

INFORMER



Community
Papers of
Michigan

March 2021



You're Invited!

Spring Virtual Conference

Details on Pages 2 & 3



Michael Angelo Caruso
Co-Publisher
Sherman Publications

**“LITTLE THINGS
MAKE BIG THINGS HAPPEN”**

The Little Things...

There's a lot more to selling than making quota every month. Making your numbers is important, but sales success will come easier when you stop playing salesperson all the time in favor of being a real person.

Salespeople are hyper-focused on closing the deal.

Real people are genuinely interested in prospects and customers and are constantly showing interest in matters not related to sales

Salespeople are all business. They don't share much about their personal lives and rarely inquire about the customer's family members, hobbies and favorite charities.

Real people spend a lot of time learning about the customer's family and what's important to them. Real people know the names of their customers' spouses, partners and children and even learn about chess, gardening and Rotary--just so they can relate better to the people they

serve.

Salespeople are myopic about who they spend time with and focus almost exclusively on the customer, her boss and the person in accounts receivable.

Real people build out their networks and get to know everyone from the CEO to the receptionist. They want to network "five deep" and connect with lots of different people, not just those who seem useful. When I deliver sales training, I tell sellers that if they want to be treated better, they should stop acting like salespeople and start acting like real people.

Keeping It "Real"

Whenever I'm disappointed with my own sales results, it's almost always because I am pressing too hard, stressing about The Big Deal and not being a real person with my prospects.

That's when I stop to think about little Jamie Scott.

Young Jamie was trying out for a part in the school play. His mother knew that Jamie really wanted to be chosen for a role and held her breath when he came home from school the day parts were assigned.

Jamie rushed into the house, his eyes

shining with pride and excitement.. "Guess what, Mom!" he shouted, "I've been chosen to clap and cheer."

The key to being a real person is taking the spotlight off yourself and making your customer the star of the show. Shift from thinking about your commission to thinking about submission. For the essence of customer service is submitting yourself to the other person.

You can, for example, stop talking as much and listen more.

Aim Small, Miss Small

I can't tell you how many deals I've closed by paying attention to "the little things." Denzel Washington's newest movie, *The Little Things*, is about a nearly retired law enforcement officer who takes pride in his attention to details.

It's a good lesson for all of us.

Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker." Mr. Caruso teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry. Mr. Caruso has spoken in South America, Africa, Australia, Asia, the Middle East, and 49 of the 50 states. He spends lots of time working and playing in California, Texas, Florida, and New York. Contact Michael, Edison House, 333 E. Parent Ave, #4, Royal Oak, MI 48067, Phone: (248) 224-9667

Spring Virtual Conference

A time to focus on new growth and opportunities for CPM Members and their staff

Some of you may not be aware that the members of the two former national community paper associations, Association of Free Community Papers (AFCP) and Independent Free Papers of America (IFPA), voted late last year to join forces and form one new powerhouse association, The Association of Community Publishers (ACP). The board of ACP hit the ground running and assembled an excellent Spring Virtual Conference. ACP was kind enough to invite other community paper associations to join them for a nominal fee so their members could take part free of charge. CPM's Board of Directors seized this wonderful opportunity to provide our members with the ability to take in as many of the great presentations, discussions and of course the ever-popular Idea Exchange as they would like.

I will share details in the coming weeks - until then, check out the Spring Virtual Conference Program Outline on pg. 3, and join me, in congratulating ACP on their newly formed association! - Jack Guza

Spring Virtual Conference PROGRAM OUTLINE



VIRTUAL EVENT PRESENTATIONS

These 55 minute virtual presentations will provide attendees information targeted at business improvements for the publishers. The program will run four consecutive Fridays beginning on April 9, 2021 and concluding on April 30, 2021. Each Friday there will be a session that begins at 12:00 PM EDT, a 5 minute break and then a second presentation that begins at 1:00 PM EDT. The specific order of these presentations will be determined and announced in a series of e-blasts to and from ACP as well as next month's Publish Magazine, but here is the presentation lineup that will include improvement ideas for any and all publications.

- **8 things every publisher should track & share.**

Metrics are an excellent way to monitor the health of your business in many areas. Learn some simple calculations that will help you discover strengths and weaknesses and track performance improvements.

- **7 ways to engage your reader.**
Competition for your reader's time and attention gets greater all the time. Learn effective, affordable ways to up your reader engagement, from contests, in-paper promotions and more.

- **6 ways to improve your publication's brand.**
Your brand is the sum total of your customers' perceptions, notions and experience. It is the face, personality and the values espoused by your business – and everything in between. Some simple tips to move it in the right direction utilizing print, video, social media and more.

- **5 special sections that will work in any market.**
Special sections offer opportunities for revenue growth and advertiser excitement. Here are some that will work in any size market.

- **4 print & digital package ideas your reps will want to embrace.**

Combining print advertising and digital advertising can be difficult for your sales team. Here are some tips to increase acceptance and results.

