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OUR DATA  
SPEAKS VOLUMES

## Our Industry Lost an Icon in "Big Jim" Sherman



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# Our Industry Lost an Icon in “Big Jim” Sherman

By C.J. Carnacchio, Oxford Leader Editor



**Jim and Hazel Sherman**

Former community paper publisher James Allen Sherman Sr. of Oxford wore many hats during the course of his lengthy career. He was a successful publisher for 38 years. He was a wordsmith. He was a shrewd businessman. He was a devoted community leader. He was an enthusiastic supporter of worthy causes.

Sherman was all of these things and more, but he never saw himself as anything other than an old-fashioned newspaperman, plain and simple.

On Saturday, Feb. 16, 2019, the founder of Sherman Publications, Inc. (SPI) passed away at Independence Village of Waterstone in Oxford. He was 92.

Nicknamed “Big Jim,” the 6-foot-4-inch Sherman was well-known and respected in north Oakland County for having established a prosperous chain of publications that continues to serve Oxford, Lake Orion, Clarkston and Brandon/Ortonville with a combination of local news and advertising.

“Icon” was the word that Oxford resident Mickey Hiatt used to describe his dear friend of 40 years. He believes north Oakland’s communities owe Sherman a debt of gratitude for creating strong weekly newspapers that report on and reflect every aspect of local life.

“I think our community papers are more valuable today than they ever were. They’re the backbone of the community,” Hiatt said. “I think (Sherman) did a fantastic job for the paper(s). I really do.”

Bob Holt, a longtime friend and the associate pastor of LakePoint Community Church in Oxford, characterized Sherman as “a newspaper guy” through and through.

“He told it straight. He said what he thought,” Holt said. “He didn’t mince words. He didn’t beat around the bush. He didn’t like dishonesty. He didn’t like somebody trying to pull the wool over his eyes. If you were straightforward with him, he was that way with you and you’d get along fine.”

Holt noted that beneath the “tough exterior (Sherman) had to have to be a newspaperman” beat “a heart of gold.” “He was a pillar of the community for a lot of years,” Holt said.

Longtime friend and former Oxford Bank President Jeff Davidson saw Sherman as a man with “tremendous integrity.”

“He always had your back,” he said. “You knew he was always there for you.”

Davidson said Sherman could have an opinion that differed from others’ views and passionately argue his point, but at the end of the day, he was able to set his feelings aside and never let them interfere with friendships or business.

“That’s just the sign of a good leader,” he said.

SPI Assistant Publisher Don Rush thinks very highly of Sherman as a boss, a person and a friend. Rush will always be grateful to the former publisher for hiring him as a reporter straight out of college almost 34 years ago.

“Mr. Sherman was a generous and kind man,” he said. “He gave to his family, his community, his industry and employees – and not just monetarily. He was quick with a smile, to tell a bad joke, (to give) words

of encouragement and counsel if asked. Good mentor. Good man.”

Rush expressed more of his thoughts, feelings and memories about Sherman in his column, “Don’t Rush Me,”

Sherman’s career in the newspaper business began in January 1951 when he took a job in sales at the Gladwin County Record.

Six months later, Sherman, who studied journalism at Michigan State College (now University), went to work as a salesman and sports writer for the Clinton County Republican-News in St. Johns.

He made the big leap from employee to owner when he purchased his first newspaper in 1955, the Oxford Leader. Sherman served as its publisher until his retirement in 1993.

Moving to Oxford wasn’t a huge adjustment for Sherman because he had spent most of his life growing and learning in small towns.

He was born in Owosso on Aug. 10, 1926 to parents Dair and Clara Sherman. Growing up, Sherman’s family moved around a lot as his father worked for the Grand Trunk Western Railroad. This gave Sherman an opportunity to experience other small communities in Shiawassee County, including Laingsburg, Bancroft, Morrice, Durand and Vernon. He graduated from Vernon High School, the salutatorian in a class of just nine students.

“I’m a small-town boy,” proclaimed Sherman in a November 2011 story the Leader published about him being named grand marshal of Oxford’s Christmas parade.

In that article, Sherman explained why he never had any desire to move to the big city and compete amongst the daily newspapers that once dominated the concrete jungle.

