

# The National Black Unity News Manual



Instruction Guide & Resources For Sales, Editors & Staff  
<http://www.thenationalblackunitynews.com/>

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## Press Release

**The National Black Unity News, Announces:  
New to the Black American Marketplace**

### Company Contact:

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The National Black Unity News  
443-455-2373

William "Bill" Goodin  
Chief Editor  
The National Black Unity News  
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Baltimore, MD, February 1, 2017 The National Black Unity News, will be a leading resource guide, and directories of local and national black businesses, and resources for our consumer base. We will cover local and national sectors of The United States.

We are extremely pleased to introduce The National Black Unity News to the United States on March 2017. We will provide local black businesses and organizations with powerful solutions to connect with their customers and grow their business through Articles, advertising, sales/marketing and solution oriented information.

Our key strategy is the aggressive pursuit of providing the business community with the most effective and diverse means of connecting to their target customer. The National Black Unity News present's information from a variety of sources in a unified way. We focus our attentions on the national, state, counties, city, and local communities. In addition to our national and state search engines, we offer newsletters, business/members directories, online radio, live networking events, social and business networking sites, local news, and other vital features. Our ultimate goal is to furnish businesses with a convenient way to market and advertise their products and services with an affordable yet effective results. We also will provide a multitude of services that will educate and inform our consumer base so that they can enhance their quality of life!

**Publisher, David Murphy** has more than 30 years publishing experience, more than 20 years of strategic sales experience and 15 years in the printing industry. Most recently, owned and published The Maryland Informer News Paper, The Edmondson Villager, and he published a variety of community and special interest publications. He was successful in many marketing companies. He hosted job fairs and large networking events. He is a business consultant and marketing expert. He is a community activist and family man.

**Chief Editor, William "Bill" Goodin** is an activist, author and organizer just to name a few! He has been on the front lines on countless of political and social issues. He has been active for more than 30 years and is well respected amongst his peers. He authored the books: America Is On Fire & Crumbling, Before I Die, Breaking The Political Chains, It Is Now Time and We The People Political Movement. He also published a newsletter Fighting Back! He is the founder of Black Men Unifying Black Men. He is a strategist for social and economic empowerment.

**Managing Editor, Walter Eugene (Dempsey) Murphy** is one of the senior members of our management team. He is the coordinator of all our editorial departments, and reports directly to the Editor in Chief.

He retired from the United States Army and is very active in many civic organizations. A Baltimore native, and

now a resident of Virginia, Dempsy Murphy, has a wife and one son. His educational, occupational, and social resumes are eclectic, and filled with positive outcomes. He has clear and achievable goals, and is a true asset to our newspaper.

**Technical Editor, Dr. Barbara J. Watties** is a dedicated, ambitious and goal-driven retired educator with over 30 years of progressive experience, in multiple settings. Having had her Master of Science in Elementary Education and Doctor of Philosophy/ Elementary Education conferred upon her from La Salle University Dr. Watties served as an Elementary Special Educator for Baltimore City Public Schools for 20 years. Having retired from this very self-rewarding career, Dr. Watties expanded her impact upon the educational process by supervising and mentoring educators new to the system at Johns Hopkins University, conducting Maryland Writers Workshops at Towson University and serving as an English and Literature Professor at Sojourner Douglas College. In addition to her impact as an educator Dr. Watties also has established the "Hurting to Healing Outreach Ministry" where she serves as a Motivational Speaker and conducts "on site" workshops that focus on self-empowerment ~where participants are invited to engage in an experience, not an emotion ~ But A New Paradigm ~ A Change ~ A Challenge ~ A Choice. Dr. Watties also serves on the board of: WORTHH Ministry, Inc. (Women On Route To Higher Heights. she is also an active member of The Maryland Writing Project at Towson University. Her favorite pass time involves writing, resulting in the publication of several adult books entitled: Soil For The Soul ~ Ain't No Mountain ~ Hurting to Healing ~ 3 children's books and a collection, entitled Seasons, of over 300 pieces of poetry and prose. She is also the founder of Ebony Keepsakes a multi-messaging business/service that creates and personalizes special messages for all occasions. However, as she embarks upon this journey of Black Unity, she says her service as Technical Editor for this project is a mission/ministry that serves as a labor of love.

**National Sales Director, Aaron Gray**, have been in sales for over 30 years with a score of successes. He believes that the most successful sales person is one that is truly an expert of the product or service and the benefits being offered Every offer is not for today so persistence pays and true affirmations and tools that maintain a high level of motivation are necessary.

He is excited and truly look forward to working with future sales associates in this great endeavor. Every individual has sales potential, it will be my job and my pleasure to help bring it out of whomever has a desire.

