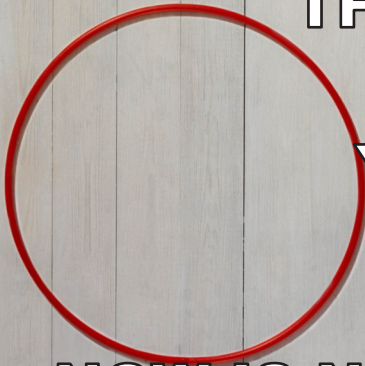


TIP



**JUNE
2020**

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YOUR NEWST | page **9**

NOW IS NOT THE TIME TO STOP SELLING | page **19**



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-- Victor R. Jose IFPA Founding Conference
September 20, 1980

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Finding Safety With Our IFPA Brothers and Sisters

As you probably know by now I like to ride my bicycle. Just about every morning I get up before the sun and put 25-30 miles in to start my day right. I say “just about every morning” because sometimes the weather doesn’t cooperate. For example, when it’s too cold for me to put on enough clothing to stay warm I work out on the treadmill.



Most of the time I can figure out when rain or storms will arrive and ride around them. However, one morning I miscalculated how quickly an approaching storm would arrive. The skies grew darker, the winds began whipping around me, and the ominous feeling of impending doom washed over me. I was about 5 miles from home when lightning struck around me and the boom of thunder deafened me. Then the rain hit. It was raining so hard I could not see ahead of me. I took off my glasses thinking I might be able to see better but it was like trying to see looking up while standing in a waterfall.

As the lightning strikes became more frequent and closer I figured I’d better get to some shelter. (I know, I’m a genius.) So, I thought of people I knew that lived nearby who wouldn’t mind a rain-soaked cyclist standing on their porch or carport at 5:30 in the morning. I thought of an 80 year old lady I knew that was less than a mile away and headed her direction. She wouldn’t be awake but I thought I could stand under her patio awning and call my wife for help.

Help wouldn’t be arriving any time soon because my phone was as saturated as I was. I stood there waiting for the storm to pass. But one of her neighbors saw a strange man standing on her patio, braved the storm to confront the intruder, and told me me was going to call the police if I didn’t leave immediately. The commotion woke my elderly friend and she assured her neighbor I was alright. She invited me inside where I dripped on her family room floor until the storm passed.

I thought about that incident as we work through the challenges of the day. We are in a storm of unequalled ferocity as COVID-19 pours around us. But help is all around us. Just think of the people you know that are willing to help. If you think about it you’ll realize there are dozens of friends, acquaintances, and associates in the IFPA family you can call on to gain respite from the storm.

Each week we have SHARE (Share Help And Resource Exchange) Meetings on Wednesday morning at 11:00 Eastern / 10:00 Central / 9:00 Mountain / 8:00 Pacific. Everyone involved shares their successes and solutions to problems we are all facing. Take a look at Blain Fowler’s note on page 17 and you’ll get an idea of how valuable the SHARE Meetings are.

You don’t have to go through this alone. Shelter with us and succeed.

The Editor’s Letter
By Douglas Fry

You'll Place Your Logo Here
Title This Whatever Works for You

Marketing Messages

5 questions, 5 answers

The world of advertising and marketing is always changing. From social media use to psychological messaging, every day there are new questions. We cover everything from the simple questions to the deep and complicated ones.

1

What is a SKAG?

SKAG stands for "single keyword ad group." Google advises Search Ad users to add as many keywords to their ads as possible, but this is a flawed strategy in most cases. Your ads often will show for too broad of search terms. The SKAG group strategy uses just one keyword for each ad group. This helps ensure your ad only appears for the products and services you are selling. If you're using Google Search Ads, try the SKAG method for better results.

2

What is a responsive ad?

A responsive ad is a type of Google Ad that changes depending on who sees it. In creating the ad, you provide up to five variations of headlines, images, and descriptions. Google will use its data and pick the right variations to show different viewers and show the winning combinations the most.

3

How can I use email automation?

Email automation is powerful. It allows for constant communication with your customers, without having to sit at your computer for hours every day. By planning your emails and scheduling when they send, you can create emails in bulk for efficiency. For example, you can use email automation to send automatic emails 1, 3, or 5 days after a point of contact to help close a sale.

4

What is the difference between UX and UI?

UX is short for "user experience" and UI stands for "user interface." They are very closely related when designing. The UX designer will focus on how the website feels and flows to the user. For example, they will decide if a button makes sense in certain spots. The UI designer will focus on elements like how the screen moves when you scroll. In summary, the UX team focuses on the feeling you receive from using a product while the UI team focuses on how you technically use the product.

5

What should my brand sound like?

In today's fight for minds, building a consistent and identifiable brand is more critical than ever. It's increasingly difficult to break through the noise and reach your intended audience. Want to get stuck in your potential customer's mind like a catchy song? Why not just create one? Sometimes a melody speaks louder than words. Infuse more emotion into your brand by creating a consistent and identifiable sonic identity. The "jingle" of your brand can become a powerful marketing tool.

Do you see the page to the left? I'll give you a minute...

Page 8 is just an example of what you'll receive each week beginning this month. Will Thomas and his creative staff are sharing their weekly email with IFPA members. You can personalize the content with your logo, your own marketing messages, and make it your own.

You may have a few questions about this new IFPA member benefit. I'll try to answer them here. But if you have questions or need the personal touch setting things up please email me at douglas@ifpa.com or give me a call at 931.922.4171. I will also be sending out more information via email, texts, and video explanations over the next month.

WHO?

To whom should you send this information? Anyone you want to inform, educate, and impress. That especially applies to your customers, both those that currently run in your publications and those that do not. This information will position you as the experts in marketing, publishing, and technology.

That is not to say that you'll get phone calls by the hundreds as you send out these emails but as with all advertising it is cumulative. When that advertiser thinks of who can help them with their marketing, social media, print ads, etc. they will think of you.

JUST EMAIL?

