

# INFORMER



**Community  
Papers of  
Michigan**

**JULY 2019**



OUR DATA  
SPEAKS VOLUMES

*Save the Date!*

## **CPM's General Membership Meeting Oct. 1, 2019**

**-CPM Updates John -Gaedert Award Presentation  
-Advertising Contest Winners Announced -Roundtable Discussion**

**The Brand New Hilton Garden Inn Lansing West**

**633 N Canal Rd, Lansing, MI 48917 • 517-999-9930**



**Marty Bennett**

Community Shoppers Guide  
*CPM Vice President*

# Why I Give a Damn About Community Newspapers

The Community Shoppers Guide has been family owned and operated by 3 generations for over 74 years. We strive to provide a local connection from our businesses to our communities. From years of providing important information about new business openings, local political information, school and charity announcements, obituaries and much more—community papers are here to support your businesses, education, and important family events.

I feel as a publisher and independent owner, it is my responsibility to provide information to our communities that no other media can provide, including social media. Our paper has been one of the longest standing businesses in our communities, and we aren't going anywhere (so stop listening to other media saying "print is dead").

With over 20 years of personal experience and knowledge from my dad, I know my expertise can help many businesses. My staff and I have worked with so many different types and sizes of businesses to promote and grow their business to become successful. We have been able to use

these experiences to create new methods to help these places thrive, which helps them support the local community in turn.

In our 74 year print run, we have helped hundreds of new local businesses start up and build themselves into a long-standing, successful part of our community. Community papers support brick and mortar establishments, who employ local people, which helps our communities to continue to exist and stay strong. Community papers have helped our schools and libraries with successful bond campaigns to become some of the best in the area. Community papers feel honored to help with numerous local charities or individual fund raisers that no one else can reach and help.

As a publisher and a lifelong local resident, I feel it has been my responsibility to be involved in the community. Being a part of the Main Street Program, Chamber of Commerce, various non-profit groups, school committees, Community Papers of Michigan, Independent Free Papers of America boards all help me stay connected to people and events in my area. Everything we do in our publication is about helping our businesses and community stay strong

and viable. Our goal is to get the information from our advertisers to the most people possible. We strive to provide a quality publication every week. Being an independent publication, we rely on a small, talented staff and many delivery people to get the paper out each week. Without them, we couldn't do what we do.

As people try to keep saying "print is dead", I beg to differ! We are not dead, we are alive more than ever. Our readership, receivership, and circulation is larger and better than it was even 20 years ago. So don't tell US that print doesn't work!

We are in this for the long haul. Community papers are the link between local citizens and the businesses, services, events, and information essential to our community. Therefore, we are in a unique position and have an obligation to help local businesses and organizations grow and become successful. We will continue to strive to bring you the best quality and information we possibly can every week!

That's why I give a damn about community papers!

-- Marty Bennett



I am always in "Design Thinking" mode, although now it comes more naturally... so I don't have to work so hard at it. But let me give you a little background on the process of...

# Left vs Right



Hey, this is a "politics-free" zone... I'm talking about our brains. A few years back I spoke at the Free Community Papers of New York to sales and graphic people—in the same room! At the same time! I know! Needless to say I had to come up with something that would be of interest to both.

As a graphic designer, I depend on a sales person to tell me what the customer is looking for and sometimes it's easier said than done. But the bottom line is that between the two of us—sales with their left brain approach and graphics, with our right brain approach, we need each other.

It was easier for me at the New York conference because I had a slide program and the group could more easily see that small changes could create a larger impact in an ad. Since then I have come across a few articles that may help me pass the information on to you.

## Bridging the Gap

Go to [howdesign.com](http://howdesign.com), search for Mike Clark and it will take you to an article called "6 Tips to Wow the Left-Brainers." It's about helping to bridge the gap between the creative and the analytical mind...the ability to combine the business side with the creative side to help customers move their products/services.

In the meantime, I'll use his general techniques but apply them to our specific business, design expertise:

**Be the bridge builder** Alas, the bridge-building falls on our shoulders. As you can see from the graphic, each side of the brain seems to encompass a different set of skills. It's difficult to focus on numbers and be able to imagine or visualize, so this first technique is better left (pun intended) to you.

**Diffuse right-brain issues first** Before someone can appreciate the creative element of your work, they need to understand the reasoning behind it.

It may be easier for me to talk to another creative because we have a language and understanding of the design fundamentals. While it may seem tedious to act as a "Rosetta Stone" to someone outside of our field, this can actually be a good thing as well. At times I can get lazy, but this re-affirmation of why I am doing what I am doing can make the design process easier.

When I was starting in this business (eons ago), my brother (who had been at it longer than I) would ask me why I used a rule/line in a certain place. What was its purpose?

