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Papers of
Michigan**

INFORMER

September 2018
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OUR DATA
SPEAKS VOLUMES

We've Lost Another Industry Giant

James L. McLaughlin
1930 - 2018



We've Lost Another Industry Giant

James L. McLaughlin



The name James L. (Jim) McLaughlin may not be familiar to many of our members; however, he contributed much to the community publication industry, within Michigan and nationally! The photo above was taken in 1968 when Jim was 38 years old.

James I. McLaughlin passed away Wednesday, July 4, 2018 at the age of 87. Jim was born in Detroit, Michigan to Paulette (Haas) and Russell McLaughlin on July 13, 1930. He grew up in the small town of Otsego, Michigan where he met and married the love of his life, Leona Ray, in March of 1949. He and his wife were owners/publishers of the Flashes Shopper's Guide & News from 1955 to 1990.

Jim was a member of the First United Methodist Church in Eaton Rapids. Serving the community was... of utmost importance to Jim. He was on the Eaton Rapids Hospital Board for 28 years serving twice as Chairman; he was a Charter Member, Organizer and Chairman of the Eaton Rapids Planning

Commission, member of the Jaycees for 10 years, the Rotary Club for 35 years and was president of each organization. Jim was past president of the National Association of Advertising Publishers, of which he was a member for 25 years. He was also the past president of the Michigan Advertising Publishers Association and was a 30-year member of same. Jim was a high school basketball official for 25 years and was an avid hunter and sportsman all of his life.

At 38-years-old, Jim was the youngest member at that time to serve as president of the National Association of Advertising Publishers (NAAP).

The following are a few of Jim's thoughts when he spoke at the NAAP Convention as President in Des Moines, Iowa in 1968:

"We have many challenges to face both now and in the years to come. The No. 1 challenge, in my opinion, is APATHY. When we lick this fellow – the rest will come easier. Please note I said easier, I did not say easy!!! Permit me to remind us all that anything really worthwhile simply does not come easy."

"We must work hard to achieve the position whereby we can effectively protect the interest of the Shopper Industry. We do not want nor do we ask for government subsidy. However, we do ask and demand that our competition be treated in a manner that approaches the realm of justification."

"Together we can protect our interest, where individually it is becoming more difficult! I am confident that you and our fellow publishers across this great nation

will accept the challenges that face them with grim determination."

"I know that with God's help, plus the enthusiasm displayed to date, that the end results of these meetings will be most beneficial to all of us."

- James L. McLaughlin

CPM Secretary/Treasurer Fred Jacobs shared these comments:

"When I heard from Jim's daughter Michele, that her dad had passed, all I could think of was that we've lost another industry giant. Jim played an important role in our industry for most of my lifetime. I remember his strong leadership qualities at some of our early conventions when most towns throughout the state had a shopping guide that serviced their community.

He was an industry leader, ready to serve and propel our industry to some of its best days. I will always remember him for his honesty, strong opinions and his dedication to community publishing.

Jim and his wife Leona owned and operated the Flashes Shopper's Guide & News in Eaton Rapids, MI., from 1955 to 1990. In 1990, they sold the business to their son Rod, who continued to run it as an independent business, until he sold it to the County Journal in Charlotte, Michigan under the leadership of Cindy Gaedert, Denise Ensley and Travis Silvas in May, 2014.

For me, Jim McLaughlin left a legacy of leadership and determination to do what's best for our industry and he did it for over 35 years of his lifetime"

- Fred Jacobs



By John Foust
Raleigh, NC

Ad-Libs

One Way to Handle Advertisers Who Resist Change

Colleen is a veteran ad manager who has worked with just about every type of advertiser. “One of the most challenging prospects was a second-generation owner of a building supply company,” she told me. “He had a loyal base of long-time customers, but his market share was declining.

“Every advertiser wants to attract new customers,” she said, “but his case was more complicated. Although they had state-of-the-art products and services, the company’s public persona was stuck in the past. His logo and ad layouts looked ancient, and the copy was stilted. He adamantly resisted changes and told us, ‘My father started this company and he had special ad formats. If those things were good enough for him, they are good enough for me.’”

Motivational speaker Zig Ziglar and others have told the story of the bride who suggested cutting off the ends of a ham before putting it in the oven. When her husband asked why, she said her mother did it that way. Being a curious sort, he called his mother-in-law, who told him that her mother did it that way. Then he called grandma, who explained that she cut off the ends so it would fit into her small oven. The original reason for cutting the ham had disappeared when the family got larger ovens, but the practice remained. The point: it’s not a good idea to do things a certain way, because they’ve always been done that way.



