

# Save The Date

*Mid-Atlantic Community Papers Association Annual Conference*

# 20/20

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**Ryan Dohrn**  
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Ryan Dohrn is the founder of media sales training firm Brain Swell Media and the creator of the 360 Ad Sales System taught to over 5,000 ad sales reps in 7 countries. Ryan's 26 year

media sales and marketing career includes leadership roles at PennWell Publishing, Morris Publishing, Disney/ABC TV, Sinclair Broadcasting and The NY Times Company. He is an Emmy Award winner, business book author and has been featured in USA Today and on Forbes.com. Ryan currently works monthly with over 75 media companies and their related sales and management teams.

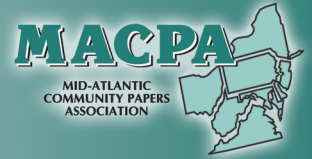


**The Leadership Institute**

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We will be continuing the education of TLI courses for our attendees by providing several classes at our upcoming conference!

# PRESIDENT MESSAGE



# MACPA Messenger



Dear Friends,

I don't know about you, but when the signs of spring appear, it reminds me that the world is constantly being renewed and giving birth to new energy, growth and hope. My energy, determination and productivity suddenly seem to bloom as well.

Spring spurs our desire to conquer new challenges, to increase sales, to come up with new and creative ideas within our publishing sphere, from the editorial, to sales, to distribution, and to find better ways of reaching out to readers and communicating with them. This is, for many of us, our life's passion!

MACPA is working hard to do the same and to lead the way. We are looking for new ways to be an even better information resource for our members, and to find ways of sustaining our operation so that we can provide this information to individual publishers.

We are currently putting the new Affiliate Program into place. This allows potential advertisers to place ads for MACPA distribution to our members directly through your individual websites. This means that your publication can earn money at the same time as it supports MACPA's efforts. Please check out the MACPA website for more information or call the office at 1-800-450-6631.

We are also embedding webinars onto the MACPA website so that you can get training on how to sell Macnet ads anytime. We hope each publisher will encourage sales managers and sales reps to take advantage of this training opportunity.

Plans are now in full swing for the 20/20 MACPA Annual Conference that will take place on March 27th and 28th in Philadelphia at the Embassy Suites at the Philadelphia International Airport. We are all very excited with this location which will make it easy for those driving and those who need to fly in. We are planning for excellent speakers and training, as well as the opportunity to visit this historic and fun city.

Here is to a successful month of May, and we are asking for your support of MACPA's new programs. Together, we can build an energetic and stronger industry.

With best regards,  
Claudia Christian  
President of MACPA

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## IN THIS MESSENGER

- 20/20 Conference Announcement
- Tips for Coaching The Sales Team
- Multi-Tasking = Multi-Risking
- And More!



# MANAGEMENT CORNER: TIPS FOR COACHING THE SALES TEAM



# MACPA Messenger



By Bob Berting, Berting Communication

Because of their value to the publication, it's very important to focus on the performance of the sales team. While many sales managers will lament about the sales force and their inability to build advertising sales, the critical problem is that the salespeople are simply not motivated. In my experience as a large suburban newspaper sales manager, then executive, and current newspaper marketing consultant, I find the following points to be valid in coaching the sales team:

### Enthusiasm breeds excitement

We always like to be around someone who truly enjoys what they do. Our prospects and customers enjoy working with salespeople when they are enthusiastic. Enthusiasm is a sign of belief that people can sense. The axiom "To be enthusiastic, you must act enthusiastic" can be applied for good results. The enthusiasm of the sales manager is important. If the manager is low-key, aloof and too reserved, this could affect the enthusiasm of the sales team.

### Self esteem creates greater self worth

This is probably one of the great assets of a successful publication sales team. They believe in themselves, and they don't worry excessively about what people think of them, but how they feel about themselves. The sales manager has to always keep the self esteem of the sales team at the highest level by respecting their feelings and individual goals.

### The subconscious mind helps to achieve excellent attitudes

Salespeople can program themselves to set

goals and beliefs. The sales manager has to instill a good team attitude by his or her attitude every day. If the sales manager is perceived as someone who is constantly pre-occupied with worry and negative beliefs, this will have a negative effect on the attitudes of the salespeople.

### Investing in the sales team

Positive thoughts need to be projected every day and this can be done by the development of a reference library of self help books, DVDs, and podcasts. Listening to podcasts while driving to and from work, as well as between sales calls is an excellent way to develop "spaced repetition", by repeat listening of the same podcasts in spaced intervals.

### Having more fun

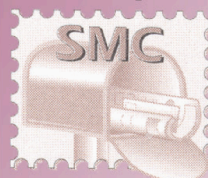
One of the greatest forms of motivation is to lighten up and work at making things fun. The use of humor in advertising campaigns is powerful. The sales team needs to brainstorm in sales meetings how they can effectively create more humor in their customers advertising. The sales manager needs to have a sense of humor to direct this activity.

### Avoiding comfort zones

Although it's very easy for a very experienced salesperson to get into a comfortable rut, newer salespeople can have the same problem, although sometimes to a lesser degree. The sales manager has to ensure that their salespeople are learning something new on an ongoing basis.