(Continued on page 3.)

## Jim Sherman (Cont. from page 2)

"I'm afraid of failure," he admitted with his usual frankness. "I always felt more secure in smaller communities. I had more confidence. There was more opportunity to succeed here."

When Sherman landed in Oxford, he discovered a community that was experiencing a changing of the guard.

He became part of the rising generation of entrepreneurs who were buying businesses and breathing new life into the local economy. These men related well to each other because they were all around the same age and many, including Sherman, were World War II veterans who were chasing the American dream that they had fought so hard to protect.

Sherman forged friendships with them and soon, he was among a group of prominent local businessmen who met for coffee every day at 9 a.m. As time passed, he maintained the friendships, but dropped the coffee date.

"I quit that because it was the middle of the morning – there was work to be done," he said in the 2011 interview.

Sherman found success owning the Leader and that success, coupled with his willingness to embrace changing printing technology, enabled him to acquire more weekly newspapers over the next two decades. He purchased the Clarkston News in 1966, the Lake Orion Review in 1972 and the Davison Index in 1976. SPI still owns and operates all of them with the exception of the Index.

During the 1980s, he also founded and published the now-defunct Auburn Argus in Auburn Hills.

In addition to newspapers, Sherman founded two weekly shoppers, the Ad-Vertiser in 1961 and the Penny Stretcher in 1982.

Hiatt attributed Sherman's success, both professionally and personally, to the fact that he was "a good listener," who was "totally trustworthy and very caring" when it came to dealing with others.



Always by his side helping him run the business was Hazel, Sherman's devoted wife of 51 years. The two were married at Lennon Methodist Church on Oct. 22, 1949. Hazel began working at the Leader office in 1957 and continued to help keep things running smoothly until her death in February 2001.

Today, Sherman's three children – Jim Sherman Jr., Luan Offer and Susan Speed – oversee the day-to-day operations of SPI and ensure their parents' legacy lives on.

Hiatt noted that Sherman was "definitely a family man" and that interest in family extended well beyond the little platoon in his own house.

"When he makes friends, he makes friends with (your) whole family," Hiatt said.

Davidson said that was especially true with him and his siblings. After his father passed away, Davidson said Sherman stepped in to fill the void.

"Jim was always watching out for us as if we were his own kids," he said. "His friendship was the definition of friendship. He's there for you whenever you need him . . . Sometimes you need a male figurehead to bounce things off of and I could call him. He would call me and ask how I was doing . . . He had a sincere interest in what was going on in your life."

Sherman once put in a good word for Davidson and that simple gesture led to his 24-year career as an executive for Oxford Bank.

"I certainly am forever grateful to him," Davidson said.

Even though he formally retired in March 1993, Sherman couldn't stay away from the newspaper business completely. Ink was in his veins, so he continued to pen the popular column entitled "Jim's Jottings," which he started writing in the 1950s. It ran in all of the SPI newspapers until just a few years ago. (Continued on page 4.)

## Jim Sherman (Cont. from page 3)



Sherman used his column space on Page 7 to express his thoughts on so many different topics, including politics, his family and friends, his late dog Shayna, life in the good old days, doctors, aging, golf, hunting and fishing, the fallibility of intellectuals and elites, the loss of common sense, the state of journalism, sports, television and the food he loved most, bacon.

His view of the world and the people around him never failed to evoke a reaction from readers. Sherman's tell-it-like-it-is style was such that he could entertain, infuriate, inform and bring a tear to the eye – sometimes all in the same column. His biting humor and wry wit gained him fans of all ages.

“He had a great sarcastic sense of humor,” Holt said. “The more you gave it to him, the more he gave it back, and the more you liked each other. He and I hit it off really well right from the beginning.”

“I think everybody still misses Jim's Jottings,” Hiatt said. “He was just himself. (He was a) big, strong, strapping guy who liked the outdoors. He liked golf. He liked snowmobiling. He

liked fishing.”

Sherman got to know many of his fellow newspaper owners by serving on the Michigan Press Association (MPA) board from 1971-81. In 1980, he presided over the board as president.

From 1981 to 2019, Sherman served on the board of the MPA's nonprofit foundation that helps advance community journalism with scholarship and internship programs. He was secretary/treasurer in 1981, a trustee from 1982-84, president from 1985-88 and vice president from 1989 to 2002. Sherman was trustee emeritus from 2003-19.

