

## EDITORIAL GUIDELINES

**AutoSuccess** and **Dealer Service** are publications that stand out by providing thought-provoking, solution-based articles that our readership can immediately put into effect.

As an advertiser, we want to offer you the opportunity to connect with our readership as an industry expert. So, while thinking of possible submissions, please keep the following guidelines in mind:

- **No Advertorials** — We do not allow direct endorsement of companies or products. Articles not complying to this guideline will be edited to conform if possible, or returned if not.
- Articles are approximately 250 to 750 words in length and are “how-to,” solution-based articles on leadership, marketing, sales & training and F&I. We want readers to be able to put into practice what they read in our magazine.
- No previously published articles will be accepted. Writers will be held accountable.
- All articles are subject to editing by *AutoSuccess* and *Dealer Service*. Once an article has been edited and published, we retain all rights to that article. Reprints are available through *AutoSuccess* and *Dealer Service* only.
- All articles must have the following biographical information: Name, title, company and website.
- All articles must have a photo of the author — The photo needs to be high-resolution. See example at right.
- Writers will be sent a deadline for submission by our editor each issue. If an article is received after that deadline, we reserve the right to hold the article for a later issue, to be determined or to edit the article to fit space available in that month's issue.
- Writers will be sent a proof of their article as it will appear, and be given a 24-hour window to reply with questions or changes before going to print. While we will correct for errors, questions about editing to fit the editorial style of *AutoSuccess* and *Dealer Service* or editing for length will be considered on a case-by-case basis.

*AutoSuccess* and *Dealer Service* back issues are available at [autosuccessonline.com/magazine-archive](http://autosuccessonline.com/magazine-archive) for reference on how articles are presented.

For any questions about these requirements, or information on submitting an editorial to be published, contact Jennifer Clements.



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### LEADERSHIP SOLUTION

## What We Receive from Mentoring

Mentoring isn't a linear path in the Theory of 5 life, but rather a cycle—where we play different roles throughout our lives. When we're starting out as a journey—a new career, getting married, having children or any other “life event”—we give ourselves the best chance to succeed by asking someone with more experience to be our guide and our coach. Finding mentors to share their wisdom and to challenge us to strive for more is the foundation of the Theory of 5.

But that's not where it stops. In fact, the journey is just beginning.

Once we have gained our own wisdom from our experiences, it's time to give back what we've been given to someone coming up behind us. We do this not only because it's the right thing to do but because that's how we continue to grow, improve and hold ourselves accountable. By being a mentor to others, we both encourage others and allow ourselves to keep growing in three specific areas.

#### 1. WE BOLSTER OUR OWN TRAINING

The best way to learn something is to play, understand it and live it, by teaching it to someone else. When we do, we internalize the lessons. When we have others looking to us for advice and for guidance, it's crucial we “teach our talk.”

Also, when we take someone under our wing, we tend to examine our own behaviors in the areas of life in which we're being asked to mentor. When we take a fresh look at our own activities, we'll discover new methods of accomplishing tasks or learn ideas to give us our own push in the right direction. It's a great way to make sure we're still on the path we've chosen for ourselves.

#### 2. WE BECOME MORE GENEROUS

When we give our time to others, we stretch ourselves to fit them into our schedules and our lives. There may be moments when this feels like a sacrifice, even if we're more than willing to mentor them. The fact we learned, however, doesn't just affect the person we're mentoring; it also improves our generosity, which will improve our lives in ways we can't predict.

Multiple studies have found that those who are considered “generous” with their money and/or time by their peers often find themselves at the top of their fields. When we're generous with our time, money and resources, we are taking those around us into consideration. We see the people with whom we come into contact as people and not as “opportunities.” We become relational rather than transactional—and those around us notice this.

Look at your own life and decide who you'd rather work with a person who gives but then expects their reward from you, or someone who you can only really trust if you both want the same thing? If they are your team leader, which one would you rather work with? If you're a leader, who would you be more likely to promote?

We aren't generous because we feel we'll get something in return; we're generous because we understand it makes us better, and that raises the level of our lives across the board. Our life is enriched by helping others in theirs, their best life.

**3. WE GAIN A BETTER PERSPECTIVE ON LIFE**  
If we only live for ourselves, our lives become smaller, and we'll never reach our true potential. Having the world from another's point of view and interacting with them in meaningful ways grows our own perspective and allows us to experience events in new and exciting ways.

When a high school student crosses the graduation stage, for example, who's prouder, the student or their parents? Involved parents probably feel more pride because they've seen their child reach challenges and rise above them. They know what was ahead of them and assisted them in meeting those trials. When their child wins, they feel the victory as well.

Mentoring is the same process. As the more experienced person in the relationship, we know what's coming their way more than they do and we're their team. When we ask them to become more and overcome an obstacle, the joy we feel makes our part in the struggle absolutely worth our effort.

**LIVING THE THEORY OF 5**  
Living a Theory of 5 is a high-back and paying it forward. When we used that same energy and respect to someone who needs it now, we become a link in a chain of ongoing success that enhances our lives and makes the world a better place.

CHRIS SATARZANO  
is president & CEO of the Auto Success Fund.



### VIDEO TRAINING SOLUTION

## Educate, Don't Sell with Videos

The way of the entrepreneur is to educate, not to sell. When you educate, you build trust and credibility. When you sell, you build resistance. The best way to build trust and credibility is to educate your audience. This is why successful entrepreneurs use video to educate, not to sell. Video is a powerful tool for education. It allows you to present information in a way that is easy to understand and remember. It also allows you to build a relationship with your audience. When you educate, you are building a relationship with your audience. This is why successful entrepreneurs use video to educate, not to sell.



**Photo Example:** High-resolution photo with ample head space as well as space on the left and right of subject.

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