Do we have to use this information as emails only? No! In addition to emailing your 5 Questions 5 Answers via MailChimp, Constant Contact, or whatever service you use, you are free to use the information in many other ways.

For example: you could create a printed piece with several important topics to be stuffed into your bills or other physical mailings you do. You could post some of the ideas on your social media. You could run a weekly or monthly article in our own publication with this as the sole content. You might consider putting some of this information on

your website. There is even possibility of texting a topic once a week to your clients. You are free to use the content any way that will educate, benefit, and position you.

WHEN?

You will begin receiving a weekly email from Exchange Media Group with the content white labeled starting this month. Each week you'll get the 5 Questions 5 Answers information. Count on it.

email me at
douglas@ifpa.com or
give me a call at
931.922.4171

DO I HAVE TO USE ALL THE CONTENT?

No. Use whatever you feel is useful and pertinent to your company. Use a little or all of it. It's your choice.

WHAT DOES WHITE LABEL MEAN?

White Label means that all the branding has been removed so you don't have to worry about some other company's information showing up. You'll receive a Word document that you can simply paste into a MailChimp, Constant Contact, or other email program template. You can set up your template to look any way you wish, with your own logo, address, links to your website, links to your email address, whatever you want.

HOW LONG?

We have partnered with Exchange Media Group to supply this timely content for the next year. You will not run out of content. Think about it. How much time would it take you to come up with this much information on your own? Do you have that much extra time? Do you have the expertise to answer these questions on your own? Do you know all about the wide variety of topics discussed? If you answered "No" to these questions then you need to plan right now to use this great new benefit.

Your Next Great Member Benefit from IFPA

Secrets of Newspaper Success

Minnesota publisher shares tips from ten straight years of growth



by Kevin Slimp
kevin@kevinslimp.com

Just before the world turned upside down in early March, I was making preparations to speak at the Kansas Press Association Convention. One of my keynotes had to do with why some papers were experiencing success, while so many papers were decreasing in readership and revenue.

To get ready for the session, I interviewed several successful community newspaper publishers in the U.S. and Canada. My plan was to show snippets of the interviews with the Kansas audience. Little did any of us know that the Kansas convention wouldn't happen in April (thankfully, it's been rescheduled for later in the year), but the information I gained will come in quite handy when I begin speaking at conventions again this fall.

As I visit association conventions, there are names that pop up again and again when the discussion turns to successful newspapers. One such name is Jason Sethre, publisher of the Fillmore County Journal in Preston, Minnesota. Jason and his wife, Amanda, purchased the Journal in 2009 after 15 years in the corporate newspaper world. Amanda serves as associate publisher.

Jason and I visited for 30 minutes about the Fillmore County Journal. He and Amanda purchased the paper at a time when newspapers were beginning to struggle from the recession. Since that time, the Journal has grown 80 percent. Most of that comes from the newspaper itself, while another 30 percent or so of the growth comes from

other areas like special sections, a website division and tourism guides.

The Fillmore County Journal has a lot in common with other community papers, but it does a lot of things differently. For instance, obituaries are free. Jason told me the paper runs more than 300 obits each year. "People are always amazed when they find out we don't charge for obituaries."

One thing that surprised Jason after coming from the corporate world of big dailies, weeklies and shoppers was the lack of sales goals at the Journal. "When we bought the paper, there were no sales goals," he told me. "I wasn't used to that. That's not what it was like where I came from. Sales increased that first year and I decided to run the paper without sales goals after that."

Having worked with thousands of newspapers as a consultant, I was surprised when Jason showed me a word search special section. Yes, a special section filled with word search puzzles.

"There are 32 advertisers in the section," he explained, "and all of the ads were designed and placed on pages before a single ad had been sold."

Apparently, that's standard practice at the Fillmore County Journal.

"With every special section we do," Jason continued, "we ask ourselves, who we can get that we don't already have as an advertiser?"

The sales team goes into action, gives the designers a list of businesses, ads are created and placed on the pages, then taken out and shown to potential advertisers. Those who don't buy the ad, for whatever reason, get the ad for free. It's not as risky as you might think. Jason explains that for every 20 advertisers they visit



The Sethre family left the corporate newspaper world in 2009 to run the Fillmore County Journal in Preston, Minnesota. The paper has experienced growth every year since.

with a completed section, 16 to 18 will buy the ad.

"I'd rather place an ad for a potential advertiser than a house ad," Jason told me, "become most of them will become regular advertisers after we do that."

The Journal team consists of 18 staff persons including four full-time designers, "six or seven" reporters, sports and news editors, web designers and publishers.

I asked about having four designers at a small community newspaper. Jason explained that everything is designed in-house. Sure, he is pestered almost daily by vendors trying to get him to outsource work.

"We're in a rural area with a county population of 20,800. People do business with us because of the people who work for us. It would be foolish for me to outsource design because we would lose business."

I asked Jason about any other sales hints.

"I feel one of the lost arts in general is going out to talk to people. That's how we get a lot of our story ideas. I often learn of a story while talking with a potential advertiser. That's a huge part of our success."

Jason wasn't thrilled to hear about newspaper groups in other parts of the country dropping their sports staffs. He said, "That's a lot of short-sightedness."

In addition to covering sports for seven school districts, the Journal covers arts, academics and other areas of student life.

I didn't want the conversation to end. I asked Jason if there was anything more he could share that might be helpful to other newspapers.

"I think another thing that has been very important for us is that we pay very well. We pay 35 percent more than other papers in our region. We give annual raises every year."

Jason believes keeping good people pays off. "We spend more on staffing than most papers, but if you want to keep good people, you have to take care of them."

"Our company philosophy," Jason continued, "is that people are more important than profits. If you take care of the people, the profits will come."

Kevin Slimp is publisher at Market Square Books and trains newspapers at newspaperacademy.com.

