

A simple system that turned a bankrupt magazine into a cash machine in weeks

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

A simple system that turned a bankrupt magazine into a cash machine in weeks

By Christopher Kyalo

A simple system that turned a bankrupt magazine into a cash machine in weeks by

Christopher Kyalo

The two principal shareholders of the magazine stared back at me in disbelief as I calmly explained the simple rescue plan we would use to save the ailing monthly business magazine. Exhaustion and desperation were written all over their faces and in a way I felt pity for them.

The pair had already lost a small fortune in just one year of operation. The only reason why they had not shut down the damned thing was that they were hoping for some miracle that would recover at least half their life savings.

But then theirs is the story of hundreds of thousands of would-be-entrepreneurs the world over who continue to launch thousands of new magazines every year without the very special skills that are required to run this complex and yet extremely potential business.

All they had left at this bankrupt magazine now was a small demoralized sales team ready to quit the moment they found jobs elsewhere. No reporters, no writers, no budget to get good writers on board.

I quickly called a meeting and tried to inspire the shabby remnant, assuring them that the magazine was now in good hands and that things would improve. Luckily they did not sense the cold fear creeping up my spine nor did they seem to realize that I had already broken into a cold sweat. In business there are no guarantees - you win some and you lose others. What right did I have to make all these promises? What if I failed in this assignment?

I proceeded to swiftly train the handful of sales people and changed them from advertising sales persons into "reporters". They were to go out and gather information.

Gather information!?! When you need revenue so badly?

Hold your horses and read on.

A simple system that turned a bankrupt magazine into a cash machine in weeks

We developed a simple system consisting of the following steps,

- 1) "Reporter" calls up a potential client and books an appointment for an interview.
- 2) I accompany them to the interview and I do both a thorough and professional job of it.
- 3) After the interview, we make an editorial decision whether the material merited a feature article in the magazine or not. And if it did whether the story will end up being positive or negative. (Any publisher will tell you that bad news sells much better than good news.)

If it merited a positive story, we would go ahead and write the story and then later approach the same client to book an advertisement so as to get a double maximum impact in the same issue. Alternatively

they would have their advertisement appear in a future issue.

4) If the story was negative we could not approach the source to place an ad in the magazine. We would instead go ahead and write our big story with a little additional research from other sources. The reporter would then approach a competitor to the business in question (who was not in the same mess) for an advertisement.

5) Other times an interview supplied us with a tip to pursue another company or organization for a lead story, which we would also do.

Using this simple system that maximized on the meager resources that were available, we literally killed two birds with one stone. The sales team were able to get very good quality leads for advertising sales and turned most of them into much needed solid sales. The big secret here is that they were able to use the writer's interview session to build rapport with the client/news source.

Secondly, in the process we were able to do quality research work for all the stories we carried in the magazine which improved our readership and the confidence of advertisers as well on the quality of the monthly business publication.

This was of course combined with some careful house-keeping where we kept a very careful eye on costs by designing a system that would monitor costs on a daily basis. Within 8 weeks the magazine was making a profit and in one year, if you came calling, you would not believe it was the same previously dying magazine.

It was all made simpler by the fact that we were dealing with a business magazine, because this type of magazine is in the unique situation where the newsmakers can also be the main advertisers.

Magazines can be very profitable. They can also be huge cash drains. It all depends on you doing the following;

Creating workable systems for generating revenue through selling advertising and other systems for generating revenue from subscription and single copy sales. The systems you create must be so simple that the staff training required will be minimal.

A simple system that turned a bankrupt magazine into a cash machine in weeks

It's as simple as that. And that's exactly how I turned around an ailing business magazine.

If you found this article interesting, you can read another article by this author at the link below that will give you the only 2 things you need to acknowledge to guarantee success in any online marketing program.

Here's the link:—

<http://www.goarticles.com/cgi-bin/showa.cgi?C=26206>

How Much Cash Does James Bond Carry?

By Paul Kyriazi

First let's start with how much cash Americans carry. Under \$ 20 32% \$ 21—\$ 50 43% \$ 51—\$100 18% \$101—\$500 6% \$501—\$9996% \$1,000+5%

So, if you want to be in the rare 6%, just carry over a hundred bucks in your money clip and wallet. But that's not even enough to take care of a sudden overnight trip.

'My name is Bond, James Bond. If you'll wait for me to find an ATM machine, I'll take you to dinner.' Sound strange? That's right. Bond would have the cash and credit cards in his wallet to do whatever he needed to do. But some places don't take credit cards, or the right ones.

And what about emergency's? Such as your car breaking down on a trip. You don't want to have your family sitting in the car at midnight on a lonely road.

Many will say that they are worried about being robbed, so they don't carry much cash. But anyone that's been robbed will tell you that he was glad to give something to the robber. Robbers have said that they work up so much energy before they mug someone, that if the person has nothing to give them, they get very angry and violent.

On the lighter side, Wayne Newton told the story about a date he was on at Denny's in New York and he didn't have enough cash to pay the bill. So he kept telling the girl to order more and secretly called his brother to bring him some cash. It took an hour because it turned out that there were four Denny's on that corner, all with three floors. Wayne's brother had to search every one of them. So Wayne had to really sweat it out until his brother arrived with the face saving cash. This sound funny, but not when you're in that situation yourself.

So now, How much cash does Bond carry? Enough to get any sudden job or entertainment done without checking to see if the place he's going to takes credit cards.

Paul Kyriazi – Live the James Bond Lifestyle

A simple system that turned a bankrupt magazine into a cash machine in weeks

How Much Cash Does James Bond Carry?

Lazy Man's Way To Get Customers

The Internet Cash Machine

Unwrapping Bankruptcy

Money Counters: Counting Cash And Change Made Simpler

Profitable Crafts Vol 2

Hitting the Search Engines

Quick-Turn Marketing Exposed

Clickbank Search Engine

Joomla Magic



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!