If there wasn't a real good reason for me to use the rule (other than to "fill up space"), I got rid of it. It never hurts to question what you are doing because the design process is not constant. Design trends come and go but understanding the fundamentals of design can carry you a long way. There is no substitute for an understanding of your craft.

**Be the expert** I think one of the perceptions about our jobs is that we just push some buttons or do mouse clicks to achieve our results. While I certainly can do more with the programs I have (and not all of us have the latest technology/programs) it still takes time to achieve the results.

Yes, we can eliminate backgrounds in **Photoshop**, but it's a whole lot easier to avoid a cluttered background in the original photo!

It's also a good idea to compare ads. Haul out some of the *Ad Comparisons* I have done over the years. It's easier to see the changes... a picture can clarify/solidify understanding.

**Know your audience** OK, this is the part where you have a discussion with the sales person and develop **trust**. Since we usually never meet the client, we need to understand and get a little perspective on what the client wants the advertising to do for them. It helps me create the best advertising if I know what the client's expectations are. Which leads to...

**Speak their language... but teach them yours** There are certain words we use as a "short-hand" to communicate faster. There are also simple concepts that can be implemented.

I was around for the "desktop evolution," which meant that as the camera department was replaced by software, I had to learn *Dodge & Burn*, *Unsharp Mask*, plus *File Formats* and a whole group of procedures that I never had to do before...but, I learned.

Anyway, explain your rationale and share the reasons why you have done what you've done. They will catch on... trust me!

**Listen** You can learn a lot by not saying a word. One thing that I used to wonder was who was going to teach the client. Since we rarely interacted with them, we had to rely on the sales staff to give us insight into their clients **and** to help their clients understand how to advertise effectively. It's a two way street. The more we can educate the sales staff, the better they will be at helping their clients.

That means that we must stay on top of our game. When I worked at our paper, the sales staff usually had weekly meetings. So add a graphic designer to the mix, maybe not weekly, but once a month where they can discuss, share and clarify information with the sales staff and get feedback on the advertising that is produced in the organization.

I know times have changed and salespeople are now sometimes the designers as well. I can recommend *"The Non-Designer's Design Book,"* by Robin Williams as a good source to get easy to read and digest design information. (She has also authored *"The Non-Designer's Type Book"* and *"The Non-Designer's Web Book."* I have all three and use them to "refresh" my understanding.)

Each organization is different, and sometimes it's easy to dismiss change. But you will never know if it works if you don't give it a try.

There is insight to be gained on all sides. It is said that knowledge is power, so imagine what can happen if the entire organization "gets it."

**Final Notes** "Design Thinking" starts in the brain—both sides of the brain. Next month I intend to help refine your "toolbox"... elements to consider in creating your visual message and how to use them effectively.

Also if you have any topics you would like covered, please let me know. I work better with feedback...

*So until next time...*

*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*

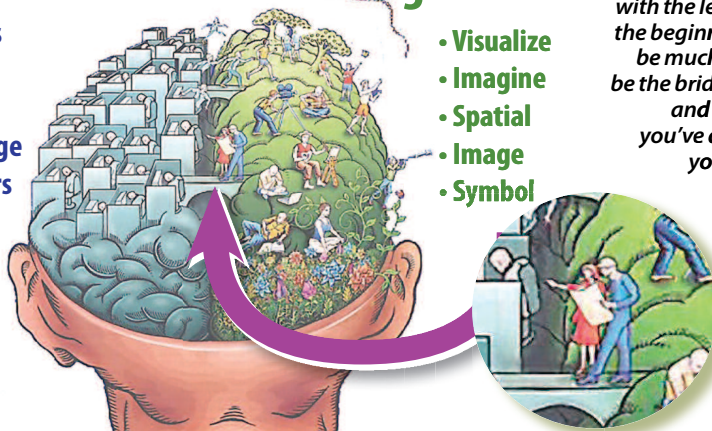
## Left Brain

- Analysis
- Reason
- Logic
- Language
- Numbers

## Right Brain

- Visualize
- Imagine
- Spatial
- Image
- Symbol

*If we don't connect with the left brain at the beginning, it will be much harder... be the bridge builder and share why you've done what you've done.*





By Ambrosia Neldon

# Free Press is Not Free to Produce

We live in a generation that is more connected than ever. Access to information comes as easily as tapping on a smart phone. We can find all sorts of information online, so why should we pay to read it?

This is a good question — one I'm asked almost daily. My response is simple: Free press is not free to produce.

In small towns, barring earth-shattering breaking news, the main source for information ultimately comes from your community newspaper. If you trace back information you have learned about business developments, crimes committed, local government decisions, sports scores and community events, more often than not if your information is reliable, it came from the newspaper.