Our members save 50% off Kevin's June 26 webinar, "Getting People to Pick Up Your Paper in 2020," at msb.press/save50

While many companies are hurting during the coronavirus pandemic, some small businesses are seeing lots of new and returning customers.

With the U.S. business landscape radically changed in the past months due to coronavirus, the majority of stories people are hearing concern businesses closing or laying off workers. However, some small businesses are uniquely suited to the COVID-19 crisis and have seen an uptick in demand.

With all kinds of businesses creatively learning to adapt to coronavirus, it should come as no surprise that some traditional businesses have seen success in this new landscape as well. Businesses that help people “social distance” themselves from others and retailers that help people stock up for eating and drinking at home are primary examples.

Here's a list of small business types that are seeing business boom during the coronavirus pandemic.

CLEANING SERVICES

With the spread of coronavirus fears around the country, it should come as no surprise that professional cleaning services that sanitize offices, restaurants and homes are in high demand. Cleaning companies, such as Columbus, Ohio-based Corporate Cleaning Inc., said demand has increased substantially for commercial buildings and medical facilities in light of COVID-19.

"We've never experienced anything like this before in our lives and especially not in our business," said Crystal Hughey, co-owner of Corporate Cleaning told Columbus Business First. "A lot of people are counting on us being smart and keeping them safe."

UniStar Cleaning Service in Manchester, N.H. has had business pick up so much that they've hired several additional workers. "Our clients want more frequent deep cleaning," UniStar co-owner Ryan Van Orden told NECN. "We are hiring to make sure we can deal with the demand."

DELIVERY SERVICES

With many consumers afraid to leave their homes or being advised by state governments to shelter in place during the coronavirus crisis, professional delivery services have stepped up to make sure goods can be delivered to homes and businesses. While nationwide food delivery services and corporate retail deliveries have been the largest beneficiary, local delivery services such as GrubSouth in Huntsville, Alabama are also seeing strong demand.

Madeline Sandlin, director of business development for GrubSouth, told WAFF 48 News that the company had recently hired 30 new drivers and added many new restaurants. They also said they are still looking for more drivers to help meet rising demand.

DRIVE-IN MOVIE THEATERS

One of the most peculiar small business categories that have recently seen success in the coronavirus era is drive-in movie theaters. With standard movie theaters seen as less safe (most are now closed) because they encourage hundreds of people to gather in small spaces, drive-in theaters allow people to take in a show from their own car and provide a way for families to get out of the house.

Owners of drive-in theaters in California, Kansas, Oklahoma and Missouri all told the Los Angeles Times recently that business had increased in light of coronavirus. While it's not clear if these drive-in theaters will remain open as many “non-essential businesses” are closed, the coronavirus crisis may reinvigorate these types of businesses in a new period where keeping your distance is encouraged.

GROCERY STORES

With the general public practicing “social distancing” and many U.S. states closing restaurant dining rooms, more families are stocking up on goods and eating at home. This has led to large and small grocers alike to see surges in customer demand.

15 Small Businesses Thriving During Coronavirus

*By: Sean Ludwig, Contributor
U.S. Chamber of Commerce*

Continues on page 15

5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business beyond print.



SiteSwan Website Builder

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website... you can change that and make money all at the same time.

How much does it cost: Plans start at \$149/mo
www.siteswan.com

Ideal Directories

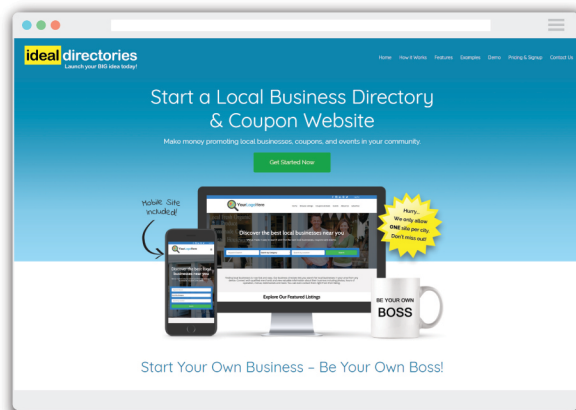
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How much does it cost: Plans start at \$99/mo
www.idealdirectories.com





PageFlip Pro

What is it?

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How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers... plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume)

www.pageflippro.com

Exchange Classified Ads Platform

What is it?

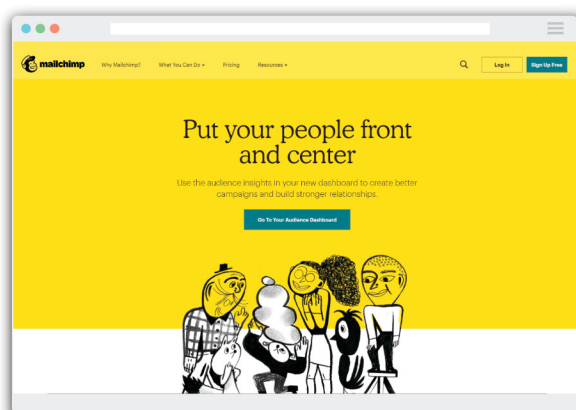
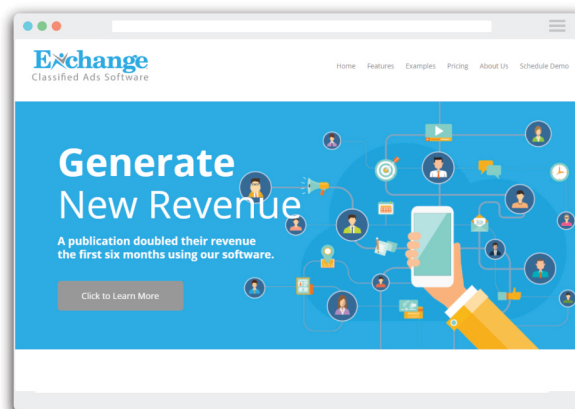
An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated up-sell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.