All those years ago, Colleen’s advertiser’s father had sensible reasons for his advertising approach. But a generation later, those reasons weren’t quite so relevant.

“We handled it by putting together a special presentation,” Colleen said. “The first step was to help him understand that it was okay to change. We showed him a few examples of well-known brands that have updated their advertising. To make it as objective as possible, we used one old ad and one new ad from industries that weren’t related to his business – automotive, electronics and a department store. The ads were easy to find online.

“We told him, ‘When your father started this business, he must have shown a lot of creativity in adapting to the marketplace. That’s why the business grew so much over the years. I think he would have continued that approach today.’ Then we got his permission to put together some ideas – with the promise that the ads would honor his company’s history.

“He agreed on a new logo and updated ad designs. And we ended up with a campaign with a ‘what has and hasn’t changed’ theme. One ad featured side-by-side photographs of the original and current stores. One had photos of their old and new delivery trucks. And one ad featured a picture of father and son at work. Of course, the ‘what hasn’t changed’ element was their commitment to customer service.”

Colleen’s advertiser was happy with the results. “He liked the ads,” she said. “And they worked.”

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John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com



By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW

GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

Some of You May Remember the Story

Some of you may remember the story, strongly circulated a decade ago, about a man who sold hot dogs along the side of a road.

The man didn't hear very well so he didn't have a radio. He had eye problems, so he didn't read the newspaper. But he sold great hot dogs and had signs all along the highway promoting their fantastic taste and great price.

Every day he would stand beside the road shouting "Hot dogs, get your hot dogs!" and people bought them. Soon he had to increase his meat and bun orders and purchase a bigger stove to handle the growing demand.

One day, his son came home from college to help during vacation. "Father," the son said, "haven't you been following the news? There's a big recession around the world. The European situation is terrible. The domestic situation is worse."

Whereupon the father thought to himself "My son is going to college. He reads the papers and listens to the radio. He ought to know current situation. So, the father reduced his meat and bun orders, took down his signs and quit standing by the highway trying to sell hot dogs. His hot dog sales fell almost overnight.

"You were right," the father told his son, "We are in the middle of a great

recession."

PRINT ADVERTISING IS FACING A SIMILAR MINDSET

The problem facing local papers is we've stopped refuting the self-serving, biased stories radio, TV and social media are spreading about us. It seems none of other media can admit that many papers are still doing well.

I watched an excellent news report about a successful, new, paid circulation newspaper on a top-50 market TV station last week. Located in a small community near the station's metro market, the paper is thriving by providing their readers local news, features, sports stories and opinions not available anywhere else.

The pre-recorded feature was positive and friendly. But the local anchor couldn't leave it there. When the feature was finished, he had to comment "Newspaper readership has been falling, annually, for the last number of years."

Fair and balanced? No! What he didn't say – and no local or national television operations ever admits – is the nightly audience on CBS, NBC and ABC stations has been falling for an even longer period.

During the years Walter Cronkite anchored "CBS Evening News" over 27 million viewers watched that program

nightly. Today, the evening news programs on all three original networks combined is smaller than the Cronkite total.

What happened? Viewers now have more choices. More choices for following the news and more choices of programs to watch instead of the news. Today the average home, with the explosion of cable, gets 118 channels. Around-the-clock television news reports have been available since CNN started broadcasting in 1980. Beyond CNN and Fox News there are at least a dozen additional channels blasting out around-the-clock news stories and opinions.

But the once Big Three networks never report their declining viewership. Nor do they report the losses they are experiencing to streaming networks. This past year, according to Hub Entertainment Research, 71 percent of American homes subscribed to Netflix, Hulu or Amazon. Those direct-to-consumer networks are succeeding and taking huge numbers from traditional over-the-air TV stations. And they are doing it by providing fresh and original content.

Who would have thought, 10 years ago, that a non-traditional network, Hulu, would win an Emmy for Outstanding Drama Series with its "The Handmaid's Tale"? (Continued on page 5.)

Some of You May Remember the Story *Continued from page 4*

IT IS TIME TO TELL OUR STORY

I am not advocating that local papers should attack other media the way the competition does us. I'd hope we would raise above that childish cat-calling. But it is time for community papers to take a stand, draw a line and tell their important story.

The sharing of printed information has been with us since 59 B.C. That was the year Julius Caesar ordered that a daily list of announcements be carved onto a stone tablet and displayed in a public place.