Sherman was a strong believer in serving the community that had enabled him to support his family and build a good life. That's why he became involved in a number of local groups.

Over the years, he served as president of the Rotary Club of Oxford as well as the Oxford Chamber of Commerce. He remained an honorary Rotarian for the remainder of his life. The clubs in both Oxford and Clarkston honored him as a Paul Harris Fellow.

He chaired the Oxford Township

Parks and Recreation Committee for nine years and served on the boards of directors for both Oxford Bank and the Dominican Sisters' short-lived DeLima Junior College.

As a U.S. Navy veteran who served from 1944-46, Sherman had life memberships in the American Legion and Veterans of Foreign Wars. During the war, he served aboard an amphibious cargo ship that delivered troops, equipment and supplies to islands in the Pacific Theater of Operations.

He was also an early supporter and life member of the Northeast Oakland Historical Society.

Sherman is survived by his children Jim (Linda) Sherman, Luan (Robert) Offer and Susan (Tim) Speed; grandchildren Daniel (Alexandria) Offer, Karen Offer and Savannah, Trevor and Haley Speed; and great granddaughter Adalyn Offer.

He had no surviving siblings.

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Read Don Rush's column devoted to Mr. Sherman at:  
<https://clarkstonnews.com/yup-we-lost-a-good-one-in-mr-sherman/>

# Member News

## The Advertiser Acquires the Cass River Trader

The Advertiser has announced the acquisition of the Cass River Trader, a Vassar-based shopper doing business since 1967, serving southern Tuscola County and part of Saginaw County.

“The Cass River Trader is a very, very respected publication in the southwest part of Tuscola County and some of Saginaw County,” said Tim Murphy, publisher of The Advertiser. “It’s one of the oldest shoppers in the state of Michigan. It’s been there 51 years. Ryan Bilbey and his dad (the late Daniel “Skip” Bilbey) built something that we’re very, very fortunate to acquire.”

Ryan Bilbey and his wife, Kristin, “are very instrumental in this transition,” Murphy said.

“They are still working at the Cass River Trader,” added Murphy. “Ryan is well-known and well-liked in the area, and his wife, Kristin, is an outstanding graphic designer, and we’re very fortunate that she’s continuing to do that for us.”

All other employees also will continue working at the publication following the acquisition, Murphy said.

“As far as home delivery – the postal delivery of the Cass River Trader – that is not going to change,” Murphy stressed. “People are still going to



receive their Cass River Trader every Saturday morning with their mail.”

“There are still going to be two shoppers in our area,” Murphy said. “There’s still going to be the Cass River Trader, and the Shoppers Advantage.”

Edwards Group owns the The Advertiser, a paid-subscription

newspaper published Wednesday and Saturday – in addition to the Cass River Trader and Shoppers Advantage, Vassar Pioneer Times and Reese Reporter newspapers along with two Caro radio stations, WKYO-AM (1360) and WIDL-FM (92.1). Acquisition of the Cass River Trader “strengthens what we can offer our customers, our readers and our listeners,” Murphy said.



By John Foust  
Raleigh, NC

# Ad-Libs

## The Importance of Time Management

David Ogilvy, one of the legends of the advertising agency business, was known for his extraordinary efficiency. I once read that he would often call a client and set an appointment for eight or twelve or twenty-one minutes of time. When the meeting started, he would place his watch on the table in front of him and finish his presentation at exactly the predetermined time. It was a dramatic and unique way to demonstrate how much he valued time.

Time is one of our most precious commodities. Once this moment is gone, it is gone forever. The best business people – the best sales people – have genuine respect for the other person's time.

I remember hearing stories about a particular ad manager who could have learned some time management lessons from Ogilvy. She was a notorious time thief.

One of the sales people who worked in her department told me about the time she was supposed to join him in a meeting with a prospective advertiser. "It was going to take about thirty minutes to drive there," he said. "Like we had planned, I dropped by her office forty minutes before the appointment, because that would give us a good cushion of time to arrive early. She was working at her computer and said, 'I'll be ready as soon as

I finish this email.' That took about twenty minutes and put us way behind schedule. Then she stopped in the break room to fill up her fancy stainless steel coffee mug before we left. By the time we got to the prospect's office, he had been waiting for us for half an hour. I was not surprised when he didn't buy any advertising.