- **3 R's of building your sales team (Recruiting / Rewards / Retention).**

Tips on finding and keeping sales professionals that will build your business with Elaine Buckley.

- **2 Approaches to virtual events.**

Learn how two companies have incorporated virtual events to support their local events during the pandemic. The virtual option can hold on to existing business when in-person options are not available.

- **1 great idea to share – idea exchange.**

The traditional "3-minute" idea exchange holds the key to a variety of business improvement opportunities. From cost savings to revenue growth, you are sure to find something to utilize right away.

VIRTUAL EVENT TLI CLASSES

In addition to the eight presentations listed above, The Leadership Institute will deliver four TLI classes on consecutive Thursdays beginning on April 8, 2021 at 11:00 AM EDT, and each of the next three Thursdays at the same time. These classes will be presented by the Dean of TLI, Rob Zarrilli who is sure to pack the sessions with sales building material and the energy to make the 55 minute sessions just fly by.

These class presentations will require pre-registration for anyone who wishes to earn TLI credits toward their CAE Certification and attendance will be monitored and recorded for verification. If you thought Tuesdays with Morrie was filled with lessons, wait until you try Thursdays with Rob! Here is the class lineup for April.

- **TLI 105 – Communicating Through Listening** – Discover the power of effective communication through a variety of listening concepts and techniques.
- **TLI 247 – Building and Delivering Effective Sales Scripts** – Without an effective sales script, your sales call can end up like a poorly told story. Learn to put together scripts that will engage your listener and keep your sales call on track.
- **TLI 103 – Answering Today's Sales Objections** – No good sale is ever won without a fight! Prepare yourself for sales combat by learning how to uncover, confront and overcome today's common sales objections.
- **TLI 248 – The Soul of the Team** – For most people, succeeding in life requires mastering the art of teamwork. Whether at work, school, church, or home, virtually everyone is part of a team—and when they work well, teams can accomplish more than individuals working by themselves. Learn the four simple yet highly effective principles that separate the truly great teams from the mediocre ones.

TOPICAL DISCUSSION SESSIONS

Following the TLI Classes on both April 15, 2021 and April 29, 2021, there will be presentations targeted to specific areas for your publication business. The program on April 15th will be circulation focused and the program for April 29th will be focused on the Affinity Suite of products. The first portion of the session will be a presentation and the second portion will be an opportunity for industry professionals to have an open discussion on issues and topics they will bring to the table. Each session will be limited to 90 information packed minutes.

- **April 15 – Circulation Session** – The opening presentation will be a case study of transitioning to requestor publication status for potential postage savings. The second part of the program will be an opportunity for circulation professionals to ask questions, share ideas and common issues facing their operations.
- **April 29 – Graphics Session** – Are you tired of sending your hard earned money to Adobe each month for software? The solution is here now using the Affinity Suite of products. Learn how Publisher can replace InDesign, Design can replace Illustrator, and Photo can replace Photoshop. The best part is the price. It's only \$150 for the whole suite, period. Not \$150 per month, but a lifetime. See the products in action in this fast-paced demonstration by someone who uses it every day.

Mark your calendars and stay tuned for more details!

What's Adobe Thinking?

Start making plans now about transitioning your Type 1 fonts



by Kevin Slimp
kevin@kevinslimp.com

“Out with the old and in with the new!”

We’ve all said it, and the idea of replacing outdated technology with something new is sometimes exciting, sometimes frightening. Keeping up with technology comes with a cost, however, and one of those costs is letting go of familiar, albeit antiquated, tools.

In 1994, I stood in front of an audience in Nashville, Tennessee and announced the Syquest drive would soon give way to the smaller, less expensive, Zip drive. The group almost laughed me out of the convention ballroom.

How many Mac users remember the SCSI interface? For that matter, how many PC users remember the parallel port? Does anyone remember the Apple FriendlyNet? Be careful before admitting it. You’re bound to age yourself.

Like many, I screamed (metaphorically) at the top of my lungs when it was announced that FireWire was going the way of the Syquest. How would we connect our external hard drives? Certainly not with USB.

My latest computer, a Macbook Pro, came with four ports, all the USB-C variety. How was I supposed to connect four external hard drives, three monitors, and all the other devices connected to my earlier computer?

Who knew we wouldn’t need cables much longer? The new \$28 speaker that arrived on my doorstep today is wireless. At the same time, it’s clearer and louder than the wired speakers I paid more than \$200 for six

years ago.

So, when GXpress managing editor Peter Coleman wrote to me all the way from Australia and asked if I would be writing something about Adobe’s recent announcement concerning Type 1 fonts, I felt like I was back in front of that convention audience in Nashville.

Yes, Peter, it’s true. Type 1 fonts are on their way out...at least as far as Adobe is concerned. Say it ain’t so, Adobe!

Okay, hang on. It’s not that bad. Remember VGA ports? What about DVD drives? We all thought Apple had lost its senses when they removed DVD drives. How would we install software?