You may have read the news online, republished from the newspaper. Perhaps you saw it on Facebook, linking you back to leaderpub.com. Or maybe you heard the information from a friend, or read about it in a Facebook group — more than likely, that friend or Facebook user gathered their information from the newspaper. For every story published in our



*Leader Publications' sales team includes Phil Langer, Lisa Oxender, Seth Elliott and Donna Knight. Leader Publications produces two daily newspapers, two weekly newspapers, two shoppers, two lifestyle magazines and a variety of digital products.*

newspapers and online, a journalist was paid to write or edit that story. Their computer and software was paid for. The heat, light and water bills were paid at their office. Paper and ink were purchased to print the newspaper, and a press crew was paid to operate the press. To produce this story, we have also paid a designer to lay out the newspaper and get the content online, support staff to work with customers, editors to proof the content - you get the idea.

You may say, "I find information on social media pages, directly from the source," and it's true — it is shockingly simple for anyone with a smart phone, tablet or computer to share information, and a lot of times the information is factual. But can you imagine a world where political information was shared only by elected officials? How would we know for certain that information is not being spun to fit their agenda? (Continued on page 5.)





*Leader Publications' newsroom includes Emily Sobecki, page designer and photographer; Hannah Holliday, reporter; Sarah Culton, managing editor and Beau Brockett, reporter. Not pictured is Scott Novak, sports editor.*

## Free Press is not Free to Produce

(Continued from page 4)

What if, in order to find out the stats for a basketball game, you had to bring a notebook and tally every rebound, shot attempt and foul?

What if your chances of finding out what events are coming up or what businesses are opening were dependent on liking all the right Facebook pages, and sifting through the comments to find the information you wanted?

Communities thrive when there is a system of checks and balances — an outsider collecting information and presenting it in a fair and balanced way. In communities where newspapers have been left with no option but to shutter their doors, readers have found an increase in corruption in local government, and

an increase in depending on the rumor mill to gather information. When local governments are not reported on, citizens are left in the dark about where their hard earned tax dollars are going, and the likelihood of higher taxes and wasteful government spending increases dramatically.

Community journalism can only survive if the community understands the value of the information they are being provided. A newspaper subscription — in lieu of navigating news for free online — helps offset these costs.

Businesses that have reaped the benefits of great coverage as their business has grown are encouraged to pay it forward. Advertising your business in the newspaper increases

the newspaper's ability to share good news about your business (and it helps attract customers, too!).

Our team at Leader Publications will be here for years to come, sharing information with our community because we feel it is our duty, and our community's support will continue to drive our ability to do so.

---

Ambrosia Neldon is the general manager at Leader Publications, which publishes the Niles Daily Star, Dowagiac Daily News, Cassopolis Vigilant, Edwardsburg Argus, The Leader, Michiana Life and South Bend Life. She can be reached by phone at (269) 687-7700 or by email at [ambrosia.neldon@leaderpub.com](mailto:ambrosia.neldon@leaderpub.com)



By Bob Berting  
Berting Communications

# Getting The Right Salespeople For Your Publication

Developing a great sales force is one of the greatest challenges facing newspaper publishers today. The key to finding the right people is to hire people who have the knowledge and skills to do the work that needs to be done. This simple statement can cut down endless hours of training by management when they discover the fact that the new salesperson isn't the advertising consultant the publication needs.

## Recruiting Advertising

The requirements for the position of advertising salesperson should be very specific. A typical ad might state the following qualifications for the job:

- Creative ad design capability
- Extensive copywriting experience
- Ability to sell advertising campaigns
- Knowledge of all major media

Now you might think—we can train them to do these things. That's easier said than done. If they don't have these qualifications, you will spend countless hours training them. If they can't do what is necessary to be a creative consultant that knows how to sell long range advertising programs, they will revert to the easy way out—be an ORDER TAKER. In other words just go around and pick up copy, bring it in to the production department, send a proof if requested. The customer will gradually begin to realize that their salesperson is not a knowledgeable and creative consultant but just an ORDER TAKER. Most of the time, this scenario can be avoided if only the new salesperson had the

qualifications needed to be a strong and capable advertising consultant for their customers.

## The interview

When evaluating applicants on the interview, look for these traits:

- Personal drive—have they a background of determination?
- Empathy—do they have a proven record of bring a problem solver?
- Ability to take direction— accept new concepts—be a good sponge?
- Persistence—how bad do they want the job—are they really applying?
- Appearance—are they properly dressed? Watch what they wear on the interview. Have other members of your management team sit in on the interview and get their opinion of the applicant. (Continued on page 7.)



## Getting The Right Salespeople For Your Publication

(Continued from page 6)



### Do a background check

Although many management people will want an applicant to come back for a second (and sometimes third) interview, before calling their references, this is not a good idea. The time to do it is after the first interview. On these contacts, you might find a wealth of information and possibly low marks on work performance, which may cause a quicker evaluation of the applicant.