How much does it cost: Contact vendor to request pricing

www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid Plans starting at \$10/mo (based on subscriber list size)

www.mailchimp.com

Coalition calls for emergency funding, noting raising postal package prices will 'kill the goose that laid the golden egg'

Washington, D.C. (April 24, 2020) – Art Sackler, manager of the Coalition for a 21st Century Postal Service, an organization of public and private companies, trade associations and other industry groups which rely on the U.S. Postal Service to do business, released the following statement on behalf of the coalition's members:

“The President’s desire to raise postal package prices 400% would backfire and cost real money for consumers and small businesses across America. It could also very well take the entire US postal system – a system performing admirably and at great personal risk to its employees to keep America going during this pandemic – down with it.

“Package delivery and the billions of dollars it generates has been the one bright spot for the USPS. In 2019, packages generated \$8 billion in profit on top of its costs and served to blunt revenue losses as mail was lost to electronic communications. The President’s call for a price rise would kill the goose that laid that golden egg. What USPS needs is emergency funding and structural change that doesn’t raise rates into orbit, but instead keeps commerce flowing and citizens informed and connected, especially for rural communities and seniors who are most at risk from Coronavirus.”

FORWARD TO YOUR CONGRESS LEADERS

Dear Congressional Leaders:

The undersigned companies, trade associations and consumer advocacy organizations believe it is imperative to save the United States Postal Service. We thank you all for your leadership as the nation confronts this pandemic, and urge you to provide enough funding to enable USPS to survive and serve its customers, the American people, during this exceptionally trying time.

We, along with the postal-reliant industry that generates \$1.6 trillion in sales and employs 7.3 million workers, have long supported a self-sufficient Postal Service. But no business entity can withstand a 50% or more externally-imposed drop in business and revenues, as USPS projects due to COVID-19, and long survive. That is why emergency funding must be provided now.

The American people have been reminded during this pandemic of just how fundamental to American life the Postal Service still is. USPS is delivering prescriptions, household and business staples, groceries, Personal Protective Equipment, greeting cards and personal correspondence to bridge social distancing, Paycheck Protection Program, Social Security and tax refund checks, CDC advice cards on keeping oneself and family safe, and newspapers and magazines still vital to informing the American people. It is enabling a new wave of businesses along with the e-commerce sector to survive the pandemic through remote order and fulfillment. Postal Service delivery is essential. And it is of particularly acute need in rural areas of the country, where there are no alternatives, and often not even broadband. USPS is a lifeline there and elsewhere throughout the country during these challenging times.

As to how much is needed, we defer to the experts, the bipartisan Postal Service Board of Governors appointed by the President, and our leaders in Congress. While substantial sums are needed, they amount to a small part of the emergency funds Congress has provided and will continue to provide, including to sustain small businesses, their employees and the economy. The Postal Service is the backbone of small business in America, and must endure.

The American people, 91% of whom approve of USPS, often raise a commotion if a single Post Office is to be closed. Closing the entire system or imposing a major reduction in service during this time of need would magnify that reaction substantially. ■

Business Community Says President's USPS Proposal would 'Backfire' for America

Greg Ferrara, president of the National Grocers Association — which represents more than 8,500 U.S. stores — told ABC News recently that smaller grocers have played a unique role in these trying times. He noted that “independent grocers are helping larger chains meet demand during this time and that grocery stores are being restocked at unprecedented speeds.”

The CEO of Stew Leonard's, a grocery chain with seven supermarkets in Connecticut, New York and New Jersey, told Fox News recently that its goods had been flying off the shelves. Some of the store's top sellers have been toilet paper, hand sanitizer, pizza and chicken.

LIQUOR AND WINE STORES

With many bars closed around the United States due to COVID-19, local liquor and wine stores have dramatically increased sales. JD Phelps, store manager at New York City's Vintage Grape Wines & Spirits, told Bloomberg that it's been difficult to keep up with

demand in the past few weeks with people wanting to stock up at home.

Additionally, Mike Thompson, owner of B&B Liquor in Macomb, Michigan, told MLive.com that customers are “buying in mass hysteria,” with people buying liquor to make hand sanitizer or buying because they are afraid they'll “get locked in.”

MEAL PREP DELIVERY SERVICES

Many of the top brands for meal preparation and delivery are skyrocketing due to people spending more time at home and less at restaurants. Taking advantage of this trend, several small businesses that offer meal prep and delivery are also seeing increased demand.

Eat Clean Bro, a Freehold, New Jersey-based meal prep and delivery service, has seen a surge in orders from new and returning customers. “This time of year, we're very busy so we're prepared to handle an influx of orders,” Jamie Giovinazzo, owner and founder told NJ.com.

“Our orders are up 40%. We're just guns blazing with orders.”

CANNED AND JARRED GOODS COMPANIES

With many people wanting to stock up on canned and jarred food, small businesses that manufacture these goods are seeing more business. Charlotte, North Carolina's Cannizzaro Sauces, for example, has seen a lot of new sales for its fresh tomato sauce.

Randy and Melanie Tritten, owners of Cannizzaro Sauces, told the Associated Press that they realized they had a large opportunity when shelves of pasta sauces were completely cleared out at their local grocery stores.

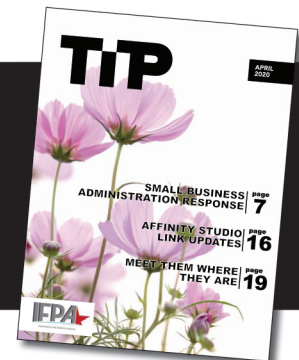
GAME MAKERS AND SELLERS

With the novel coronavirus forcing many people to stay at home instead of going out, small businesses that create board games and puzzles are popular

Continues on page 16

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since they help entertain families. Craig Marney, store manager at Good Games Chicago, told the Chicago Sun-Times that board games and puzzles were selling well, especially the timely cooperative board game Pandemic. Additionally, small video game makers that work on creative titles for children are seeing an uptick in demand with many kids unable to attend school. Set a timer on your phone or computer if necessary. Don't waste time or money on meetings or activities that are counterproductive to your success.