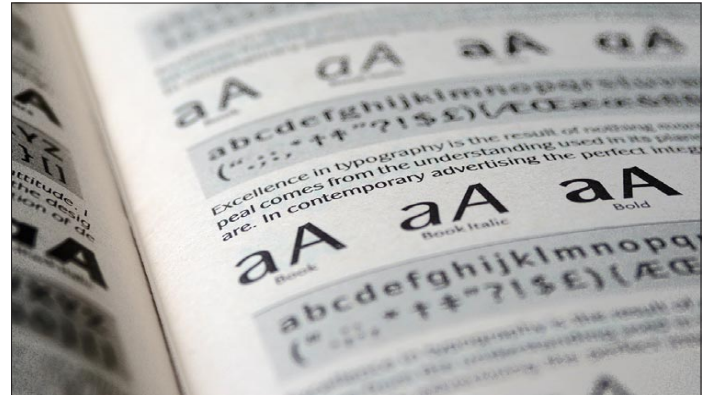
Don’t panic. You’ve got until 2023 to figure out what you’re going to do about fonts. I wouldn’t wait that long, however, if it were me.

Beginning January 2023, Type 1 fonts will no longer appear in Adobe font menus, nor will they operate in Adobe software. Existing Type 1 fonts in documents will appear as “missing fonts” when you open a document.

The good news is that fonts embedded into your PDF and EPS files are safe. They will still work when placed on a page in InDesign. However, don’t try to open them in Illustrator or Photoshop for editing. You’ll be welcomed with that same “missing fonts” error.

My advice:

- **Start planning now.** Don’t wait. Make a long-term plan for dealing with Type 1 issues in your documents. Some Adobe products, including InDesign, now remind you that you have Type 1 fonts when opening documents. It’s a regular occurrence on my screen.



- **Keep track of the Type 1 fonts** used in your workflow. When a message comes up, reminding you that you’re using a Type 1 font, take note. Within a few weeks, you should have a good idea of which fonts will need to be replaced.
- **Make a long-term plan** right away. Determine what to do about documents with Type 1 fonts. Your templates will require tweaking. Two years – well, less than two years now – will pass before you know it.
- **Consider a re-design.** It’s the perfect time to create new templates, while you are replacing fonts.
- **Begin replacing fonts.** Can’t live without Palatino? You’d better find an OpenType version of the font before 2023 arrives.

If you’re using Adobe products, and who among us isn’t, there are plenty of fonts to choose from in the Creative Cloud font library. That gives you a good place to begin. If you’ve purchased Type 1 fonts from Adobe and other foundries, contact them to learn if there’s an upgrade path to OpenType versions of the same fonts.

I suspect this could speed the move of some newspapers away from Adobe to other software options. Hundreds of newspapers have attended my recent Affinity webinars, and most say they’re considering a move away from Adobe software in the near future. I’m not recommending a move from Adobe software. But if you are considering a move to Affinity or something else, now is a good time to look seriously at your options. Let’s face it, if you’re replacing fonts and redesigning your templates, now might be the proper time to have a discussion about software.

It’s not the end of the world. The worst-case scenario is we have to spend a few hundred (or a few thousand) dollars and replace a few fonts. But like the move from Ethernet cables to wireless networks, the move away from Type 1 fonts has been a long time coming.

Gather your staff together. Consider your options and make a long-term plan. You’ve got a little more than a year. Don’t be surprised when 2023 arrives.

Catch Kevin's upcoming webinar schedule at:
newspaperacademy.com

One of my sources for ideas for these articles has been InDesign Magazine, beginning with the first issue in July of 2004. A lot of changes in this program, but I just down-loaded the March 2021 issue and was surprised to find an article I hadn't thought of ...



Daylight Savings
begins
March 14

Set your clocks
forward



Preferences

One reason for overlooking this function was the fact that I had done this years ago, and whenever I had to update I would change InDesign's defaults almost without thinking. But this article, "Preferences you must change in InDesign," by Chad Chelius, stopped me because of the big difference this made in efficiency and convenience. I hadn't even thought of this as being a fairly important element in my initial set-up.

Don't worry, I'm not going to go through all the preferences because there are quite a few that I leave on default and have no use for them at this time. I will just highlight the preferences that I use for every document. **The best way to change preferences is with no document open** when you open the InDesign program (to create your personal defaults). You can change defaults within the document, but why keep doing that over and over.

My "Preferences"

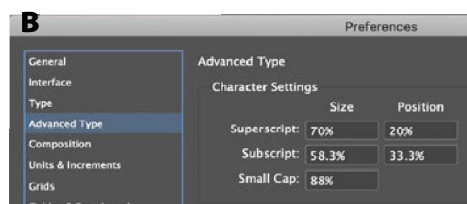
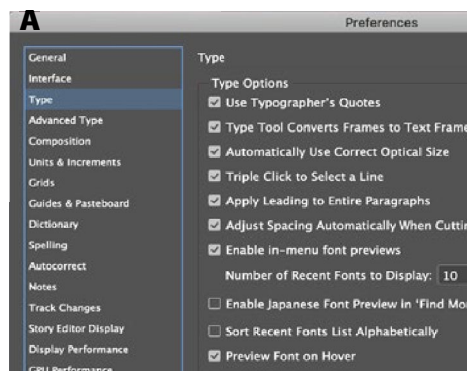
Since I use *Myriad Pro* for much of my work, I have changed the default font to that. Very simple... open InDesign (**with no document open**), go under the Type Menu and the first choice is **Font**, select your new default. Now every time you open a document that will be your default.