"That was her pattern of behavior," he explained. "Everyone on the staff dreaded going to appointments with her. But the bad news didn't stop with that. When she announced a team meeting, we never knew when she would show up. We'd have to wait there in the conference room, all the time knowing that she was trying to write one more email or make one more phone call before meeting with us. And she never made adjustments to make up for lost time, which threw all of our schedules out of whack for the rest of the day. The irony was that she would make sarcastic and critical remarks if others were late. She showed zero respect for anyone else's time, which we saw as a sign that she couldn't care less about other people. We felt like throwing a party when she left the paper to take a job in another industry."

There we have it: two extreme examples from the advertising business. One from a legendary figure with an exaggerated



respect for time. And one from someone whose poor time management skills had a negative impact on everyone around her.

The point of all this is simple: Start on time, stay on track, end on time. Do that and things will run a lot smoother.

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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](mailto:john@johnfoust.com)

It sometimes seems that at times it can be the smallest areas that can give us the biggest headaches! I'm talking about those little ad promotion identifiers...

# Promo-Heads

Ad Talk  
with Ellen Hanrahan

Crummy weather in Wisconsin often means I go shopping—online shopping—at my favorite Canadian online typeface dealer — Mighty Deals!

However, I can also buy vector art (OK, I did buy some more fonts, but I swear, I'm done for a while). NOTE: There is an international transaction fee (about 3%) when you shop at Mighty Deals, so use a credit card that has no international transaction fees as part of its perks.

I purchased a Spring Summer Graphics Bundle (200 vector files of all sorts) for \$24. However, their deals come and go, so by the time you read this it will be over... (sorry) although on a number of occasions they will extend the offer or repeat it at a later date. More on the collection below.

In the next column I placed a simple flower file included (it's at 32.5% of its original size) and I am going to disassemble some of the art to show how this art can be used for small or simple promos in your papers.

## One-Column Promotions

It's been a while since I had any one-column ads, but promotions or information for upcoming dates are perfect for this ad size. Most of the time you can get by with just a few words since these are basically "teaser" ads to alert your readers to future events. They are also effective as organizing tools for groupings of similar types of ads.



SOMETIMES YOU  
DON'T NEED ARTWORK  
— JUST A DISTINCTIVE  
TYPEFACE TO LET PEOPLE  
KNOW ABOUT AN  
UPCOMING EVENT:  
**TAX DAY IS  
APRIL 15TH  
THIS YEAR!**

## The Collection

These high quality vector designs—from Saint Patrick's Day to back to school—include some typographical elements, animal characters, love-themed typographic designs, and save the date templates. There are Mother's Day and Father's Day designs, lots of Saint Patrick's Day and Easter designs, green-themed banners, food-themed designs, abstract backgrounds, typographic summer posters, summer-themed icon collections, travel greeting designs... which means they are very versatile...and I will attempt to incorporate them into my samples for the next couple of months.

By the way, the **Summer Style** art (at left) was placed "as is."



## Two-Column Promotions

The depth of our headers usually runs around an inch, and that isn't a whole lot of space. They can also be anywhere from two-column inches to five- or six-column inches wide, so the more flexible we can make the heading, the easier it is for the pagination process. In the examples below, we have approximately a 2-column x 1-inch ad, but could easily stretch to multiple columns by putting the text on one line.



## Final Thoughts

The **Summer Style** (far left) and **Camera** art (above), were from other parts of the collection. There are also some "characters" that could be used to develop a campaign—especially for back to school. I will try and gather more ideas and see what I can come up with. My favorite use of *Illustrator* is to "take apart" the artwork. Until then, I leave you with a newer typeface purchase, **Zelda**...

*This beautiful script is clean, romantic and easy to read with a lot of gorgeous ligatures.*

I was an art teacher and changed to a graphic design career in the '80s. I write for IFPA TIP, and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) Ellen Hanrahan ©2019



# INCREASING EFFICIENCY

*Let's take a look at my new workspace*

by Kevin Slimp

kevin@kevinslimp.com

There's a question I get asked a lot by friends, colleagues and audience members at conferences. There are variations, but they all go something like, "How do you find time to do everything that you do?"