The need for community papers will

always be with us as a permanent record of the mood and important happenings taking place.

Paid circulation and free distribution papers remain the most economical and vital way to share breaking news, honest facts and great opportunities. They are pre-edited, easily portable and provide important details not found anywhere else.

The problem with newspapers today is we are not telling our story. Yes, social media can be free, but it is also limited to the few buyers signed on as "friends." Newspapers, often shared by two or more families, touch more potential buyers,

create a bigger buyer buzz and stay around the house long after an email has disappeared into distant space.

To put it bluntly, it is time for newspaper people to stop letting others push them around and to start telling their story and selling their fantastic value. We need to produce and promote our fun, fact-filled newspaper and let the world know we are succeeding by delivering important, fresh and original content they need and want.

GET REAL
THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, editors and sales managers email him at pww@iowainformation.com. The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing pww@iowainformation.com or calling his cell at 712-348-3550.



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Michael Angelo Caruso

Salespeople Talk Too Much

Let's face it. Salespeople talk too much.

We work hard to get appointments and want to make the best use of our time. We have to get through 56 slides.

We like the sound of our own voices. Yet, the best sales calls are when the salesperson isn't the only one talking.

If you're in sales, you'll learn a lot more when you are not speaking. And you need to learn:

- Why the prospect may be unhappy
- What the prospect likes about his current vendor
- What might be done to improve his current situation
- What he does for fun and a little about his family

Skin in the game

When salespeople talk too much, the entire dynamic of the relationship shifts in the wrong direction.

There are five main reasons to involve the prospect in the selling process:

- Shared communication is the decent thing to do.
- When you show interest in others, others will show interest in you.
- Listening is good practice.
- Make sure the prospect has skin in the



game, so you're not doing all the work.

- Balanced communication results in a strong relationship.

Prospects, like most people, don't like to just be told how to order and other details about how to work with you.

They like to take part in the process and maybe even contribute in creative ways. Given the chance, the prospect will tell you what's wrong with your offer and what could be better. Learn more by asking non-binary (open) questions that can't be answered with a simple "yes" or "no". More on the difference between open and closed questions in this blog post.

Probe to "the fifth level" by asking the same question in five different ways:

- How are things going?
- What could be better?
- How long has this been going on?
- What do you mean by that?
- What else would help?

Take care not to rattle off the questions too quickly, so you don't turn your gentle inquiry into an inquisition.

Keep the balance

Finally, avoid "paid friendship" situations where you as the salesperson are jumping through hoops just for the privilege of another meeting. It costs, money, time and other resources to attend meetings with prospects, so if the person isn't buying, you may be in a paid friendship relationship.

About The Author

Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker."

Mr. Caruso teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry.

Mr. Caruso has spoken in South America, Africa, Australia, Asia, the Middle East, and 49 of the 50 states. He spends lots of time working and playing in California, Texas, Florida, and New York.



By Bob Berting
Berting Communications

Selling Ad Campaigns Is Hard Work...

Motivational Tips For Advertising Salespeople



These must seem like the roughest of times for advertising salespeople, with so much talk about the status of newspapers in the media mix. But one thing advertising salespeople must keep in mind is that for all their troubles, newspapers are seen by media buyers as a vital part of the media mix in any community. Media buyers would like to see newspapers rebound and reinvent themselves. Ad salespeople need to have the motivation and desire to accomplish their goals of selling retail merchant prospects and media buyers with more motivation and enthusiasm. The following tips will help them compete in this new, tougher environment:

- “Let me tell you who reads my newspaper”

You may be selling ad space in your newspaper, but the advertiser is buying your readership and your readership is your greatest asset on a sales call. The readers of the publication are the people advertisers want to reach. You can't know too much about these people. The more you know, the better results you'll have in selling your publication.

- “My newspaper can boost your sales”

Advertisers want and expect data on what they can expect of their ad dollars, but few newspapers have the research to prove their publications can deliver. Worse, they simply don't sell advertising that way. So get the research going. Get testimonials where you can. Make the argument.

- “I believe in my paper. I believe in newspapers”

Selling newspaper advertising these days is tough. So many papers are dying or already dead. But you have to believe. If you don't believe, you'll sell

fewer ad campaigns. You can be a believer by mastering points one and two. Know your reader and be able to prove advertising in your paper can deliver.