**The National Black Unity News** is a business and lifestyle newspaper for Black America, which brings together businesses, organizations and resources for African Americans. The National Black Unity News is one of the largest, maybe the only National Black Newspaper in the United States that unites Black businesses, organizations and community resources.

The National Black Unity News will highlight professionals from every field that will cover topics of great interest to African Americans from the latest trends in business and black lifestyles. You can rely The National Black Unity News for insightful and useful information.

For more information The National Black Unity News or services provided please contact: David Murphy cell: 443-455-2373 or William "Bill" Goodin: 410-746-3607 [thenationalblackunitynews@gmail.com](mailto:thenationalblackunitynews@gmail.com)

###

Greetings,

We are seeking companies, organizations and individuals that are seeking to reach Black/African Americans nationwide and beyond. If you want a national audience so that you can inspire, teach, inform or you may have a service or products that can enhance Black African Americans' quality of life then we are seeking you!

Our purpose is to unite, educate and promote African American/Black businesses, organizations, services and consumers nationwide. We have the staff and a variety of media services and data basis to reach Black African Americans nationwide and beyond! We have a National Newspaper (hard copy & online publication), we have radio, Live streaming online TV, social media and we are partnering with a multitude of media services, Public Relation firms and a national sales team plus much more!

Our goal is to open the communication network so that we can assist in building institutions of organizations, education, economic empowerment, entertainment, media services and our faith-based institutions.

We are also seeking: National and Local Editors such as, (Advertisement, Arts & Entertainment, Automotive, Business, Computer/Technology, Consumer Services, Education, Employment, Events, Food/Dining, Health/Beauty, Home/Family, Networking, News/Media, Real Estate/Construction, Seminars, Shopping, Travel. Etc.) Our National Black Newspaper Seeking Experts in the fields of Health & Fitness, Finance, Youth Services, Real Estate, Fashion, Relationships Men/Women, Travel/Tourism, Organizations etc. to promote your services and educate others on the benefits you provide!

### **Partner & Editors Benefits**

Promote & Brand Your Products, Goods or Services  
Become one of the leading authorities in your field  
Educate our readers and subscribers about industry  
Participate and network with others in your industry  
Receive over rides(funding) from similar businesses

Also we are seeking high-flying self starting individuals' who can build and lead a team of sales and marketing eagles. We are looking for enthusiastic, organized, self starting individuals' who enjoys flexible work hours. Can work with maximum support and minimum supervision? Work closely with production, sales and marketing staffs to create exceptional programs that get results for our clients!

Do you or anyone you know who maybe interested in partnering with us on a venture that will expose/highlight, network and keep black dollars (1.2 Trillion Spending Power) circulating throughout the Black Community, Businesses and Organizations?! In addition this joint venture will give massive exposure to what you are doing nationwide!

**The National Black Unity News:**  
Will be available in hard copy and online  
Target Market Black Consumers & Businesses  
The goal is to have subscribers nationwide and globally!

# The National Black Unity News



## Advertisement Rates

Advertisement Size. ....	Full Price
Back Cover.....	\$1,000.00
Inside Covers.....	\$900.00
Full Page. ....	\$800.00
Half Page. ....	\$450.00
Quarter Page.....	\$275.00
Eighth Page. ....	\$165.00
Business Card.....	\$125.00
Classifieds. ....	\$65.00
Subscriptions. ....	\$49.50

For Subscriptions:  
Send us your mailing address to:  
P.O. Box 68255  
Baltimore Md. 21215  
Checks Payable to:  
The National Black Unity News  
\$49.50

Note: All Advertisement Comes with One Year Listings In:  
The National Black Action Portal  
The National Portal  
Members Directory

**The Introduction Of The National Black Unity News (Newspaper)  
(NOTE) Our first issue will premier December 1, 2017**

The National Black Unity News is circulated online and thru subscriptions  
Through The Evolving Way Of How News Is Distributed Our Circulations is as follows:

Social Media: Facebook, Linkin, Twitter, Instagram, etc.

Our circulation is well over 400,000

Through National Black Organizations, Black Chambers Of Commerce, Minority Business  
Enterprises & Black Business Directories

Our Current Circulation will well over 250,000

Through Our Personal Databasis

600,000

Through our resources from the Census Bureau

2 Million

Note all of the above will be activated until we reach them all!

Newspaper:

<http://www.thenationalblackunitynews.com/natblkpromoisuenew.pdf>

Media Package

<http://www.thenationalblackunitynews.com/Media%20Package.pdf>

**Here is an overview of the National Editor's benefits and responsibilities!**

National Black Newspaper Seeking Experts in the fields of Health & Fitness, Finance, Youth Services, Real Estate, Fashion, Relationships Men/Women, Travel/Tourism, Organizations etc. to promote your services and educate others on the benefits you provide!