I usually just answer with something like, "I never sleep" or "I don't know. I've always done a dozen things at once."

You might be surprised to know I'm a procrastinator. Not about everything, but if it's something that can be put off, there's a good chance I will put it off. That's been the case for the past year whenever the topic of rearranging my office came up.

Some of you know I moved my office from a tall building in West Knoxville, Tennessee to my home one year ago. I did what most people do when they move offices: I packed and moved everything as quickly as possible, not giving much thought to what would be most conducive to long-term productivity.

My workspace consisted of a desk with a 27-inch iMac, keyboard and mouse. "Not bad," you might say. But as my workload increased, it quickly became obvious that I needed to give serious thought to ways to increase my efficiency.

Sure, I hired some more folks to help. That was the easy part. But my work requires a lot of attention from me, and if I was going to get everything done required to run three growing businesses, I had to find ways to get more done with less effort.

## Making Changes

So, in February (2019), I took some time to give some thought to ways to increase the efficiency of my work. I'd been putting it off for a year, but it was time to put some serious effort into creating a workspace conducive to productivity.

My work is compartmentalized into several areas. I spend

a lot of time writing columns and books. I also spend a lot of time overseeing the production of books by other authors. This includes going over the work done by editors and layout staff, going over their work before it is finalized on the page, as well as sometimes doing the layout of a book myself. I also spend a good bit of time creating material for webinars, conferences and marketing.

As I examined my day-to-day workflow, I realized I spent a lot of time moving back and forth from one application to another. When finalizing the pages of a book, I would go between the editor's notes in Microsoft Word, the text in Adobe InDesign, and the graphics in Photoshop.

If I could have everything on the screen at once, I surmised, I would save a significant amount of time shifting between applications.

I also realized I was spending more time than I should waiting for things to happen on my iMac. They say time is money, and they're right. It doesn't take long to make up for the expense of a faster computer. With that in mind, I bought the fastest Macbook Pro available. To deal with the screen space issue, I purchased a wide-screen 33-inch monitor.

## Things Begin to Speed Up

For about a week, I worked with the new Macbook, connected to the 33-inch monitor, along with a Bluetooth mouse and keyboard. Things sped up significantly. I could get two InDesign pages side by side on the wide-screen, plus a page from Microsoft Word beside them.

It dawned on me, however, I was still losing productivity because having so many pages on one screen required me to keep them small enough to see everything at once. It worked, but I still had to put out more effort than necessary to work between documents. Sure, I could run Photoshop on the new Macbook Pro monitor, but it was too small for much of the



work I was doing.

That's when it dawned on me. I was just about to order yet another monitor when I realized I had my old iMac sitting on a desk in another room, just taking up space. I moved a second desk into my home office, directly next to the first. This allowed me to use my Macbook Pro, 33-inch monitor, and iMac all at the same time. Everything was coming together.

I began using the 33-inch monitor exclusively for InDesign pages. I could place two pages side by side and see them clearly. On the iMac, directly to the right, I installed Microsoft Word, and use that Monitor almost exclusively for looking over editor's notes in Word, while editing the InDesign files at the same time. This also left room on the Macbook Pro screen for quick edits in Photoshop or other tasks.

Another area of my work requires me to send out email blasts on a regular basis. These go to webinar attendees, marketing contacts, and publications that carry my syndicated columns. I had used the iMac for email blasts, but I quickly became addicted to having the iMac screen available for editing work. That's when it hit me: Why not get my old Macbook Pro out of its case and put it to use? It's now used for email blasts, as well as other tasks that come up from time to time.

## Was it Worth The Effort?

How much has my produc-

tivity increased since reconfiguring my desktop two weeks ago? I haven't run any official tests, but I can assure you the answer is, "a lot."

In the early 90s, when I opened my second business – an ad agency – and computers were much slower, I found myself waiting...a lot. That's when I got the idea to set up a workspace with three computers. One was on my right, one was directly in front of me, and the third was to my left. I had a chair that would spin around, allowing me to work on one computer while waiting on the other two computers to finish their tasks.