- “I can sell against my media competition”
The old newspaper days were great. You were the one paper in a one-newspaper town. Media was a silo business. Each silo had its slice of media dollars it could call its own. Digital came along and blew the silos down. Now everyone competes for every scrap of business. To sell in this new environment, you need to know your paper, but you also need a deep understanding of your competitors’

strengths and weaknesses. All have weaknesses. Catalog all the arguments against newspaper advertising and marshal arguments knocking each one down. Put yourself in the position of the advertiser facing many media choices. How does he or she choose? How do you help him or her choose? By understanding all the choices.

- “I know what's in my paper because I read every page of it”

The worst thing an advertising salesperson can do is to flub a simple question about the paper. You come off not caring, and in front of someone who you want to invest ad dollars. Assume the person you are selling has read your paper and has read it for years. You need to read your paper every day and be able to discuss what's in it. You are the advertiser's one human link to the paper. Put it to work for you.

Media has curves of changes. What is true one day may not be true the next. You must know about all the changes. You must closely follow not just other newspapers but all media: radio, TV, billboards, direct mail, Facebook, and of course all things digital.

“See Bob's new website at www.bobberting.com where you can opt-in to receive his Advanced Advertising Sales Monthly Memo, learn about his consulting service and see how he can become a columnist for your publication. You can also purchase his two e-book bundle for the newspaper industry, and learn more about all his training services including his tele-seminar and webinar programs. Bob is a professional speaker and sales trainer and has conducted over 1500 seminars for newspaper advertising salespeople, management, and customers. Contact Bob at bob@bobberting.com or 317-849-5408.”

Mighty Unusual Time

Have we ever experienced a time like this in the news business?



Kevin Slimp
The News Guru

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stateofnewspapers.com

I've been noticing a couple of patterns lately, and I wonder if you have been, too.

More for fun than anything, and to keep up with as much as possible in the newspaper business, I created stateofnewspapers.com a few months back. A quick check at the unique visitor stats indicate many of you have been to the site.

To keep relevant content on the site, I try to spend a few hours each week researching the latest happenings related to newspapers, then share what I think is most interesting with visitors. I can't include all the information I come across. I'd have to quit my "day job" to do that, but there is a lot going on in the newspaper world and sometimes it's hard to understand why, as well as how, it is taking place simultaneously.

For instance, over the past few months several community papers across the country closed their doors. But at the same time, new newspapers have been popping up, often in the same towns where previous papers had just closed. It seems that most of the shuttered papers are part of large groups, while most of the new papers are independently owned.

Newspapers are closing and opening at the same time. To those uneducated in the history of newspapers, that would seem mighty unusual.

Community papers aren't the only ones on contrasting paths. College newspapers were making news over the past two or three years for shutting down their print editions, trimming staffs, and de-emphasizing their roles on campus. Yet over the past few months, there seems to be a renaissance in the collegiate press, with campus papers re-emphasizing the importance of the printed word.

As I research collegiate media, hardly a week goes by that I don't find one or more editorials, sometimes even front page stories, in college newspapers about the importance of print journalism.

Colleges and universities de-emphasizing print journalism and re-emphasizing it at the same time. That's a head-scratcher, for sure.

If that's not enough confusion for one day, how about the latest trend at schools of journalism across the U.S. It seems record numbers of entering freshmen (and grad students as well) are declaring journalism as their majors.

Reading a story on that subject just today in The Washington Post brought to mind all the students who have told me they were changing their majors to journalism over the past year or so. I ran into just such a student in downtown Knoxville just a few weeks ago. She was working behind the desk at the Knoxville Visitors Center and we began talking about her education. You guessed it. She had recently transferred to the University of Tennessee, where I sometimes teach, and had changed her major to journalism.

Then, there is my son's best friend, Camruin. I like Camruin. He's a nice guy and a great board game player, who majors in computer engineering at the University.

I suppose I should have written "majorored." Yes, you guessed it. Camruin showed up at my home for a game of Risk recently with big news to share. He had changed his major to journalism.

Many might think Camruin's game play isn't the only risky move he is making, but his increased enthusiasm about school has been apparent since beginning his first semester as a journalism student in September.

At a time when many universities see journalism as archaic, students are flocking in record numbers to schools of journalism. It's confusing to say the least.

Then, there's my work. Many of you know I had planned to reduce my workload in the newspaper industry this year to focus on publishing books, something that is taking up a lot of my time. One of the factors that induced me to make that decision was the decreasing number of attendees at conventions and conferences over the past few years. Other speakers were telling me they just weren't getting invites like they used to, and I was seeing fewer conferences bringing in outside experts to speak.