Under InDesign in the same menu bar, select Preferences (**Command-K or Ctrl-K**) to bring up the Preferences Panel. Two critical defaults for me are under "Type" and "Advanced Type." Apologies in advance, because I no longer know the default settings, but I hope you can see that I have checked the first seven (7) boxes under Type (A below). Most important for me is the "Use Typographers Quotes."

Here's the difference... "word" vs. "word" and as you can see Myriad Pro is not the best choice. **However, if you use Times New Roman... "word" vs. "word" it becomes more obvious.** I rarely use the inch marks, and if I need to, like the sample, I just change my preference for that bit.

Another must have default is under "Advanced Type" (B below) where I have changed character settings in Superscript, Subscript and Small Caps. Whenever possible, use the Small Caps that are part of the typeface family (Open Type allows this) because the true Small Caps match the weight, width and spacing of that family... they were created to go together. That being said, there are still a number of typefaces (older) where designers choose the computer's Small Cap feature in the Main Menu Bar. I am going to switch to *ITC Officina* for a better demo.

1) SMALL CAPS 2) SMALL CAPS 3) SMALL CAPS... The first "Small Caps" is the true font from the type family; the next one is with my defaults and the third is with 70% (I think that may have been the default. As you see, the first one is best with proportion and scale; even my default at 88% needs a little more tweaking; and the third is distracting! Which goes to show, that I don't use small caps very often and I need to re-evaluate my percentage. Also keep in mind that all typefaces are not the same, so checking and comparing are important when working with various fonts.



I have also changed "Units & Increments" because I prefer to use "Picas" (as opposed to "Inches") as my unit of measure. Has to do with type measurements and the fact that I have been doing it this way for the past thirty-five plus years, but choose whatever you are comfortable with. There are a number of categories that can be changed to fit your particular work style. "Spelling" offers a number of options too.

Other Modifications

I like my "Tool Panel" to be two-across rather than a long single row (just double-click at the top of the panel to switch).

Another change I made was to create a custom "Workspace" (**Window>Workspace>New Workspace**). This contains attributes, appearance and position of Panels and I can switch easily to the workspace I need (or if a computer is shared, each person can create their own).

I have an *Interactive for PDF* and *Advanced Workspace* so I don't have to adjust the Panels, just change the workspace— a lot easier!

Affinity Publisher

I purchased *Affinity Publisher* and I actually installed the program and opened last month's "Ad Talk." When I package my documents (to keep everything together) I also save the InDesign file as an IDML (InDesign Markup Language) file. It's no big deal, however, to open the original and save... I just like to be prepared.

Anyway, the file opened like a charm. Yes, some of the type was a little "goofy," and would need a bit of tweaking, but it opened!

Unfortunately, I had no idea what to do next and downloaded a guide to help me get started. So that's the next step in the process and by next month I should have a better idea of what to do next!

There's *Affinity Photo* and *Affinity Design* to explore as well, so it looks like it's going to be a busy year. I am also looking at *Photoshop* for the iPad (because I have to give a review to my Camera Club in May) and that will be here all to soon.

Final Thoughts

I didn't plan to spend so much space on the preferences, but changing preferences for my working space has saved me a lot of time.

When I think of all the repetitive tasks I performed in setting up my documents, ads, flyers, etc., it made sense to automate as much as I could. Some of these are little changes, but they allow me to get to the actual design process faster, and that's what I enjoy.

I am sure that most layout programs allow you the ability to customize your workspace as well. It would be beneficial to search them out.

At the beginning of this article I mentioned *InDesign Magazine* which has given me ideas and insights over the years. A yearly Premium Membership is \$59/year and gives you:

- 12 monthly issues of InDesign Magazine
 - Access to all back issues
 - Free eBook
 - InDesign templates and swipe files and more
- Here's a discount I can share so you can save \$10 off a 1-year Premium Membership. Just use coupon code: FRIEND at:

<https://creativepro.com/become-a-member/>

Stay Safe until next time...

I was a student, an art teacher, a graphic designer, a writer and again a student. For info, PDFs of articles, or have ideas or comments, you can e-mail: hanrahan.ln@att.net Ellen Hanrahan ©2021



A Sales Team To Be Reckoned With

By Bob Berting
Berting Communications

In today's newspaper advertising world, change is the biggest challenge for advertising sales staffs. A major challenge is that traditional salespeople are not comfortable with the transition of selling digital products. The answer is to train salespeople to be educators and product experts so that they are comfortable asking their prospects and customers to buy their print and digital website packages--- as well as social media and video. This is not selling one time ads but taking step-by-step procedures to grow advertisers every week in print and online.

