and explain the advertisements available and the potential reach one could collect.

**Step 5:** Follow-up

* If a business needs more time to consider the contract before signing, make sure to follow-up at a reasonable time based on the owner’s preference.
* If a business decides not to move forward with the contract, **thank them** for their time and ask if they would like you to reach out at a later date.
* If a business decides to sign the contract, follow your adviser’s policy on collection of money and the contract.

**Step 6:** Maintain Notes

* Any follow-up notes should be written in a Google document that staff members can access to stay up-to-date.

**Step 7:** Thank You

* Each business, whether they accepted or declined the offer, should be sent a “Thank You” note for their time and consideration.