FITNESS EQUIPMENT COMPANIES

With many gyms closed across the U.S., Americans have turned to home gyms in order to help them stay fit during the coronavirus crisis. While yoga mat purchases are likely the number one purchase for many working out at home, other fitness products are seeing success.

Small-but-growing tech startups that offer internet-connected fitness equipment are thriving, such as Ergatta, FightCamp, Mirror and Tonal. These services allow users to receive live or recorded instruction from experts that are then paired with proprietary equipment designed to fit into your home gym or spare room.

LANDSCAPING AND YARD CARE COMPANIES

As more people than ever are stuck at home due to coronavirus fears, homeowners have much more time to tend to their lawns and gardens. As such, landscaping and general yard care companies are seeing unseasonably good business.

Allwood Recyclers, a small landscaping

and materials company in Fairview, Oregon, told KATU that since people have been ordered or encouraged to stay at home, demand has been constant. "It's kind of all hands on deck right now," Tyler Wright, yard manager at Allwood Recyclers, said. "Normally, our truck doesn't start delivering like this until May, but it started this week and we are going from 7:30 to 4 p.m. daily. We probably have about 12 to 15 deliveries a day."

BREAD-BAKING COMPANIES

The coronavirus pandemic has pushed more people to spend time at home cooking and baking, making all sorts of new recipes. One part of this new trend is specifically baking bread, which is helping Americans alleviate stress and tap into their creativity. In turn, companies that enable the baking of bread have seen their demand sharply increase, including makers of flour and yeast.

"We are aware that Red Star Yeast is difficult to find through online sources and in stores everywhere," Milwaukee-based Red Star Yeast said on its website. "The current demand is simply unprecedented. Rest assured, we are filling orders and shipping product every day to stores."

COFFEE SUBSCRIPTION COMPANIES

With many consumers unable to buy coffee in person because shops are closed or they are hesitant to leave their homes, coffee companies that offer home delivery are seeing increased demand. These providers include those who ship freshly roasted beans, pre-packaged cold brew and other variations.

In particular, coffee subscription companies that deliver new beans weekly or monthly are getting a lot more attention from consumers. Companies including Mistobox, Trade Coffee and Yes Plz Coffee are beneficiaries in the social distancing world. Additionally, some coffee shops that have been closed storefronts have been able to generate new revenue streams by delivering beans, including many shops in coffee-dependent New York City.

GARDENING SUPPLIERS

With so many people at home and the weather beginning to get warmer around the U.S., home gardening has gained new popularity. People are growing their own fruits, vegetables and plants because it can be a little scary to go to the grocery store, supply is constrained at stores, and there's simply more time to try your hand at being a green thumb. Naturally, gardening companies including seed providers are booming.

The Hudson Valley Seed Co., based in New York, has seen web-based demand increase five-fold in the past month. "The greatest spike in interest has come from people taking food security into their own hands, mostly first-time customers that are gardening," Jack Whettam, Hudson Valley Seed Co. sales manager, told The Morning Call. "Usually, we see vegetable and flower sales split fairly evenly, though at this time we've seen a much greater interest in vegetable seeds, especially high-calorie types like potatoes, corn, beans, and squash."

MASK MAKERS

While mask-making wasn't exactly in high demand at the beginning of 2020,

Concludes on page 17

just a few months later it has become a popular choice for new entrepreneurs. Americans all over the country want to obtain high-quality (and in some cases creative) masks to protect themselves and those around them.

For example, Seattle-based reusable gift-wrap company Tokki has pivoted its company and redirected all of its cloth inventory to masks. Tokki has seen incredibly high demand since moving to mask-making. Additionally, 20,000 shops on the e-commerce mar-

ketplace Etsy are now selling masks, showing how fast this market is heating up.

TELEHEALTH SERVICES

In the era of COVID-19, many people don't want to leave their homes unless it is absolutely necessary, and they especially don't want to go to medical offices where they could be exposed to the novel coronavirus. Thus, telehealth companies that allow patients to see doctors or therapists via their computers or phones have become more popu-

lar, increasing an estimated 50% nationwide.

Boston-based telemedicine technology company Amwell, for example, said it has recently seen more than five times the volume it experiences during peak flu season. "In the past seven days we were 624% higher than our expected volume for this week," Mike Baird, President of Customers Solutions at Amwell, told the Orlando Sentinel. "We have seen multiple large health systems come to us and say, 'I want to enroll 2,000 or 1,000 providers [quickly].'"



A couple of Wednesdays ago, the SHARE group talked about the lack of Graduation Exercises around the country due to COVID-19. No graduation ceremonies, no ads from people who sold grad dresses, suits, hairstylists, tanning salons, limo companies etc. Somebody, and I can't remember who but it may even have been Doug Fabian, said that he had successfully approached School Divisions to run congratulatory ads, honoring their grads, featuring photos and short biographical notes of each.

We made a mock-up of what some thing like that might look, and ran the idea past the Public School Board. They tuned the idea down cold . . . lack of money. "Don't you know that the Province reduced our funding by 15%?" Ah, well, yes we did.

Most IFPA members know "Rapid Ronald," my associate for over forty years. He is not easily discouraged. He took the mock-up over to the Catholic

High School and made the same pitch. The school, of course, had the same budget issue as the public school. However, they liked the idea offered parents of their grads a deal: If each would contribute \$40 towards the cost of the ad, the school would cover the rest. The only catch was that they wouldn't just run some of the grad's photos and bios, it had to be all or nothing. With 100% support from the parents, we had a deal! Two full-pages in process color ... Cha-Ching! A \$2,697.00 sale that we never would have had, without an idea from our Wednesday morning SHARE meetings. Additional lesson: If you get turned down on the first call, don't quit. Show your good idea to someone else!

This ad will run early in June. I will send you a pdf shortly before it is published that you can circulate as you see fit.