It just made sense to create a backup plan. Then a funny thing happened. My inbox began filling with requests to speak at conventions. In one six-day period in September, I accepted invitations to speak at five conventions. Apparently



I just thought conventions were drifting away.

It seems unusual to me. Just when I'm beginning to believe conventions are becoming unimportant to newspapers, I start hearing from them – a lot of them – again. I've also seen an upswing in the number of requests I receive from community papers to provide on-site training and consulting. Again, it's confusing.

There is more going on in our industry than I remember at any time in my 25 years as an "expert." Sure, papers are closing. But we all knew groups couldn't keep buying papers forever, cutting content, and expect to magically stick around.

At the same time, independent publishers are opening new papers. It's too early to know how their fortunes will turn out, but I suppose that's always been the case with newspapers.

Almost 19 years ago, we lived through Y2k. This year, we survived the tariff scare. It's always something. I suppose that's why we need journalists...and newspapers.

See Kevin in Person at These Upcoming Conferences

Keene, NH – Newspaper Summit
Phoenix – Arizona Newspaper Assoc.
Bismarck – North Dakota News. Assoc.
Fort Worth – TCU Publishers Event
Casper, WY – Wyoming Press Assoc.
Lexington, KY – Kentucky Press Assoc.

Visual advertising is all around us— all the time! I'm sure we don't even notice much of it—on billboards, TV, in papers, magazines, posters, on t-shirts and...

FLYERS



one tried to use too many techniques to get the reader's attention—and it worked, but not in a good way.

The photo in this background just muddies the contrast. And I am pretty sure it is either a photo of a roller coaster... or an electric chair! I am not opposed to photos in the background—if you know what you are doing. When you place text over a photo, both photo and text need to complement each other or to unify and emphasize the message.

... or fliers (if you prefer), leaflets, handbills, brochures, circulars—whatever you want to call them. As graphic designers, we often provide collateral material, not only for our own companies, but also our clients who rely on us for advertising.

I keep samples of print material—both good and bad (see below!). I have had this sample for so long, that I am sure that the statute of limitations has expired... which is why I have not changed any of the information (I usually change names, numbers, etc. to protect the innocent—but in this case, no one is innocent!) This flyer has so many of the bad examples of the elements and principles of design that I had written about, so I'll make this a 2-part event (spoiler alert—it actually turned into a 3-part series when I wrote about it in the *Independent Free Papers of America* in 2016!

WHERE TO BEGIN

In most of the ads that I redo, I try to stick to the idea that small changes can generate a much larger impact. Not so with this...in the end I had to totally redo the flyer. That was the most efficient and kindest use of my time and ability.

So, first of all, the concept is ambiguous. Is it about work? Extra money? Vacation? The reader has to really work to figure this out. There's no balance, emphasis, unity, contrast, proximity... and don't even bring up readability... or legibility! It almost seems as if some-

The typeface chosen is wrong for both intent and content. Vertical type takes skill to use effectively. In this case, a serif typeface for the word "VACATION" is too weak. You have to spell out the letters to get the word. The vertical type should be strong and the text surrounding it should help support the theme. Here's what confuses me (well the whole flyer does that), but the capital letters are at the beginning of a word, at the end of a word and in the middle of a word! Ugh! The lack of any kerning in the first line ("hours V ary") makes it difficult to discern "Vary" at first glance. All-in-all, readability... and legibility, are non-existent.

WASTED EFFECTS

Whew, as if the above was not enough, let's put a white outline around everything. Because of the background photo, we now have an outline that is a strong contrast in some areas and disappears in others... that would be a consistency problem and it gives a "dazzle" effect to the text. By that I mean you start to focus on one area and all of a sudden your eye bounces to another area to read. Make the information easy to read and remember.

I know it's difficult to use all caps in advertising, but I think in this flyer, all capital letters in the description might be a better way to go. So next month you will see how I handle the challenge of altering this flyer to eliminate all the obstacles I discussed earlier—I hope!

Fortunately, the contact information in the grey box at the bottom of the flyer is OK, but bland. This could use a little re-working too.

"VISUAL CLUTTER" IN GENERAL...

We are agreed that there is a lot of visual clutter, right? To fix this I will concentrate on four principles (rarely used alone but interwoven into the whole design process). For a more in-depth explanation, see Robin William's book, *The Non-Designers Design Book*, but here's a brief overview of what I will work on...