### The job description

It's very important that an applicant thoroughly understand the job description of the advertising sales position. Many

times, much time is wasted on interviews because the applicant didn't completely understand what the job requirements are. There are even cases where a new salesperson is hired before they even know what the job description is.

### The look of your operation

There are 2 sides to the interviewing process. How attractive is your work-place to the applicant? What are the working conditions? How good is your reputation—what about the morale of your people? Let an applicant walk through your facility and see how they interact with your staff.

### Give the applicant a layout to do

In my opinion, you can't hire people who can't design an ad. If they are to be a professional advertising consultant, they must know how to demonstrate their ideas to their customers.

I would never hire someone where I would have to spend hours training them to do layout and copy.

Even if you have a great layout artist, the salesperson still has to know how to get the customer's personality and image involved in the ad creation. The interaction between the salesperson, the graphic artist, and the customer should produce great creative campaigns.

Newspapers can improve the quality of their sales force and keep turn over to a minimum by developing efficient procedures to identify key job attributes. Effective hiring practices can greatly reduce the failure rate.

---

"See Bob's website at [www.bobberting.com](http://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 three 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, sales trainer, and publisher consultant and has conducted over 1500 seminars for newspaper advertising salespeople, management, customers, and print media associations. Contact Bob at [bob@bobberting.com](mailto:bob@bobberting.com) or 317-849-5408."

# University of Kansas Journalism Students Provide Coverage for a City Without a Newspaper

By Evelyn Mateos | Featured in Editor & Publisher



*The Eudora Times social media team: (from left)*

*Nargiza Negahban, Terrell Henderson, Natalia Ramos-Thaw and Annalise Baines*

As an assistant professor at the University of Kansas' School of Journalism and Mass Communications, Teri Finneman understands that nothing can replace actual real world experience. So, when the professor learned that the nearby city of Eudora, Kan. no longer had a local newspaper, she knew this was an opportunity for her students to take the skills they learned in the classroom and apply it to a real newsroom—one they call the Eudora Times.

The idea originated from Finneman's time at South Dakota State University, where the journalism school had partnered with a local newspaper. When she arrived in Kansas last fall, Finneman knew she wanted to start a similar program.

"In the process of deciding what I wanted to do...it (occurred) to me that Eudora is a town of 6,000 people and they didn't have a newspaper," she said. "I just



**Teri Finneman**

couldn't believe that a community of that size didn't have its own newspaper anymore."

Finneman headed to Eudora's city hall to inquire about a partnership, where her

social media students would cover some of the events in the community and post photos and videos to the city's Facebook page.

"It became apparent very quickly how much the people in this community really, really wanted news of itself," Finneman said. In response to the enthusiasm, Finneman decided to get her multimedia class involved about halfway through the semester.

As Finneman assigned them stories, she realized she needed a place to put all of the content they were producing. Over the course of a day, she managed to put together the website, which went live two months prior to the end of the spring semester. During that time, students wrote a total of 16 stories for the site.

That semester acted as a pilot semester, and come fall Finneman plans on involving more students. She also told E&P that podcasting may be in the future. "We'll probably think of some kind of theme that we can use and have a (different) theme each semester," she said.

Finneman also mentioned she and her students will work on increasing the number of multimedia components in the stories as well.

An opportunity like this—to get out of the bubble of a university and meet different people—is an "invaluable experience" for the students, said Finneman.

"When you're working as a journalist, you have to interview people of all different ages from all different stages of life," she said.



## One secret to a newspaper's success



by Kevin Slimp  
kevin@kevinslimp.com

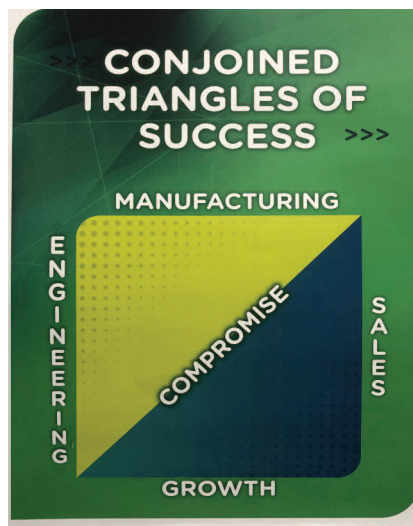
My work life changed a bit recently. Even though I run several small companies, I've been working out of my home for the past 18 months. My helpers work out of their homes and we seem to get everything done without any problems, except one.

If you know me, and many of you do, you probably aren't surprised to know that I'm not a big fan of working by myself all day. I get energized by interactions with other folks and spending eight to twelve hours in front of a computer each day without human interaction was, in layman's terms, driving me wacky. That's one reason I still travel a few times each month to speak at conventions and work with local newspapers.

In June, I began visiting office complexes around Knoxville, my hometown, but none gave me the human interaction I was looking for. My staff members are happy working from their homes, and I have no reason to force them to an office every day. So, I was still dealing with the reality of working alone, even if I was in an office with a receptionist, surrounded by other offices.