I am so thankful for the opportunity to consult with my IFPA associates on any occasion. Time well spent!

The Value of the SHARE Meetings

by Blain Fowler

Continued on page 22

Graphic Hooks

By Ellen Hanrahan

As I was “learning new things” about Photoshop during my stay-at-home period, I was flabbergasted by the amount of file formats in which to save a Photoshop file— 22 different formats (I am using *Adobe Photoshop CC 2020*)! I use two of them, but have often wondered what the others are good for. Fortunately, I will set the record straight, so you can file this article under reference—or until some other file formats emerge.

Photoshop File Formats

The order of file formats is based on where they fall in the hierarchy of choices under my “Save as...” menu. I’ve placed an asterisk by some of the most commonly used formats...

*** Photoshop (.psd)** “*Photoshop Document*” (and default file format) and the only format (besides Large Document Format, see below) that supports all Photoshop native features— like layers, layer masks, adjustment layers, channels, paths, and so on, as well as your working file. When a Photoshop image is opened, no matter which file type the image was originally using, Photoshop temporarily converts it to a PSD file so you can work with all of Photoshop’s tools, commands and features. File sizes can get very large! Save the original in native Photoshop format.

Large Document Format (.psb) “*Large Document Format*” that supports all Photoshop native features— like layers, layer masks, adjustment layers, channels, paths, and so on and supports documents up to 300,000 pixels in any dimension. Save HDR, 32 bits-per-channel images as PSB files.

BMP (.bmp) This is a standard Windows image format and was one of the earliest file formats I encountered in the 1990s.

Dicom (.dcm) DICOM “*Digital Imaging and Communications in Medicine*” format is commonly used for transfer and storage of medical images like ultra sounds and scans. A very specific file format.

***Photoshop EPS (.eps)** “*Encapsulated PostScript*” (EPS) language can contain both vector and bitmapped graphics and supported by all graphics, illustrations and page-layout programs. The EPS format supports Lab, CMYK, RGB, Duotones, etc. Output is to a PostScript printer.

***GIF (.gif)** “*Graphics Interchange Format*,” is the format of choice for web graphics. GIF also allows web designers to create simple animations. A major advantage GIF has over the JPEG format is that it supports transparency, although only one level of transparency. For higher quality transparency effects, a better choice is the PNG format.

IFF Format (.iff) “*InterchangeFile Format*,” is a general purpose data storage format that can associate and store multiple types of data.

***JPEG (.jpg)** “*Joint Photographic Expert Group*” format has become the most popular and widely used file format for viewing and sharing digital photos. Because a JPEG is lossy, there is reduced quality caused by image compression because it compresses the images... it takes some of your image information and tosses it out; it helps reduce file size, but the more compression, the worse your images look. Avoid saving JPEG files repeatedly. Each time you open and re-save it, you’ll add even more compression to the image, that’s why it pays to save the original as a Photoshop PSD file!

JPEG 2000 (.jpf) JPEG 2000 was a revised upgraded compression file format that is considered better than JPEG, but never caught on. “It is a discrete wavelet transform (DWT) based compression standard that could be adapted for motion imaging video compression with the Motion JPEG 2000 extension. It was selected as the video coding standard for digital cinema in 2004.”

JPEG Stereo (.jps) JPEG Stereo is two images side by side, shot from slightly different angles, to provide a depth feeling when viewing through a device like a Viewmaster (remember them?).

Multi Picture Format (.mpo) “*Multi-Picture Format*” (also known as MP, MPO, or Multi-Picture Object) is a multi-image extension of the JPEG image format and often used for stereoscopic images, or as a way to include an unusually large thumbnail image. (Most JPEG thumbnail formats are limited to 64KB, but MP supports larger thumbnails.)

PCX (.pcx) “*PiCture eXchange*,” is an image file format developed by the now-defunct ZSoft Corporation of Marietta, Georgia, United States.

***Photoshop PDF (.pdf)** “*Portable Document Format*” supports and preserves all of Photoshop’s features, including the ability to use spot colors, something the EPS format does not support. PDF gives you the choice of either JPEG compression, complete with a Quality setting to balance image quality with file size, or lossless ZIP compression.

Photoshop RAW (.raw) A flexible file format for transmitting images between applications and computer platforms. Documents can be of any pixel size, but cannot contain layers. *Not to be confused with Camera Raw!*

Compression

File formats use compression to help reduce file size. **Lossless** compresses the file without removing image detail or color info while **Lossy** removes detail. The following compressions are most often used.

RLE (Run Length Encoding): **Lossless** compression; supported by common Windows file formats.

LZW (Lemple-Zif-Welch): **Lossless** compression, supported by TIFF, PDF, GIF and PostScript. Useful in images with large areas of a single color.

JPEG (Joint Photographic Experts Group): **Lossy** compression, supported by JPEG, TIFF, PDF and PostScript. Useful for most continuous tone images (photographs). This is the one I use and is also widely used, but because it is lossy, every image change results in more detail lost.

CCITT (abbreviation for the French spelling of International Telegraph and Telekeyed Consultive Committee): **Lossless** compression for black and white images, supported by PDF and PostScript language.

ZIP: **Lossless** compression, supported by PDF and TIFF formats. Used in images that contain large areas of a single color.

Pixar (.pxr) Designed specifically for high-end graphics applications—it’s kinda in the name...

***PNG (.png)** “*Portable Network Graphics*” was meant to replace the GIF format, which never happened, but the biggest advantage is that PNG is a lossless file format, meaning that even though it still compresses images to reduce file size, the compression method it uses does not result in a loss of image quality.

Opps, Final Thoughts

Again, I ran out of room, but the good news is that there are only a few more file formats to finish... **Portable Bit Map (.pbm)**

Scitex CT (.sct) • **Targa (.tga)**
• ***TIFF (.tif)** • **Photoshop DCS 1.0 (.eps)**
• **Photoshop DCS 2.0 (.eps)**

Actually, the last two fall under the category of EPS, so pretty explanatory, but I do want to address the TIFF file format next time.