CONTRAST which works with all the design elements—line, space shape, texture, size, value and color—and is a most effective way to create visual interest and to help in organizing information by providing a focal point. Whatever stands out the most gets noticed. Contrast works with type choices, shapes, sizes, space, colors, values, lines, etc.—you get the picture.

REPETITION is a way to develop consistency throughout the design. It is a conscious attempt to unify separate elements by tying them together. Repeat bold headlines for important information. Just be careful not to get carried away or else everything will appear to be bold and nothing will stand out.

ALIGNMENT In this flyer, info and art appear to be placed wherever there's space, without regard for the continuity of the information. To achieve alignment, make sure each item has a visual connection with something else in the ad.

PROXIMITY You can separate items in an ad to indicate relationships (Proximity). The idea that even though the items aren't close together, they still are part of the same piece creates the visual connection for the reader.

Part 2 next month... 

Still experimenting with my "header." Back to a "Word Balloon," but slightly more rectangular—kinda like this version!



I started as an art teacher and changed to a graphic design career in the 1980s. I write for IFPA TIP, and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2018



By Ryan Dohrn
*President/Founder,
 Brain Swell Media LLC*

Getting Advertisers to Spend More with You \$\$\$\$\$

Consider this: You are a busy, dedicated, ad sales professional. Every minute of your working day is committed to doing the best for your advertisers and the media company you work for. When you're not actually seeing clients or prospects you are researching them or designing effective ad campaigns for them. You literally don't have a minute to spare. And then... your Ad Director tells you he, or she, needs more from you. Or, they drop a new product on you to sell. This happens time and time again. Month after month. I call this living on the perpetual hamster wheel from hell. So, how do you get off this wheel of doom? Sell more. Easier said than done? I have been there my friends. Truly I have been there. So, what do you do? The answer is possibly something you've already thought of yourself or heard on my ad sales training podcast: Make the calls to your current advertisers more profitable. Sell every advertiser more! But, how?

Let's talk about 'multi-media' advertising, and getting our advertisers excited about buying multiple products from us.

Multi-media is something we all offer. Print and digital. Radio and digital. Lead gen and webinars. You name it, we have it to sell. But, the simple fact is most advertisers do not want our traditional media. They want to just want one thing; digital. In my ad sales training workshops, we spend 75% of our time on

this point. It's a real and complex issue. We are further burdened by the fact that most advertisers know almost nothing about marketing.

Here's a fact. A recent GFK/MRI study of brands tell us that when an advertiser adds multi-media to their mix, they always increase their return on investment. In some cases 20-30%. That's important, and it's a message you should be sharing with your advertisers. Why is using multi-media so effective? It's a phenomenon I call the 'familiar factor'. (I think I may have coined that term. Lol) What that means, and what Nielsen reported on the subject, is that 76% of people are more likely to commit to, more likely to engage with, and more likely to click on, brands they are familiar with. 76%!

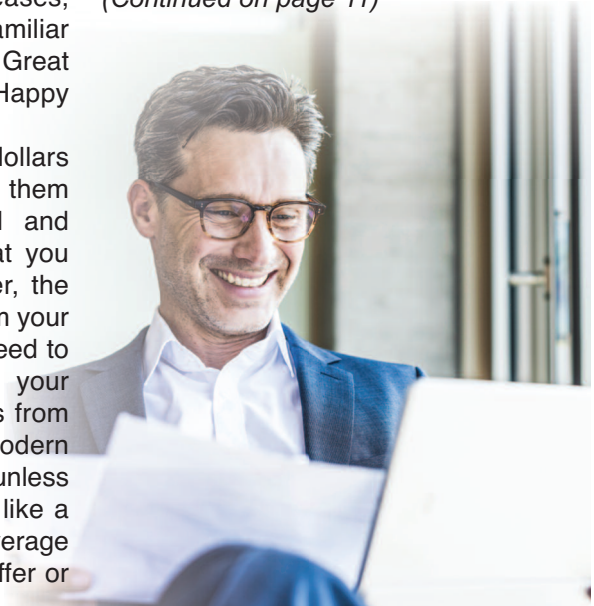
So, the reason multimedia advertising is so important to your advertisers, and to you as a professional media salesperson, is because it increases, exponentially, your advertiser's 'familiar factor'. Thus, impacting their ROI. Great ROI equals happy advertisers. Happy advertisers renew.