That's when I found what could be the perfect spot for me. I kept hearing about shared workspaces in larger cities like New York and Los Angeles. It took a few days, but I found just such a place in Knoxville. Located on the first floor of a large building in West Knoxville, the spaces is shared by a dozen businesses, the largest being Amazon, yes the online Amazon. They have about twenty folks, mostly programmers, working on all sides of me.

In addition to my new workmates from Amazon, there are lawyers, data management companies, convention planners, a group that heads up focus groups internationally, and a few others. I'm quite an anomaly, being quite a bit older than most of the 20-somethings surrounding me, plus having work that, to them, seems like a lot more fun than computer programming and data management. After a couple of weeks, I'm getting used to young men and women stopping by to tell me how "cool" my huge monitors are, or to tell me how lucky I am to get to work on fun projects every day. I suppose there's something to that "grass is greener on the other side" philosophy. I shared this background material to bring us to this point: A few days ago, I noticed a poster hanging up on one of the walls. The shared space is large, so there are a lot of posters on the walls, most having to do with increasing revenue in one way or another. A few days ago, one caught my eye with the headline "Conjoined Triangles of Success."



After a little digging I learned Conjoined Triangles of Success are actually a fictional business theory introduced on HBO's Silicon Valley TV series. Interestingly, most of my workmates didn't

realize this was an imaginary business model.

Like most ideas in the HBO series, the Conjoined Triangles of Success is a piece of satire that seems so real most of my new friends had no idea they aren't real. In a conversation with a group of 20-somethings at our office earlier this week, I noted, "This business plan would never work. It's missing the most important element of a successful business."

I could see them staring at the poster, looking for a hint as to what was missing. Finally, a young man piped up, "I don't see it. What's missing?"

"It's simple," I answered. "Customer Service."

Heads began to nod. The young man spoke up again, "You're right. Customer service isn't on there."

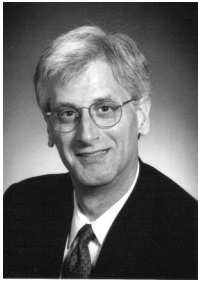
With newspaper groups merging, staffs getting smaller (at some papers) and more effort being made to increase revenue and decrease expenses, I would suggest that it would be easy for newspapers to fall for a fake business plan. Like Silicon Valley, there are plenty of businesses spewing rhetoric that sounds good, but won't grow many businesses.

I visit a lot of healthy newspapers in an industry that many have given up for dead. It's not uncommon for folks to email or ask me at a convention, "What's their secret?"

Well, there is more than one secret to a newspaper's success. Let me suggest that the greatest might just be good customer service.

Over the next few weeks, I'll travel to places like Columbus, Ohio, Spokane, Washington, Billings, Montana and New York. Along the way, more than a few folks will stop me and ask me to share some "secrets with them."

Now, you know one of them.



By John Foust  
Raleigh, NC

# Ad-Libs

## Do you have a sales prevention department?

**Every business has procedures in need of tweaking. Do any of those procedures at your newspaper involve the advertising department? It might be a good idea to take a look.**

I remember a Monday night long ago when my cable TV stopped working. I called the customer service line and went through the frustrating process of getting a real person on the line. That person was nice, but said they couldn't do anything about my cable until Thursday. Between Monday and Thursday, I received at least six automated messages to remind me of the appointment.

On Thursday, I made plans to be home to meet the service tech. When he arrived, he quickly determined that the cable box needed to be replaced. He retrieved a new box from his truck and installed it in a couple of minutes. Then the real trouble started. He couldn't activate the box until he received authorization from the cable company. As he explained it, the box which he had just connected to the TV had to be transferred in their records from the company's inventory to his truck's inventory to my TV. He submitted that request, but

they couldn't make the switch right away because he had to wait his turn.

He was a nice fellow. As we sat in the kitchen and waited, he talked about his work, his family and his children's interests. Along the way, he mentioned that he liked his job, but that he spent most of his time waiting for the home office to authorize the equipment he installed.

After an hour of waiting, I tried to help by placing a call to customer service. When I eventually got someone on the line, I explained the problem and handed the phone to the technician. The customer service rep said she would look into the problem. But after more waiting, the tech decided to call another technician to see if he had a cable box that had already gone through an inventory switch. The new tech showed up a little later, and luckily that box worked.

The end result was that he was there for three hours to do twenty minutes of work, he was over an hour late for his next appointment, and -- worst of all -- he said it was an ordinary day.

The story doesn't end there. About an hour after the technician left, I received another automated phone call to remind me of the appointment.



Everyone I encountered was genuinely concerned about my problem, but they were limited by a faulty internal system.