The subject matter of this article may cause drowsiness, but it never hurts to know if you are saving your Photoshop files in the right format, especially since Adobe has come out with Photoshop for the iPad and there are a lot of web and phone based graphics being created.



Until next time...

Ellen Hanrahan hanrahan.in@att.net ©2020

It Pays to Pay Attention

by John Foust
Raleigh, NC

Abby, who owns a retail store, told me about an appointment with a salesperson from her local newspaper. “I did plenty of research before I contacted him and decided to run a campaign in his paper. When I called him, I made it clear that I was going to buy some advertising and just needed him to drop by to confirm a few details, so I could pay in advance.

“When he arrived, I reminded him that I had a tight schedule, but he launched into a full sales presentation. In an attempt to move things along, I pulled out my checkbook and asked if I should make the check payable to the newspaper or to the publishing company – which had different names.

What happened next was one of the strangest things I’ve ever seen. He completely ignored my question and started talking about the corporate owner of the paper. He had positive things to say, but it had nothing to do with my advertising. After about five minutes of listening to that, I put the checkbook away, thanked him for his time and told him I might run some ads with his paper in the future.

Even though that happened years ago, Abby still remembers the frustration she felt at the time. “That salesperson wasn’t paying attention at all. He was completely out of touch with what was going on in our meeting.”

Hearing about Abby’s experience reminded me of something that once happened to a family friend. He was buying a used car from a dealership and thought it would be a simple process. The plan was to do online research, find a car of interest, take a test drive and make a decision. The transaction didn’t involve financing or a trade-in.

“The price fit my budget exactly,” he said. “I told the salesperson there was no room to buy extras. But before he accepted my check and handed over the keys, I was introduced to a finance person and led into his office. Since I knew that was standard procedure at a lot of

dealerships, I said right up front that I wasn’t interested in added features or an extended warranty. I’ve bought a number of cars over the years. Sometimes I’ve bought extended warranties and sometimes I haven’t. This time, I didn’t want one.”

“The finance guy was new in his position and didn’t seem to know how to handle a customer who wasn’t in the market for extras. He was determined to stick to the script he had been taught, so I had to listen to a pitch on a variety of extended warranties. I repeatedly asked him to cut it short, but he kept going until the bitter end. Even though he was pleasant and friendly, he was completely

After about five minutes of listening to that, I put the checkbook away, thanked him for his time and told him I might run some ads with his paper in the future.

out of touch with the situation. It was a total waste of time for both of us.”

Two stories, one lesson. When you’re face-to-face with a client, it pays to pay attention.

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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

The Peace of Mind Call

by Shep Hyken

My friend Stacy Sherman, head of customer experience at Schindler Elevator Corporation, is personally dedicated to “humanizing business.” She is not only “in the trenches,” working in the customer service and experience world, she has also been recognized as a customer experience thought leader. She recently responded to one of my tweets, which was the creative spark for this post.

I tweeted, “Amazing customer service isn’t an over-the-top WOW level of service. Here’s the real secret. Amazing customer service is just a little better than average.”

Her response was, “There are many #CX techniques to service customers. Right now, focus on GETTING THE BASICS RIGHT to satisfy customers when they call you. Even better, contact them PROACTIVELY. My #custexp team is doing “peace of mind” calls. Authenticity & caring goes a long way.”

First, let’s talk about the basics. If someone asked me, “What are the basics of customer service?” my response would be, “Be nice. Show respect. Say please and thank you. Do what you say you will do.” We can add a few others to the mix, but you get the idea. These are soft skills. When a customer experiences them and can count on them, they develop confidence about doing business with you.

Stacy mentioned that her team is doing “peace of mind” calls. This comes from the concept of providing proactive customer service. When you proactively reach out and talk to a customer to check in, touch base or just let them know you’re there for them, it goes a long way toward creating peace of mind, which is another form of confidence.

For example, when our clients buy our online customer service courses, we onboard them through a Zoom call. We follow up a few weeks later “just to check in,” which is the call that offers support and gives them the peace of

mind that we’re attentive to them and their needs. But it doesn’t stop there. About every 60 days, we do another peace of mind call. We want our clients to know that we’re always in the background paying attention to them. This is especially important in a subscription-based model. Our belief is that beginning the renewal process shouldn’t wait until just before it’s time to renew. It should start as soon as the client decides to do business with us. We want them to know we’re with them every step of the way, not just when we want them to renew for another year.

Peace of mind is about the comfort level a customer has with you. It gives them confidence and makes them want to

If someone asked me, “What are the basics of customer service?” my response would be, “Be nice. Show respect. Say please and thank you. Do what you say you will do.”

continue doing business with you. If you’re not intentionally doing it already, it’s time to add a peace of mind strategy to your customer experience.

Shep Hyken is a customer service expert, keynote speaker, and New York Times bestselling business author. For information, contact 314-692-2200 or www.hyken.com. For information on The Customer Focus™ customer service training programs, go to www.thecustomerfocus.com. Follow on Twitter: @Hyken

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A “peace of mind” strategy adds to the customer experience!

With everything going on in the world with coronavirus, remember that it's not time to stop selling!

I understand at the moment, depending on where you are in the world, your situation may not allow for selling like you normally do.

I know most industries aren't currently "business as usual."

But, I want to be clear, now is NOT the time to simply "decide" that nobody is buying and to sit back until things get back to normal.

The truth is, the recovery process from Coronavirus and its economic impact could take months.

I've done a couple of LinkedIn broadcasts this week, and the general theme of questions I've received is whether or not this is currently a good time to sell. My answer, in virtually every case, is to continue doing what you can to make sales.

In fact, in 2008, the last time we encountered economic troubles, the sellers who succeeded most were not the ones who maintained their flow of communication, but the ones who ramped up their communication. So the idea that you should be in "radio silence" mode is not a good way to move forward.