However, in spite of all the attention that is given to these print/digital packages, there is still the burning question of how advertising salespeople are perceived by their customers. The way to build a successful and prosperous sales team is to recognize the difference between being perceived as order takers or professional advertising counselors who are respected, believed and trusted.

Let's look at the order taker

They could be working long hours because most of their calls are based on selling one time ads and trying to get the customer to give them copy.

They have to re-invent themselves on every sales call and sell the customer on why they should buy from them.

They don't have goals to sell cold contracts every week for long range packages or programs.

They keep going back to prospects until they're burnt out going back to them. Their lack of closing is the excuse they are "building relationships" with people.

The deadliest trap is predictability, the usual trait of the order taker. The end result is lost business for the publication, because order takers may lose out to other competitive media salespeople.

The professional advertising counselor sales team

This team wants to have the right relationship to openly talk to their customers about their image, how they make money, and where they would like to be in their quest to be successful. The team also recognizes that the likeability factor is important because many times customers will stop working with salespeople, simply because they don't like their personality. So in dealing with their customers, they must be cordial, upbeat, friendly, and above all, be always helpful, even in stressful situations

The traits of the professional advertising counselor

They have a weekly goal to sell at least one cold contract, and in some cases, one year program contracts. They have a marketing plan which will give specific benefits for one year programs.

They are constantly planning with their accounts. They sell ideas in chunks, bring

layout ideas for extended periods, getting them approved.

The budget is a primary tool of the professional advertising counselor. As much as possible, they have a budget for every account. Their accounts feel comfortable discussing their budget because they trust and believe in the counselor. They know it is extremely important to tap the customer's ego and to incorporate this ego in personalized ad campaigns.

The professional advertising counselor truly cares about his or her customers. They know layout design, can write excellent copy, know type faces—and can convey these attributes to their customers.

Building the sales team

The team members need to be thoroughly aware of all the benefits of not only the print product but the growing benefits of the publication's online program, which can include the power of video..... and social media. However to build the sales team there are 3 requirements for the team members to be successful:

To be believed and trusted. In the customer's eyes, the salesperson has to get things right, time after time. The salesperson has to be a trusted advisor, not an interviewer who pursues progressive questioning tactics. (Continued on page 7.)



A Sales Team to be reckoned with...

by Bob Berting Continued from page 6

Know competitive media. How can a long range program be sold to a prospect that doesn't think their publication will be a key player in their media mix? Every advertising salesperson on the team should know all the advantages and disadvantages of all competing media—and be able to show decisively why their publication should be the major player in a media mix.

Sell long range programs with great marketing plans. This is critical if the advertising salesperson on the team is to understand how multimedia packages can benefit advertisers and give benefits to motivate them to commit to a long range program.

The role of the sales manager

Sales managers who want to build a strong sales team need to follow the following guidelines:

- Set goals for productive output.
- Make sure all company policies are recorded and memos distributed quickly.
- Give immediate feedback on job performance.
- Keep in touch with the sales team. Hold sales meetings weekly.
- Reward salespeople with sales achievement contests.
- Show that they are willing to go anywhere to see anyone with salespeople.
- The bottom line slogan is “you can't push a string—you have to pull it”

Final word about creativity

In most cases, you can't rush the process of creativity. You may need several meetings to go over concepts, to thoroughly understand the advertiser's needs, and to hit the right ego buttons. Patience should be a big virtue of the successful advertising sales team—and the payoff will be greater trust and belief that the team is truly the major player in their advertising media mix.

Bob's newest e-book is "Smart Customer Connections For Advertising Salespeople". You can order all 4 of Bob's books on his website: www.bobberting.com. Read Bob's books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts. Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the President of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.



Web design is BIG business

...even for small publishers

Introducing:



Learn how to profit from
selling websites to your
advertisers at

www.SiteSwan.com





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

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

Will Online Sales Spell the End of Community?

There's a small women's clothing boutique in our town whose owner claims to have 2,400 Facebook followers. It's a claim that begs the question, how does a small-town boutique attract almost 25 hundred followers?

In larger markets most of the specialty stores have professional agencies regularly updating the information on their site. Those web advertising professionals attract followers by offering "dollar off" coupons, special drawings and creative contests to those who becomes a "friend."

But the owner of a one-person shop, already overloaded with buying and checking in merchandise, arranging in-store displays and waiting on customers, have little time to refresh or promote just one site, let alone all the emerging digital offerings. So, were the names purchased from some listing service, provided by one or more suppliers, swapped around in some buyer's group or are they really potential customers?

Selling and buying online has truly become a permanent part of our culture. But what will that trend mean for our communities and more, especially for our community papers?

What if, after we're finally free of COVID, the buying public continues to buy everything from groceries to furniture online? There will be little to hold a community together. And probably no community paper.