I guess things haven't changed that much. Sure, computers are a lot faster, but so is the demand for output. If I can increase my productivity by 30 or 40 percent simply by updating hardware or software, you better believe I'm going to do it.

If you're reading this column, there's a good chance that you publish a newspaper. Here's my advice: Don't skimp on hardware and software. Updated software, more screen area, and faster computers pay for themselves in no time.

No one buys my hardware or software for me. It comes directly out of my pocket. So, when I pay for the latest version of Adobe Creative Cloud for my staff or update equipment, I do it because it more than covers the initial investment in increased efficiency.





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

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

## Existing on Small Ads is Not New

Smaller ads sold mostly to locally-owned businesses are a part of a community paper's DNA.

There weren't any supermarkets, department stores or automobile dealerships when the majority of midwestern newspapers began publishing at the turn of the last century. I have a framed copy of the January 1, 1873 Sheldon Mail hanging on the wall of my office. What is most surprising is the largest display ad in the now 145-year-old publication is a one column by 3.5 inches. More importantly, all the ads in that first edition wouldn't fill a half of a broadsheet page today.

When my wife and I put out our first publication, The Golden Shopper, our largest ad was a half-page on the front page. Most of the remaining pages were filled with 2 x 3, 2 x 5 and occasional quarter page ads. The nationally controlled firms all felt they had to advertise in the much older,

more established newspaper. We were thankful for those locally purchased small ads however, and somehow we survived.

In the boom times before corporate inserts, we regularly printed four process color broadside pages for our local Hy-Vee grocery store. That too, disappeared, and we still survived. We were thankful for them when we had them, however, and we survived.

The truth is our publishing industry is changing in ways that are making it difficult to sustain and be profitable in both the paid circulation and free distribution publishing business. The same is true of most other forms of local business. But, as long as papers have a commitment to providing solid local news and information to our community, newspapers and shoppers alike will find new opportunities

to sell print advertising to an appreciative local market.

Communities now are a local supplier of professionally written and edited information. Study after study has concluded communities need a printed publication to flourish. Without a competent local paper, communities suffer the eventual loss of everything from main street retail synergy to in-town grade and high schools to much needed sales and property tax revenues. *(Continued on page 10.)*





## Existing on Small Ads is Not New

Continued from page 9

A study by the North Carolina School of Media and Journalism found that more than 1,300 communities have completely lost their sources of local news. The local printed paper must continue to exist and it can through persistence, creativity and a commitment of the local ownership.

The secret of such success is "Telling your story!" For newspapers that means both sharing all the important local news of the community from the city chambers to the little league as well as the advertising and marketing services the publication offers. No business has ever succeeded in "saving itself out of financial difficulty." Most successful business leaders turn a difficult corner by increasing the material and service delivered. I was in Hawaii recently and saw an interesting large red poster in many windows on one island. It read: Here is what you did by buying from us ...1. You contributed your dollars to local economy. 2. You celebrated the unique buying opportunities of our community. 3. You helped create local employment. 4. You encouraged the building of a community. 5. You kept important tax dollars at home. 6. You benefited from our expertise. 7. You invested in local enterprise. 8. You made this community and all it offers a destination.

Everything promoted on that poster could also be said, with a bit of a twist in the wording, of the local paper.

Our biggest failing as a publishing industry is we don't tell our story

strongly or often enough. If we don't blow our own horn, who will? Michael Bugeja, author of *Interpersonal Divide in the Age of the Machine* recently wrote: "Don't overlook newspapers. They are the lifeblood of the community. Subscribe to your hometown paper. Go farther and buy gift subscriptions for your relatives and friends. Discuss the news face to face at the dinner table instead of on Facebook. If you have children, let them see you pouring over the pages of the paper, pointing out stories about school, hobbies, and upcoming events you might attend.

If you want to get rid of fake news support your local newspaper. It takes a village to save a local newspaper. But saving a village is worth the price of a subscription.

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*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

# 5 Cool Ideas for Using Body Language in Sales

A prospect's non-verbal cues are a terrific way to tell what he or she is thinking. Many salespeople interpret these signals intuitively, but some of us have to concentrate. You can also use non-verbal cues to initiate dialogue.