HERE ARE A FEW IDEAS:

- Connect with your current clients and ask how they're doing. Get a feel for their business right now and assure them that your services will offer (X), or be available for (Y), or that your products and services are currently unavailable until at least (Z). Whatever the case might be, it's important that you keep your current clients in the loop.

- Don't stop prospecting. I've spoken about "Always be prospecting" in the past...and I meant it! Keep in mind now, especially, is not the time to be "tone deaf" in your outreaches. I had someone recently reach out to me on

LinkedIn, immediately after I accepted their connection request, offering support to write my first book. I give him points for continuing his prospecting during these times, but I take those points back and deduct even more for not knowing that I'm already an established author! These are the types of outreaches which demonstrate no previous research done, and no sensitivity to what's currently happening in the world.

- Increase your messaging output. Like I previously stated, in previous circumstances, the top sellers actually increased their messaging output rather than maintaining the current rate. This ties back into the previous point, don't stop prospecting, and actually increase your output wherever possible to maximize your chances for success.

Now you might be thinking, "Colleen, my buyers' industry is heavily affected by Coronavirus and the travel bans occurring globally, I simply can't sell in this climate!"

Look, I don't know your specific situation, I don't want to pretend that there aren't legitimate challenges you may be facing right now.

I'm guessing if you sell to restaurants, or hotels, or airlines, that you're being heavily impacted at the moment. But, I'd switch gears a little and consider what you can do now to pay dividends in the longterm. In other words, if Q1 and even Q2 are a wash because of recent events, what can you do now to set yourself up to maximize the second half of the year?

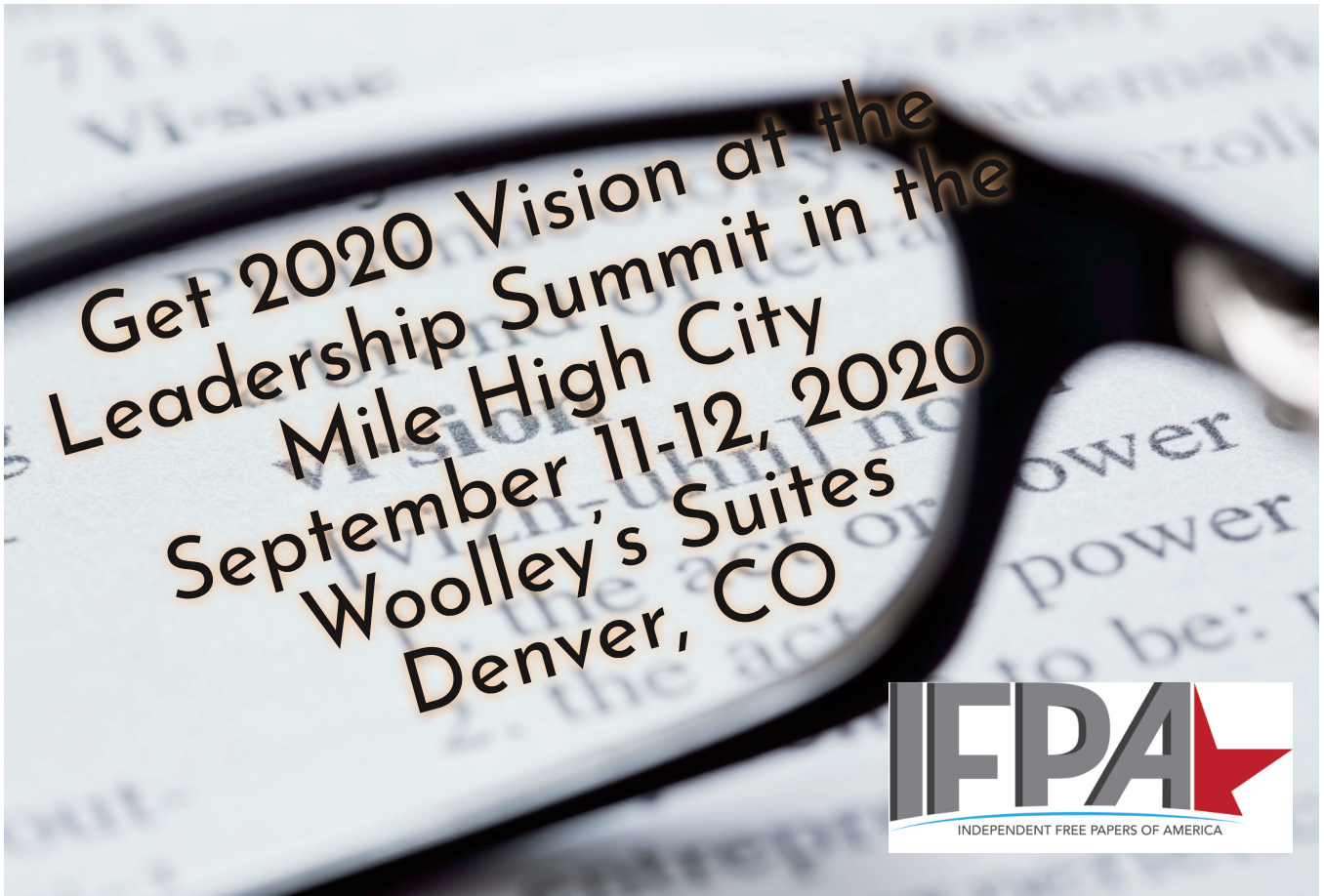
Either way, the answer here is not to sit back with your feet up.

So, while I know these times are nowhere near "business and usual," let's do our best to continue doing great work in the areas we can control.

And if we all do our part, we'll get through this together.

COVID-19: It's Not Time to Stop Selling!

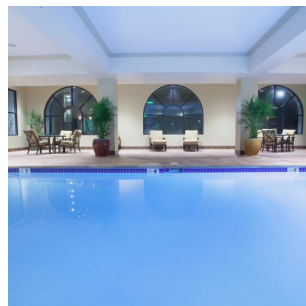
By Colleen Francis




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