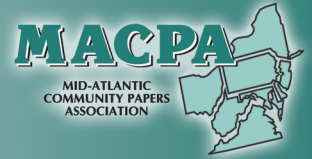
## Saturation Mailers Coalition

SMC is a coalition of saturation program mailers, including free paper publishers, shared mailers and coupon envelope mailers, who share a common interest in maintaining fair and reasonable postal rates and regulations; law and postal policies that promote a viable, competitive and customer focused Postal Service; and a positive public image and response to mailed print advertising.



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# SPECIAL SECTION: THE ADVANTAGES OF ADVERTISING IN FREE COMMUNITY PAPERS



# MACPA Messenger



By Nancy Wagner, Chron

Free community papers, sometimes referred to as shopper's guides or penny savers, give you an affordable way to advertise to the masses. The papers are mailed to people on mailing lists and are also available in libraries, grocery stores, shops, restaurants and other locations willing to provide a spot where people can grab one and go. The fact that the papers are so easily available at so many public places is one of the first advantages to consider when advertising in these publications.

### Low Cost

The cost of advertising in a free community paper is much lower than the cost of running your ad in subscription papers. According to The Daily Aztec, the cost of advertising in a free college community paper averages about 1/20th of the average cost of traditional newspapers and magazines. Since you need to run your ad multiple times to build brand and help potential buyers become familiar with your company, the low cost allows you to run your ad without using your entire budget on one ad. Also, the lower cost of advertising in the penny savers gives you an affordable way to test the market when introducing a new product or service.

### Increased Circulation

While the regular newspaper industry seems to be losing momentum, possibly due to the amount of current news available on the Internet, community newspapers are growing, according to the Association of Free

Community Papers. The organization, which tracks free community newspapers, says that the circulation has reached more than 100 million copies per week as of publication, more than double the circulation of paid newspapers. This means more people are likely to see your message in a community paper than ever before.

### Targeting Your Audience

Free community papers vary in their coverage, with some providing community news while others focus on specific interests, such as environment, music, fashion or growing a family. Advertising in these papers gives you a big advantage if you know the demographics of your target market. Identify common interests, location and your prospect's interest in printed media for news, resources or community information to help determine the best paper for your advertising message.

### Branding

Developing your company name as a local business is one of the advantages of advertising in shopper's guides. That's because the readership of many of the free community papers consists of people who have a strong interest in supporting and finding out what's going on in their community. If they see your consistent ad in their community paper, people are more likely to remember your company when they're ready to buy the type of products or services you provide.

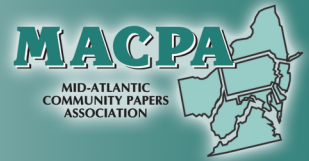
Reference - <https://smallbusiness.chron.com/advantages-advertising-community-papers-64791.html>

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# SALES CORNER: MULTI-TASKING = MULTI-RISKING



# MACPA Messenger



by John Foust

Joseph was talking to me about something he feels is important to the ad staff

he manages. "These days, there's a lot of talk about multi-tasking," he said. "But according to what I've read on the subject, there's no such thing. We can shift back and forth between tasks, but doing two tasks at once would be like putting a stick-shift car in first gear and second gear at the same time. It can't be done.

"Sadly, multi-tasking is seen as a desirable skill," Joseph explained. "I know a lot of people who claim it's one of their greatest strengths. Some job descriptions even list it as a requirement. They just don't understand that multi-tasking is an unrealistic cliché."

Psychologists agree that a human being is not capable of doing two tasks at the same time. Sure, we can do two things that don't compete for our focus (like carrying on a conversation while walking), but we can't concentrate on more than one thing at a time. When we think we are multi-tasking, we are actually task-switching – moving quickly from one thing to another. Think of it as a fast shift between first and second gear.

"I think of multi-tasking as multi-risking," Joseph said. "We've all seen YouTube videos of people walking into telephone poles and falling into fountains while they're looking at their phones. And of course, we know that texting and driving is a lethal combination. Talking on the phone while driving is distracting enough, but texting is stupid. It's as dangerous as drunk driving.

"In the business world, trying to do two things at once might not put your life in danger, but it can cause mistakes. For example, if you try to write an email and talk on the phone at the same time, you'll risk miscommunicating something to both parties. You can give one or the other your undivided attention, but not both. Even if you don't make a mistake, it can be frustrating to the person on the other end to hear your keyboard clicking in the background.

"Trying to multi-task can also damage relationships," he said. "I remember going to a luncheon which featured several presenters. The manager of one of the speakers was there to support her staff member, but spent the entire time looking down at her phone. Her seat was at the head table, right next to the lectern, so everyone in the audience could see that she wasn't paying attention. A few days later, I ran into the speaker, and he told me that his manager's actions showed that she obviously didn't care about what he was saying, even though he was talking about the company where they both worked. Not surprisingly, a few months later he left to take another job."

Joseph is right about multi-risking. When someone tries to concentrate on two important things at the same time, it creates a risk that is not worth taking.

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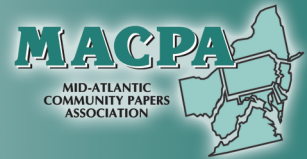
John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)

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