Here are 5 Cool Ideas for using body language in sales.

## 1. You are your best visual aid.

It's important that a salesperson appears interested in what the prospect has to say. The fastest way to show interest in a prospect is to move one of your hands to the lower part of your face. This is referred to as the "Thinker Pose," which gets its name for the famous Rodin statue.

## 2. Lean into the sale by "forward listening."

"Forward listening" is a subtle way to get a prospect to open up. To practice forward listening while standing, simply place one foot a little in front of the other and shift your weight slightly to the front foot. If seated, lean forward off the back of the chair and shift a little toward the edge of your seat.

## 3. Your business card is a valuable document.

Always hand your business card, product literature and product samples directly to prospects. Place it into his or her hand. Present your card as if it were an invaluable certificate. Watch how the Japanese businessman presents his

business card, slowly . . . with purpose and import.

## 4. Use the drunken nod to build rapport.

The "drunken nod" is a great way to show

a prospect that you are on his or her side. Smile with your eyes, while the prospect is talking. This will soften your expression and help you seem more open. Get in the habit of slightly nodding every few seconds to indicate understanding, if not agreement.

## 5. Use NLP to tell if someone is fibbing.

According to textbooks on neuro-linguistic programming (NLP), you can tell if a prospect is fibbing by the direction his or her eyes move. Behavioral psychologists say that a person who persistently glances up and to the left is "searching" for remembered and eidetic images. A person who looks up and to the right, however, is probably accessing constructed images—either what he recognizes to be the truth or even a fib.

Good luck with reading body language. And remember, people are reading your body language, as well!



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. Contact Michael, Edison House, 333 E. Parent Ave, #4, Royal Oak, MI 48067, Phone: (248) 224-9667



By **Bob Berting**  
*Berting Communications*

# Thinking About the Spiders and Robots

There continues to be a battle to enhance publication online presence and to be concerned about search engine optimization. When the spiders and electronic robots visit your publication website, do they represent interested readers who will trust and believe in your journalistic expertise or just curiosity seekers who just want to grab bits and pieces of your news content. The burning question is whether you are going to charge for your content or continue to run chunks of it on your website without charging? The answer lies in how much your audience wants your selected online local news to pay for it. Clearly it could be different from your print publication. For example, if you have a weekly publication and a story breaks between publication dates, it can run on your website. Most free papers are happy just to have paid advertising on their website and not worry about news content being paid.

## People still want to read an actual newspaper

While the public is constantly being bombarded with new technology and the latest shiny thing, they need to make a decision as to what really is important in their reading habits. These habits can involve buying an actual book in a bookstore or a local newspaper that is delivered to their home or in a rack at a business location. Contrary to negative

mass media, people still want local news. What is really interesting is to visit a popular bookstore like Barnes and Noble. You would think they would be deserted because of the internet or Kindle, but what a surprise to find these stores crowded with people of all ages shopping for books.



## The newspaper website

Although having a great looking website is important, there should be a balance between the advertising in your print product and your online product.

Strategically, if you strive for dominant ads in your print publication, you must also emphasize dominant banner ads on your website. Too many times, there are a cluster of small website ads than keep running week after week until they eventually fade away in time.

## Current online sales training programs

A major drawback in current online sales training is that much of it is conducted by trainers who have never worked in the newspaper industry. To make things worse, the material being taught could be given to salespeople in practically any other industry. The answer is to know that your salespeople are learning from a newspaper expert and who customizes the material to the newspaper industry.

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*Bob Berting, Newspaper Marketing Consultant, is offering his new e-book for the newspaper industry "Power Selling Tools For The Advertising Sales Consultant". The new e-book has valuable content for both the beginning and experienced advertising salesperson. Bob has 2 previous e-books for the newspaper industry: "Dynamic Sales and Image Power" and "Advanced Selling Skills For The Advertising Sales Pro". Go to Bob's website [www.bobberting.com](http://www.bobberting.com) to order any one or bundle of 2 or all 3 books Bob Berting is a professional speaker, advertising sales trainer, publisher marketing consultant, and columnist in many national and regional newspaper trade association publications. He is President of Berting Communications, 6330 Woburn Drive, Indianapolis, IN 46250. 317-849-5408*



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