I'm reporting this experience in excruciating detail to illustrate the negative chain of events that can result from a flawed process. I've run across some newspapers with similar system defects. In fact, I once heard of an office that had such a stringent credit process that people referred to it as the "sales prevention department."

The challenge is to find problems and fix them. If you do that, you'll become a customer service hero.

---

#### COPYRIGHT LINE

(c) Copyright 2019 by John Foust. All rights reserved.

#### CREDIT LINE

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)





**By Ryan Dohrn**

*President/Founder,  
Brain Swell Media LLC*

## 9 Ways to Avoid the Summer Media Sales Slump

It's that time of year when you're looking out the window and it's nice outside. Maybe you've got a pool or a garden. Or you're in a corporate building, and you're looking out and seeing people outside enjoying the day.

It can be tempting to give in to the summer sales slump. It happens with a lot of companies—because advertisers just go dark over the summer. They're on vacation or they're doing stuff with the kiddos.

So let me share with you nine things I do to avoid that slump. These sales training tips are things you can put into play now to take you through the sunshine months and wind up a better media sales person on the other side.

### 1 - Rethink your sales math

This is about getting intimate with your call-to-close ratio.

To do this, I go back to my sales math. Here's what that looks like. You need to know how many phone calls and emails you'll need to send to a new prospect to get a meeting with them. And then once you get a meeting with them, how many

meetings do you have to have to get to a deal? And then how many deals do you need until you get to goal? That's your sales math. That's your call-to-close ratio. I know I need to work at least 40 people to get 20 meetings a month. And out of those I might close about half and get about 10 deals. So when I look out the window and I see that lake ... I have to think, "Ryan, get back to your sales math. You have calls to make."

### 2 - Understand that persistence is the catalyst for luck

I've heard people say, "You know, the more you golf, the luckier you get." Well, you know what? The more calls you make, the more emails you send, typically that's the catalyst for sales luck.

So first you have to know your sales math. And then you'll be in a position to understand what level of persistence you've got to bring to the table to get a sales meeting set.

I suggest in my book I'm working on, "Sales Trifecta," that I find success when I operate on patterns of three. I also stress the power of three in all my ad sales training efforts. So I'm reaching out to people—by voicemail, by email—every three business days. This pattern of three works, and I use it in my approach to persistence.

### 3 - Focus on value-based selling

A lot of times people will sell based on the features, advantages and benefits of their product or service. Not me. I'm focused on

value-based selling. Always focus on value-based selling.

Every conversation I'm lucky enough to have with an advertiser, I'm thinking: What value do I bring to the conversation? Am I researched, am I ready to go, what value do I bring to this client, just in general? What value do I bring from a CPM perspective? My media sales conversations are always based around value-based selling.

### 4 - Find a need and you're guaranteed a sale

I'm not talking about asking a bunch of old questions, like, "Can you tell me about your business?" Or "What keeps you up at night?"

I'm asking, "If we could help you bring in that perfect customer, what would that customer look like?" "What's the lifetime value of a new customer to you?" "If I could bring in just one new customer, what would they look like and what would their value be to you?"

I might ask, "When you think about advertising in this industry, do you want a 'presence,' do you want to be 'competitive,' or do you want to 'dominate?'"

What I'm trying to do is find a need. If I can figure out a need, I can guarantee a sale. So ask, and sometimes they'll surprise you ... they'll tell you what they need. (Continued on page 12.)

## 9 Ways to Avoid the Summer Media Sales Slump (Continued from page 11)

### 5 - Block out time for success

When your calendar doesn't dictate your day, your inbox will. I want to fill that calendar with meetings and tasks that are super important to me, and one of the things that's important is new business development.

So I block out time for that. Everyday, 11am and 4pm, I block it out. Why 11? Most people don't book meetings before lunch. Why 4? Because most people don't book meetings before they go home.

So I use 11am and 4pm as my time blocks to avoid the summer slump—and I just get to it. Some days, you've just gotta fake it 'til you feel it.



### 6 - Increase your non-sales touches

What do I mean by that? If you're a media sales person, and every time you call on somebody you're trying to sell them something, then you're a sales person—you're not a consultant.

I want to be a consultant, as well. So about half the time I reach out to people, I offer them some kind of value ... some kind of advice or some kind of thought or share a link with them to a video or an article.

Remember, when you're in a slump you need to be reaching out to people not only in selling ways, but in non-sales ways. This fits in well with a tip from my book, "Selling Backwards." That tip is: I find that the less I sell, the more I sell.

And that's why non-sales touches are so critically important.

### 7 - Rethink your email subject lines

Maybe there are some new subject lines you should be trying. Be looking at them if you're trying to get out of a slump. I'm continually looking for ways to change around my subject lines, and I track them and test them.