It isn't easy to shop online.

I try to buy everything close to home to boost the local economy. Still, there are things I just can't get in Sheldon. Over a year ago I contacted a luggage manufacturer seeking a replacement for the fabric divider in a small carry-on. Seven e-mail and six telephone calls later, I finally received my order this month.

More recently I went looking for some travel coffee cups like the one I'd bought years ago while touring a

distant state. Mine had finally worn out.

I was able to connect with the manufacturers who directed me to a nearby dealer. After a number of e-mail and telephone exchanges the dealer sold me four cups, all the same color, because that was the minimum order. I was expected, of course, to pay in advance and shared my credit card information. Two days later the salesperson called back to say the cups I wanted were no longer available. I canceled the order and am hoping for a credit on my next bill.

How will the residents of your community react if online shopping leaves them with no place to buy much more than a carton of milk and a loaf of bread?

A community exists most of all because there is conversation and interaction among the people who live there. Before COVID many of those conversations took place in the grocery store and local dime store as individuals met in the aisles. When local retail declines the entire community declines with it. And so does the community paper. (Continued on page 9.)





What Will 2021 Bring... *by Peter Wagner Continued from page 8*

Local newspapers face a bigger battle than just the salvation of their publication. The entire future of the town depends on the efforts of the newspaper to educate the community on the dangers of digital shopping and the need to "Shop Local."

If hometown families want to have easy, immediate access, acceptable selection and true value right in their community they are going to have to shop as much as possible in their hometown.

And if local merchants are going to stay in business they need to be educated and sold on how the newspaper brings consensus and buyer commitment to the community. We must draw a line and make our voice heard regarding the power and value of newspaper advertising.

In your hometown, for example, your printed newspaper is the most credible of all media. That trust the reader has in

your publication is believed by the reader to be true of all that is advertised or promoted within its pages. That can't be said of most commercial or independent digital sites.

Newspapers provide a wide variety of local news, information and weekly-to-the-door delivery that guarantees wide, consistent, in-depth readership.

Newspapers enjoy a longer attention span than any digital website, Facebook or other digital program.

Newspapers drive local residents to local business and services. Newspaper advertising creates "top of the mind" awareness and measurable results.

But most important, newspapers are the glue that hold a community together, creating a positive vision for the future. Without a newspaper a community will often shrivel and die. Without a thriving

business district, newspapers also tend to shrivel and die.

Peter W. Wagner is founder and publisher of the award winning Sheldon, IA, N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is produced especially for publishers, editors and sales managers who still believe in the value and importance of the PRINTED paper. [CLICK HERE](#), to also receive Wagner's free PAPER DOLLARS email newsletter featuring a unique sales ideas and promotions. The two monthly email newsletters contain information completely different from each other. You can contact Wagner can be contacted at pww@iowainformation.com or (CELL) 712-348-355 for information regarding his convention programs and webinars on publishing better papers and enjoying greater profit.

Would you like to increase your revenue without increasing your overhead?

OVER 250,000 Businesses

Over 1 Million Display
Ads Processed Online



Be cooler than your competition.
Join the growing number of publications using
CoolerAds...and increase your revenue!
No Contract • No Set-Up fees • No Additional Expenses
Click below to schedule a no obligation webinar

Schedule your online
demo to see how
CoolerAds can help!

Call or text
Joe Nicastro
973-809-4784

or email
joe@coolerads.com



By John Foust Raleigh, NC

Ad-Libs

12 Ad Campaign Tips

A single ad probably won't generate much business. The real work is done in multi-ad campaigns. Here are a dozen tips:

- 1 -

Learn from history

It's important to study your advertiser's marketing history. If something worked, could that tactic be applied in the next campaign? If something failed, how can that mistake be avoided next time?

- 2 -

Pick the right target audience

Think specifics, not generalities. It's impossible to sell a product or service to everyone. Select a particular segment of your overall audience and aim your message directly at them.

- 3 -

Study the advertiser's competition

While you don't want to duplicate what they are doing and risk being confused with them, there are lessons from things they have done. For example, if they ran a successful "Christmas in July" sale last year, you may want to consider a unique off-season sale this year.

- 4 -

Extend the budget with co-op

Many retailers can get advertising assistance from the brands they carry. Brands are eager for exposure and often share the cost of local ads. There are guidelines, so be sure to check things in advance.

- 5 -

Give readers a reason-to-buy in every ad

Although the word "campaign" implies long-term advertising, today's readers may not be in the market for your advertiser's products tomorrow. That's why it's a good idea to avoid "teaser messages" and go for the sale in every ad. (Continued on page 11.)

Sales & SERVICE Leader

Tire Rotation Service Only \$25
Includes 100-point vehicle inspection
Everyday low price!

Competitive prices on dealer-quality service for the peace of mind and value you deserve.

Committed to safe service!
Call today to learn more or schedule your free estimate.

Midcity Auto Sales & Service

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Sales & SERVICE Leader

Oil & Filter Change Only \$29
Includes 100-point vehicle inspection
Everyday low price!