The secret of getting more ad dollars from an advertiser is convincing them that the familiar factor is real and important to them. Here is what you might say, "Mr or Mrs Advertiser, the secret to maximizing your ROI from your ad campaign is frequency. You need to be seen repeatedly to drive up your familiar factor. Marketing experts from Thomas Smith in 1885 to modern marketer Jay Baer, teach us that unless your product or service is priced like a Ginsu Knife set for \$19.99, the average consumer will need to see your offer or

brand 25-30 times before they react. Maximizing your ROI is all about being seen in multiple ways on multiple days." So, what about those advertisers that only want digital? Or, they only want one media product? If someone was to run ads only on Facebook, they are limiting their audience. That's called being 'siloed' and we need to talk our own advertisers through that problem. If running siloed marketing campaigns worked, that is what all major brands would do to save money. They just do not do that. Period.

On my Ad Sales Nation, ad sales training podcast, I teach my sales reps to say, "You need to cast a big net. That's the way you get the most exposure for your brand, thus increasing your familiar factor, which leads to increasing your return on investment. Now, with that said, you need to cast your net into the right ocean. We are that ocean. We have the fish you want to catch."

(Continued on page 11)



Getting Advertisers to Spend More with You *Continued from page 10*

When I'm selling multi-media to an advertiser, I immediately focus on telling success stories. In my media sales training classes, we practice success stories every time. You must remember there are three things in life nobody really likes; change, committing money or making decisions. Sharing success stories is the quickest way I've found for me to reduce the risk for people and help them commit to the change they need to make towards their marketing goals. So, what I often do, no matter the media I'm selling in; radio, TV, event sponsorship, whatever; I dig into the huge bag of success stories I have memorized and share some of them with the advertiser. If appropriate I show examples in person or online.

I'm careful, though, and this is important, my success stories are never based on 'widgets' sold. That's just too narrow. If I'm sharing a success story with a furniture company, for example, I'm not going to say, "You know Bob Jones Furniture? Every time he runs an ad he sells 50 couches." Or if I'm talking to a company selling medical equipment, I won't say, "Hey, every time GE runs an ad, they move 16 machines." Those kinds of success stories sound great, even sexy, but they are setting up unrealistic expectations in the new advertiser's mind that could become bear traps for you in the future.

Instead, I focus on advertisers that love me; advertisers with longevity. I'll say something like, "Lowell Automotive has been with us for 15 years and shows no sign of letting up. As a matter of fact, Lowell and I have become such good friends I was even invited to his wedding."

Or, if I'm talking about one of the equestrian events I sell sponsorships for, I might say to a saddle retailer, "Every

time Diamond Cross Saddles exhibits here, I see people walking away from their booth carrying saddles. I don't want to go into intimate detail about how many saddles, but let me really clear with you, this event has been held in this location for 12 years and Diamond Cross has been here for every single one. They just keep coming back for more."

Multiple media is definitely where it's at today. But when you're talking about it to advertisers, you also need to talk about the tried and tested 'marketing rule of three'. Sadly, most marketers don't understand that multi-media can be used throughout all the stages of the rule of three. Just to remind anyone out there who might have forgotten, the marketing rule of three consists of three elements; pre-promotion, actual promotion, and post-promotion. Here's an example. We've all heard those ads for a car dealer who is running a Fourth of July sale. They pre-promote like crazy weeks in advance on radio and TV, and in newspapers.

"We're having a July Fourth sale! Come on down and play with the clowns! We've got elephants and peanuts and cotton candy - and we're selling cars. Crazy Dave will be moving cars at crazy prices on July 4th."

On the fourth of July, the ads change. "It's here! Come on down today! Play with the clowns, ride the elephants, take a free pony ride - and, by the way, we have a load of cars to sell here at Crazy Dave's!"

Then comes the post-promotion, and Crazy Dave isn't so crazy because he knows that by running all three stages of the campaign in multi-media formats, he will increase his return on investment. The third leg, the post-promotion leg might run something like this: "Just in case you missed it, Crazy Dave still has cars! We had a blast on July fourth, and we still have cars. Come on down!" Crazy

Dave understands that a boulder is at its most powerful when it's rolling down the hill. Pushing it up the hill, it's just dead weight pushing back at you. Same with a wave. When is it at its most powerful? When it's building? When it's cresting? Or when it's smashing down the other side? Its common sense, and something we all know, you always get more momentum riding the wave on its way down, not when it's building.