Some of the ones I use on a regular basis are the date of a day that I want to meet with a prospect on the phone or in person. And sometimes I'll say, "new idea for you," sometimes I'll say, "3 things to consider," and then I'll list out three things.

Whatever the subject lines are, though, I'm not including the name of my media company. That, to me, is a surefire way to be deleted.

So, I'm trying to spark some interest: "About your Facebook page," "Saw on

your Facebook page," or "your website"—all these approaches prove relevance. I'm always looking for subject lines that show my relevance to someone.

Now, I don't like to bait and switch. Nobody likes that. "About those pictures" ... "Free lunch?"—unless you're truly offering a free lunch, it's not a good subject line. The name of your media company? Nope. Your name? Probably not needed. Your client's name, probably not either. Again, your subject lines should prove your relevance.

Now, if you're dealing with a company that sells a particular serial-numbered product, ZD520, for example, you should make that the name of the subject line. Or use the name of one of their competitors—that will really raise their blood pressure.

In addition to great subject lines, there's something else I use to get people to respond: I use voicemail to drive people to my emails. Some of us are old-school, though, and we think, "I'm going to leave them a voicemail and they're gonna call me back." But c'mon. Let's be honest. Do advertisers actually call you back? If they do, you're fortunate and that's awesome. For me, I use voicemail to drive people to my emails.

You can get more ideas for effective email subject lines at [360adsales.com](http://360adsales.com), in a free webinar from The Magazine Manager, "20 Tested Subject Lines." Check them out. (Continued on page 15.)





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

# The Glue that Holds the Community Together

Little Johnny Jones hit a home-run at his pee-wee baseball game last Friday, but most of the town won't know about it until they see the story and photo when the town's newspaper comes out next Wednesday.

The school board, meanwhile, hired a new high School principal at their Thursday night monthly meeting, but most of the community won't learn the details until they open Wednesday's weekly paper.

And, the local department store, celebrating they've been in business 50 years, is planning a giant sale. But shoppers won't know about it until the paper arrives in the mail on Wednesday.

Twenty years ago, communities depended on their hometown paper for all the local news. If it was in the paper, they knew it was relevant, correct and what would be the topics of discussion at the local coffee shop and afternoon bridge game.

Plus, it was delivered in a well edited, easy-to-hold package designed to make reading it exciting and easy for the reader.

Randy Evans, the longtime state editor at the Des Moines, IA Register says many local newspapers still play that role today and will for many years to come.

Evans, the current Executive Director of Iowa's Freedom of Information Council, visited our Sheldon office Wednesday. He'd driven up from Des Moines to update our editors and reporters on the laws and procedures needed to obtain hidden or withheld public records.

After the meeting Evans stopped by my office to discuss the current state of the newspaper business. He is an old friend of the family and he and our son Jay worked together at the Register before Jay's premature death from cancer.

Together we mourned the loss of Jay and the large metro newspaper he loved and respected.

The Register, Evans thought, had less than a fourth of the 300,000 daily subscribers it served back when he and Jay worked there.

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



And the reason for the loss in readership? Evans says it is the lack of original, local content. He praised Iowa Information for the size and commitment of our N'West Iowa REVIEW news team.

"The problem with many individually produced on-line news sites," he said, "is they lack credibility. Anyone can create a story, he said, and many can read it for free when it is on the internet. But who can be sure it isn't "fake news."

Local newspapers give life and breath to a community. Their reporting of events, especially those at the local schools - from grade schools to a local college - is often the glue that holds a community together, (Continued on page 14.)

# The Glue that Holds the Community Together

(Continued from page 13)

Corporate chains often attempt to apply the same “one template” approach to every paper in every market. But what works in one large city usually doesn’t fit the needs and ideals of another metro community. Plus, large operations often shift editors and publishers from location to location without much consideration for the value they add with their extended knowledge of the history, political make-up and expectations of each different market.

Home-owned and managed community papers are usually personally overseen by the very people who serve as the publishers and editors. Those vested interest managers stay in tune with their readers and advertisers and the very heart of the community,

“The best existing newspapers,” says Evans, “strive to provide advertisers with

the results they need and expect and their readers with a smorgasbord of local information to attract, hold and satisfy their interests”

Circulation figures are often misconstrued. Listed simply as homes delivered to, they don’t take into consideration the number of readers in each home. Also, copies often serve two or more households as they are passed from mother to daughter or a brother to the home of his sister.

Evans and I don’t believe the printed newspaper will ever completely disappear from public importance. It may change to provide even more unique local content, rise to even more creative design and in the way it is paid for.

But there will always be a need for those scrapbook and refrigerator

pictures of Johnny Jones hitting his home-run and of photos and stories of other hometown heroes like him.

*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.*



## Publication for Sale

### Multi-Generational Owned Community Shopping Guide for sale in beautiful south central Lower Michigan.

Family owned for over 70 years, The Salesman Publications' Owner is ready to retire and is selling her weekly/Sunday publication that home delivers nearly 50,000 copies via Independently contracted carriers in Jackson, Calhoun and Northern Lenawee Counties.