Competitive prices on dealer-quality service for the peace of mind and value you deserve.

Committed to safe service!
Call today to learn more or schedule your free estimate.

Midcity Auto Sales & Service

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Sales & SERVICE Leader

Check Engine Diagnostic Only \$99
Includes 100-point vehicle inspection
Everyday low price!

Competitive prices on dealer-quality service for the peace of mind and value you deserve.

Committed to safe service!
Call today to learn more or schedule your free estimate.

Midcity Auto Sales & Service

1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

12 Ad Campaign Tips... *by John Foust Continued from page 10*

– 6 –

Be consistent

Each ad should look like it belongs to the same advertiser. In addition to consistent graphics – logo, typography, illustrative elements – the writing style should be the same.

– 7 –

Schedule frequency

Be sure to run ads often enough to be familiar to your target audience. Of course, frequency should increase during peak selling times and decrease during off-season times.

– 8 –

Consider testing

Does “buy one, get one free” resonate with readers? Or does it work better to say, “Fifty percent off, when you buy two?” The discounts are identical, but you’ll never know which one is better unless you try both offers and keep count.

– 9 –

Adjust to surprises

When unexpected things happen, smart marketers adapt to the situation. For example, when the coronavirus pandemic first hit, office supply companies started promoting work-at-home supplies.

– 10 –

Mix print and online

Most newspapers offer both print and digital options. This creates greater flexibility – and bigger readership numbers – in campaign scheduling. Don’t think of it as “either print or digital.” Think of it as “print and digital.”

– 11 –

Get the advertiser’s sales team on board

The best ads in the world won’t work if the advertiser isn’t prepared to deal with the leads the ads generate. When there’s a special sale, everyone in the business should know the details. If there’s a new product introduction, they should be able to talk features and benefits.

– 12 –

Measure results

When you track responses – and the resulting sales – you’ll be in position to do more of what’s working and less of what’s not working. This calls for a close partnership between your paper and the advertiser.

(c) Copyright 2021 by John Foust. All rights reserved. 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



Give customers a reason to act on your advertisement.





Ryan Dohrn
President/Founder,
Brain Swell Media LLC

10 Reasons Why There Has Never Been a Better Time to Sell Advertising

There's some funkiness out there in ad sales land right now. We see citizens getting back to some level of normalcy, yet our advertisers are still throwing us the same COVID based objections. Do they not want to get back to business? Why is it so hard for them to grasp that advertising starts the process to get customers back in the door? I would suggest to you that business owners are suffering a sort of PTSD that comes from the massive shock to their business that the COVID pandemic dealt them over the last 12-months. So, how do we help them? The first step is to understand them.

I've got ad sales coaching clients just like you, sales warriors in the media business, in all walks of life all around the globe. Sarah in Singapore, Peter and his team in Australia, John and his colleagues up in Toronto, and of course folks here in the United States. And here are some interesting things that my team and I have learned from an informal ad study that we conduct each week with media sales reps, just like you, who report back to me each Friday. I have them answer this simple question in an online survey: What type of advertiser did you meet with this week? And what I'm getting at with this question is what was the most predominant personality type that they

encountered. Were they meeting with "ego-driven" advertisers this week? Or were they meeting with predominantly "logical" people this week? Or were they meeting with "emotional" folks this week? 5% of sales reps reported that they met with ego-driven individuals last week, and this did not change much between 2019 and 2020. Interestingly enough, and sorry to all of the agency buyers out there, they reported that many people in this 5% were agency buyers. (If you're one, it's nothing personal—we love you.) Now, let's look at the percentage of logical buyers. Down 9%, logical buyers represented 21% of the buyers that your fellow media sales warriors met with last week. Remember, these are logical buyers that want nothing but the facts, just the numbers. Next, and what's really interesting, is the number of emotional buyers—up 9% last week and reported at 74%. You read that right. Seventy-four percent of the media sales warriors I'm regularly coaching are telling me that the buyers they're meeting with right now are quite highly emotional. This doesn't mean that they don't use any logic in the process of making decisions, but they're showing us that they're very emotional in the way that they're buying. It's a lot about how they feel, regardless of the facts that are being presented to them.

You know this is true. Because logically we tell people, you want to make sure that you're in front of your customers in multiple ways on multiple days. It's a high-frequency game. Major marketers out there, your Cokes, Red Lobsters, Tides, Procter & Gambles, etc., they get it. They recognize and they know what our models tell us: and our models tell us—

with data that is backed up by Nielsen, eMarketer, and the Association of Magazine Media—that at a minimum, an advertiser is going to need to place their marketing message a minimum of 10 times in three different media channels over a 30-day period before they're going to get the desired ROI bump.

Now, every category is slightly different in the response time, but we all recognize—and we have for years—that frequency is the key (unless you're selling a George Foreman Grill or a Ginsu Knife, or the Thighmaster ... "but wait, there's more!")