Most marketers don't do that, they try to live in the 'now'. They become, in effect, marketing day traders, and because they do, they become stressed trying to guess where people are going to buy, instead of understanding, and implementing, the marketing rule of three. The bottom line is this; if you have a summer promotion, promote it in advance, promote it hard while it's actually happening, and then ride the wave of that promotion after the event to increase your return on investment. Multi-media advertising works very well within this concept. And if you explain the marketing rule of three so your advertisers understand it, they too will be excited.

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There is another aspect of this that will work well for you if you use it. I would suggest most advertisers are looking to you for leadership and guidance. I'd go even further and suggest the vast majority don't really understand what it is they need to do to get their brand noticed and become familiar to prospective customers.

My own approach, then, is to try and provide that leadership and guidance. Let me sound a note of warning here. Don't get caught in the trap of trying to figure out their marketing budget. They will probably just lie or say they do not have a budget. Asking for an advertisers budget means you have to align what they think they need to spend instead of what they actually need to spend. Remember, most advertisers do not know what it will take to make an impact in their market or industry. Remember it isn't about what they think they need to spend. In multi-media, it's about what they actually need to spend to keep up with their competition. So, what I like to ask advertisers, and if you've read any of my previous blog postings this will not be new to you, is, "Mr or Mrs Advertiser, when you think about your marketing goals and desires, and how you want to be perceived in this community or industry, do you want to have a presence, or do you want to be competitive, or do you want to dominate?"

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By asking them to place themselves in one of these three categories, I'm giving them a small, realistic dose of advertising reality medicine. My next words will depend on their answer. If the answer is they want to be dominant, I will say, "Great! Are you familiar with so and so?" (Here I will share the name of one of my dominant advertisers). "Would you agree they dominate? Would you be surprised to know that someone like that spends around \$50,000 a year with us?" I'm not going to give them any real details, that would be unethical, but I do want to give them that dose of advertising reality.

If they can't afford to dominate, maybe they can afford to be competitive. If not then we're down to having a presence. I'm teaching them, in a fairly gentle way, that it isn't about what they think they need to do to dominate or be competitive, it's what they actually have to do.

"Ryan, I want to be competitive."

"Cool! Are you familiar with so and so? Would you be surprised to know, Mr or Mrs. Advertiser, someone like that probably spends around \$15,000 a year with us?"

"Really? I had no idea!"

I remember when I was first introduced to this concept. I was working with a

wonderful media sales pro names Aimee Scott who was patient enough to walk me through the concept. I loved it so much I incorporated it into almost every aspect of salesmanship and ad sales training I was involved in, and I still do. The reason I was so taken with the idea was because I realized advertisers were almost invariably unrealistic in what they thought it would take to establish themselves, at whatever level, in their market.

You should, by now, understand that certain facts are immutable. If you want to be dominant, you have to be prepared to do certain things and spend a certain amount of money. If you want to be competitive, you have to be prepared to do certain things. If you want to have a presence, there are still things you have to be prepared to do, although perhaps fewer, or less expensive things, than for the higher levels of market penetration. This is what ad sales training is all about, new ideas to get new money.

Okay, let's sum up. If you want to get advertisers excited about multi-media advertising, and to spend more money with you, it is imperative you focus on two main things.

1. Explain the old-fashioned marketing rule of three until your advertisers understand it as well as you do. Pre-promotion. Actual time promotion. Post-

promotion. Once your advertisers wrap their heads around the fact they can increase their return on investment by using all three steps, when they realize it works, they'll continue to invest, potentially, over and over again.

2. Ask the question: Do they want to have a presence, be competitive, or do they want to be dominant. Ask them how they want to be perceived in the market. And when you have educated them, when they understand it's not what they think they need to spend, it's what they actually have to spend, well ... that's when you have, potentially, a winning scenario.

Folks, we talk about all this and more over at 360adsales.com. We also talk about it in free webinars also available on 360adsales.com. In fact, we have no less than nine hours of webinars you can check out - and they're all free from our partners at The Magazine Manager and The Newspaper Manager.

I'll leave you with this thought: If ad sales was easy, everyone would be doing it - but they're not. What does that say about us as ad sales professionals? We're either like Dave, crazy, or we are forging careers that will feed us and our families for life.

~Ryan

SPECIAL NOTE: You can hear more detail on this topic on the Ad Sales Nation Podcast at this link:

<http://360adsales.com/ad-sales-training-podcast>

About this blogger: Listen to Ryan's ad sales podcast, Ad Sales Nation, on iTunes or on Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/brainswell/>

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Why does it feel like **EVERYONE SELLS ADVERTISING???**



Because **EVERYONE IS!!**





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