**Established advertiser base with room to grow.**

Send inquiries to  
P.O. Box 1765 Jackson, MI 49204





## 9 Ways to Avoid the Summer Media Sales Slump (Continued from page 12)

### 8 - Ask for referrals—whether you win business or lose business

Whether I win business or lose business, I always ask for a referral. So if someone says, "I'm not interested," I say, "Oh man, that's a shame. I really wanted to work with you. Just out of curiosity, do you know of another business owner who'd really like this idea?"

When you ask this, a lot of times they'll give you a name just to get off the phone with you or get you out of the office.

Now, if you win business from somebody, you need to ask them for a referral as well. Always be asking for a referral. Either way. Period.

### 9 - Make sure you're always updating your objection scripts

Here's the idea: you should have a scripted answer to every objection you could potentially ever receive in your industry or market.

So you need to be looking at that

objection script and asking yourself if it needs to be updated. Because if you can't handle the most basic objections that you get on a regular basis, and if you don't have the answers you'd use written down, odds are you're going to end up in a slump.

To close, remember, if you're not growing out there, you're potentially dying out there (in the hot summer sun). Use this time in the air conditioning to hone your media sales skills—and stay out of a sales slump.

Remember, if ad sales was easy, everyone would be doing it!

*Your coach, Ryan.*

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/>

Ryan Dohrn is an award winning ad sales training coach, a nationally recognized

internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, Selling Backwards. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World.

Contact information:  
Ryan R. Dohrn  
President/Founder  
360 Ad Sales Training and Strategy  
Brain Swell Media LLC  
[Ryan@BrainSwellMedia.com](mailto:Ryan@BrainSwellMedia.com)

<http://www.BrainSwellMedia.com>  
<http://RyanDohrn.com>  
<http://360adsales.com>  
<http://sellingbackwards.com>  
<http://SalesTrainingWorld.com>  
<http://AdSalesNation.com>

Follow him on Twitter.com/ryandohrn for daily tips and advice.  
<http://www.linkedin.com/in/ryandohrn>



**siteSwan** WEBSITE BUILDER

Learn how to profit from selling websites to your advertisers at: [SiteSwan.com](http://SiteSwan.com)



**Don Rush**  
President  
Sherman Publications  
666 S. Lapeer Rd.  
Oxford, MI 48371  
Phone: (248)628-4801  
Fax: (248)628-9750  
Cell: (810)636-3798  
don@shermanpublications.org



**Bettie Watson**  
Director  
Salesman Publications  
102 N. Main Street - P.O. Box 205  
Concord, MI 49237-0205  
Phone: (517)524-8540  
Fax: (517)524-8570  
Cell: (517)740-9461  
ads@salesmanpublications.com



**Marty Bennett**  
Vice President  
Community Shoppers Guide  
117 N. Farmer - P.O. Box 168  
Otsego, MI 49078  
Phone: (269)694-9431  
Fax: (269)694-9145  
Cell: (269)370-9469  
shoppersguide@sbcglobal.net



**Elaine S. Myers**  
Director  
C&G Newspapers  
13650 11 Mile Road  
Warren, MI 48089  
Phone: (586)218-5012  
Fax: (586)498-9631  
Cell: (248)672-0998  
emyers@candgnews.com



**Jon Jacobs**  
Past President  
Buyers Guide  
P.O. Box 128  
Lowell, MI 49331  
Phone: (616)897-9555  
Cell: (269)208-9223  
Fax: (616)897-4809  
Jon@lowellbuyersguide.com



**George Moses**  
Director  
The Marketeer  
110 E. North St., Suite A  
Brighton, MI 48116  
Phone: (810)227-1575  
Fax: (810)227-8189  
Cell: (517)404-7807  
gmoses@georgemosesco.com



**Fred Jacobs**  
Sec./Treasurer  
J-Ad Graphics  
1351 North M-43 Highway  
Hastings, MI 49058-0188  
Phone: (269)945-9554  
Fax: (269)945-5522  
Cell: (269)838-0881  
fred@j-adgraphics.com



**Wes Smith**  
Director  
View Newspaper Group  
1521 Imlay City Rd.  
Lapeer, MI 48446  
Phone: (810)664-0811  
Fax: (810)667-6309  
Cell: (810)338-7888  
wsmith@mihomepaper.com



Jack Guza, Executive Director  
EMAIL [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com)



5198 Windsor Hwy.  
Pottersville, MI 48876  
Phone/Fax: (800)783-0267  
[mifreads.com](http://mifreads.com)



Dana Risner, Business Manager  
EMAIL [danarisner@cpapersmi.com](mailto:danarisner@cpapersmi.com)