So when you think about this, I really do believe that we're at a point in time where advertising is extremely important and should be easier to sell than ever before. But, you may need to change your approach.

Here are 10 thoughts on changing your media sales approach to increase your close rate.

Emotional buyers do not respond well to data and stats. You will find your best success in selling with advertiser success stories or case studies. Talk up-front about the three advertisers that you love the most and the results they are seeing.

Do NOT ask the standard questions you have asked for years. Why ask what their budget is and reinforce the fact that they have no money to spend? Instead, talk ethically about your other advertisers that are seeing results. Most Customer Needs Assessments don't identify needs—they identify wants. (Continued on page 13.)

10 reasons why... *by Ryan Dohrn continued from page 12*

Do not try to win the traditional vs digital argument. Instead talk about multi-media. Speak to five or six things that other business owners are doing to win. Traditional and digital. Digital is really kind of the bare minimum, actually. We've got to raise the bar or set the bar with our advertisers and prospects, and that's one of the things I want you to seriously consider. As ad sales pros, we've got to control the narrative. Digital only gets an advertiser so far.

Take about minimums required for ROI success. There is a reality to marketing. There is a dollar value attached to that reality. Show the reality. It might sound something like this. "If you're going to be competitive, Mr. or Mrs. Advertiser," in a particular space, category, or whatever, B2B or consumer, "there's a certain minimum number of marketing initiatives that you need to do in any given 30-day period just to be competitive."

Come with ideas ready to roll. Most people have lost patience for just about everything. The last thing they want to do is sit through a sales discovery interrogation session. You are 70% more likely to close business when you recommend what somebody needs to do as opposed to what they want to do.

In a time of crisis, most people want to be lead. So lead. Recommend media options based on what has worked for our other advertisers. I'll reiterate: it's not about budget. It's about what the advertiser's category demands. Identify what they NEED, get them results, and you'll have customers for a lifetime.

Social media is not the single answer to marketing. If Bud Light could get away

with only doing social, they would have saved millions on their Super Bowl ads. So I might ask this to my advertising clients right now: "Mr. or Mrs. Advertiser, so you love social media. What things are you doing to be different?" Because everybody's on social media right now. Social media is really, really saturated. Digital as a whole, quite honestly, is saturated. So the question is, "What are you doing to stand out from the crowd in a digitally cluttered, digitally saturated marketing landscape?" I love digital. But, it is not the single holy grail.

Digital and social are different. Show the difference. Social is intrusion based advertising. The digital we sell is permission based marketing. If you've watched the Netflix documentary "The Social Dilemma," we've got Apple, iOS, and Chrome about to block all cookies, and in fact some of those things have already happened. From watching this documentary and from observing numerous other sources as well, I believe we're going to see a traditional media resurgence. Now, is it ever going to be the way that it was in the '80s? No. But neither is the music ever going to be the same, right?

Traditional media is a dominating marketing play. Not everyone can afford print or radio. Every business does social. Not every business does traditional. What's interesting, for those of you who sell traditional advertising, is that we're seeing in almost all of our research that one of the best drivers of social media activity—search activity, Google, etc.—comes from traditional media sources.

Sell the marketing trifecta to our advertisers. What is the marketing triangle

of success? Traditional, digital, and social. Because events aren't really in play right now, stick with these main three. Yes, there are virtual events and they're working in B2B. But the trifecta right now is going to be social and digital, and then having traditional media in the mix as the differentiating factor. Because, if Mr. or Mrs. Advertiser wants to be dominant in their marketplace, they have to do what others either don't know how to do, or what others think they need to do but can't execute because of budget or whatever the circumstance.

Media sales warriors, people have been putting off significant buys for quite some time. COVID forced them into that scenario. And now with vaccinations rolling out, with restrictions being lifted, people are going to come back out. So the critical question is, "Mr. or Mrs. Business Owner, are you going to be ready?" It doesn't matter if you're local, national, or global. Are you going to be positioned ahead of time to take advantage of the bump that's going to occur? Demand for products is going up, and it's going to go up higher than it ever has before. Are you going to be positioned correctly? Think about it, friends. You're dealing with a lot of emotional people—74%, remember. So guide them. Lead them. Help them understand what they need to do to be successful.

You know what I always say, "If ad sales was easy, everybody would be doing it." And they're not. Is that because we're crazy? No—well, maybe we are a little bit. But the truth is that we've found careers that will feed our families for a lifetime. And there has never been a better time than now to sell media.

*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 Ryan R. Dohrn, President/Founder, 360 Ad Sales Training and Strategy Brain Swell Media LLC, Ryan@BrainSwellMedia.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



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



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



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



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



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



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



Kara DeChalk
Director
Salesman Publications
102 N. Main Street - P.O. Box 205
Concord, MI 49237-0205
Phone: (517)524-8540
Fax: (517)524-8570
ads@salesmanpublications.com



Jack Guza, Executive Director
jackguza@cpapersmi.com



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



Dana Risner, Business Manager
dananrisner@cpapersmi.com