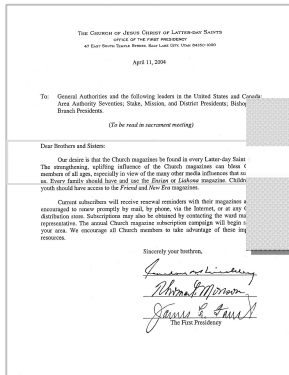


# Tips for Success

## Campaign Instructions



### First Presidency Letter, March 10, 2004.

Dear Brothers and Sisters:

Our desire is that the Church magazines be found in every Latter-day Saint home. The strengthening, uplifting influence of the Church magazines can bless Church members of all ages, especially in view of the many other media influences that surround us. Every family should have and use the *Ensign* or *Liahona* magazine. Children and

**You can approach potential subscribers with confidence** because what you are offering will bless their lives. The magazines are a direct line of communication from living prophets and apostles to the members of the Church.

## Where to Start

**Start with yourself.** It's easier to approach other people with confidence when your own subscription is current.

**Your list holds great potential for success.**

Every home needs the *Ensign* or *Liahona*.  
Every home with teens or younger children needs the *New Era* or *Friend*.

**But have you considered the following?**

Those who work with children or teens need the *New Era* or *Friend*.

Young adults—especially those living away from home—need their own copy of the *Ensign*.

Returned missionaries who learned another language can use the *Liahona* to maintain their language skills.

## Gift subscriptions

**Ask your contacts** if they could bless someone with a gift subscription. The following are excellent candidates:

- Children and grandchildren.
- Teens and children in less-active homes.
- Students and other young adults living away from home.
- New converts (a great baptismal gift idea).
- Less-active members, investigators, and others who are being fellowshipped.

## Approaching people

**One simple way is to introduce yourself** and say something like this: "The bishop has asked me to speak with you about the Church magazines. Could I please have a few minutes of your time?"

## Overcoming Objections

**Cost:** Be sensitive when people object on the basis of cost. If appropriate, you could point out that none of the magazines costs more than an average pizza. The three English magazines together are about the cost of a family night at the movies.

**Little time to read or can't get it all read:** Each magazine is like a spiritual buffet—you choose what you need and want.

**No interest:** Take a few moments to review the benefits listed in the brochure. Talk about how the magazines have enriched your own life, focusing on things like strengthening testimony, finding comfort, etc. Offer to leave a brochure with them.

**My teen doesn't read the New Era:** Many teens "discover" the *New Era* in a moment of need, but it has to be available. Others read the magazines more than their parents think they do. Also, the *New Era* provides great material for family discussions.