**Partner & Editors Benefits**

Promote & Brand Your Products, Goods or Services  
Become one of the leading authorities in your field  
Educate our readers and subscribers about your industry  
Participate and network with others in your industry  
Receive over rides (funding) from similar businesses that is in your section of our newspaper

**Variety Of Ways To benefit Financially**

**National Editors receives compensation from other editors in their section**  
**When someone places advertisement in your section: National Editors receives 5/10% commissions per advertisement**  
**National Editors receives 25% commission when they place advertisement in their own section and the same for placements in other sections!**  
**Increase in sales of products, goods or services**  
**Self promotion/advertisement**  
**Can get sponsors to pay for their page**  
**Sales team & Staff helps with promotion of your page**  
**assistance with special projects**

**Your Participation!**

Write articles or provide information that will assist, educate and alert our readers and subscribers about your industry. Provide cost of printing/layout for your page. National Editors Agreement (Monthly commitment. \$300.00) for layout and Printing) Will increase as circulation increase! State Editors (\$350.00) Local Editors (\$400.00)

**The National Black Unity News:** Will be available in hard copy and online, Target Market Black Consumers & Businesses, Goal is to have subscribers nationwide and globally!



## Sales & Marketing: National Black Unity News Objections

1. The number one Question/objection will more than likely be, What is the paper current circulation?  
In response please get familiar with the information that has been supplied and does not deviate from it. Again we are pioneering and for a new publication more than 600,000 plus is very impressive. (See page 7)
  2. Cost is simple the paper is very clear on cost. (See Advertisement Rates)
  3. How will my ad be placed? (In an appropriate related section) Each editor will work this out with their advertiser and as we grow sections will be designated for certain types of businesses, churches, organizations and of course the classified section.
  4. When is payment due? **All monies in full and artwork are due at least 15 days prior to publication.**
- Consequently we will learn more of the objections as we deal with the community so as you encounter objections not listed please share that information.

5. Making Payments: Send clients to this link: <http://www.thenationalblackunitynews.com/page3>

### National Black Unity News Sales

In my estimation this type sale should be relatively simple because we have a product that simply speaks for itself. As in all sales the most important thing is to MAKE CONTACT WITH THE PROSPECT! No calls equate to no sales.

Our target market is anyone that has Black/African Americans interest in our community, desires to be socially conscious and any business person that realizes very simply that advertising pays. It's been said that a business with no sign is a sign of no business.

We strongly encourage all patrons and advertisers to focus on the unity and whenever possible and utilize and support other Unity News advertisers.

We do not want to feature any business that has bad reputation.

National Black Unity News has only released it's promotional publication with circulation of over 600,000 plus. Because we are pioneering our specifics on social media, distributors and subscribers are being determined.

Our newspaper is distributed on paper publication as well as internet and has a large social media presence.

### Scripts & Sales Pitch Are Forth Coming!

First seek information on the person you are calling

Introduce yourself by name and tittle

Introduce The National Black Unity News

Ask If they have a few minutes to speak with you?

State your purpose for calling, *Sample Submitted by David Murphy*

**See Instructions On Cold Calling**

<http://www.thenationalblackunitynews.com/natblkcoldcalling.pdf>

### Introduction Letter

<http://www.thenationalblackunitynews.com/natblkletterheadofficialintroletter.pdf>

**Note: Contact Publisher for your personal sales letter**

## Staff & Contact Information

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[om](http://www.davidmurphy.com)

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[om](http://www.dempsy.com)

### The National Black

Unity News

[info@thenationalblackunitynews.com](mailto:info@thenationalblackunitynews.com)  
<http://www.thenationalblackunitynews.com/>

## Scheduled Editors Meetings

Every Wednesday at 6:30 pm

Call In Number:

**1-563-999-2090 Access Code: 444377#**

Playback: **1 (563) 999-2099**

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## Scheduled Sales Team Meeting

Every Monday at: 6:30 pm

Call In Number:

**1-563-999-2090 Access Code: 444377#**

Playback: **1 (563) 999-2099**

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## The National black Unity News Network

**The National black Unity News (Newspaper)**

Nationwide Circulated Newspaper

Website: <http://www.thenationalblackunitynews.com/>

Online Issue: <http://www.thenationalblackunitynews.com/natblkpromoisuenew.pdf>

## The National Black Action Portal

One of the largest resources for Black African American Organizations, Businesses in the nation

<http://www.thenationalblackactionportal.com/>

## The Black Communication Network

Connecting African Businesses to American Businesses

<http://www.bcnint.com/>