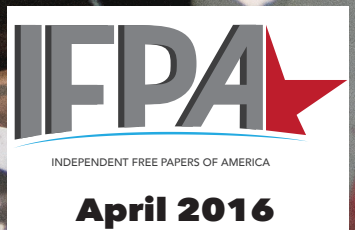


tip

The Independent Publisher

Advocate Media
Quality, Value, Performance





AUDIT PROMOTION CHECKLIST

All of the services listed below are FREE promotions included with your audit.

When your audit is complete the most important part of your audit process begins! To get the biggest return on your investment, make sure you promote your audit. It's easy, and it's free. Use this checklist to increase revenue today!

- DISPLAY THE CVC LOGO** - After your printed audit report has been issued, you can run the CVC logo in your publication, rate card and media kit. Call CVC for more logo promotion ideas.
- GET CONFERENCE CALL TRAINING** - Call (800) 262-6392 to schedule training on your CVC audit report and readership study. Training sessions take 30 minutes, and can be scheduled during regular weekly sales meetings.
- LET US SEND A LOCAL AUDIT PROMOTION** - Send CVC 10 pre-addressed mailing labels for potential new advertisers in your area. CVC will personalize an audit promotion letter for your publication and send each advertiser a copy of your report. After completing conference call training your sales staff should follow up with the recipients of the letter.
- NATIONAL AUDIT PROMOTION** - CVC automatically releases your audit to Standard Rate and Data Service, and hundreds of national media buyers. Make sure you review your SRDS listing regularly and contact national advertisers in your area regularly. Call CVC for more information on national & regional media contacts.
- REGIONAL AUDIT PROMOTION** - CVC maintains a database of more than 5,000 advertising agencies nationwide. Use the advertising agency marketing plan in the CVC Sales Handbook to develop profitable relationships with local ad agencies.
- CREATE IN-HOUSE AUDIT PROMOTION ADS** – www.cvcaudit.com shows examples of hundreds of promotional ads run by other publishers. Make sure area businesses know why your readers are their potential customers.

If your audit is sponsored by IFPA, MFCP, WCP, CPII, MACPA, FCPNY, CPNE, CPM, SAPA, CPF, or PNAWAN you can have additional publications you own audited at association rates. Save thousands of dollars and call today for your no-obligation quote.



Need Posters?

CVC's "power" poster is free and looks great in offices, conference rooms and training areas. Make sure your office visitors know about the power of your CVC audit. Order your free poster today by calling (800) 262-6392.

**Higher standards.
Better results.**

- * CVC audits are available at no-cost to most state, regional, and IFPA qualified members. Publications can also fund their own audits and readership studies at affordable rates.
- * Need a map? CVC offers additional custom mapping services for publishers and advertisers.
- * Own other publications? CVC extends group discounts to publishers with multiple titles.
- * CVC audits paid and non-paid print media including newspapers, magazines, shoppers, and niche publications.
- * Audit reports include comprehensive readership studies and cover printing, distribution, and circulation verification.

Call today for more information
800.262.6392
www.cvcaudit.com



FREE

NADA

ZIP

ZILCH

GRATIS

COMPLIMENTARY

All of these audit promotions are included in the cost of your audit.

OFFICERS FOR 2015-2016

DOUG FABIAN
President



Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661, ext. 144
doug@thereminder.com
term expires Sept. 2016

JANE MEANS
Vice President



Kapp Advertising
P.O. Box 840
Lebanon, PA 17042
(717) 273-8127
janem@themerchandiser.com
term expires Sept. 2016

MARK HELMER
Director of Finance



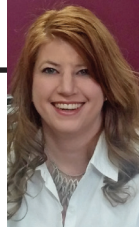
Helmer Printing
N. 6356 740th St.
Beldenville, WI 54003
(715) 273-4601
Fax (715) 273-4769
mark@helmerprinting.com
term expires Sept. 2017

DAN BUENDO
Director



Reminder Publications
280 N. Main St.
E. Longmeadow, MA 01028
(413) 525-6661
Fax (413) 525-5882
Dan@TheReminder.com
term expires Sept. 2017

EILEEN CURLEY
Director



The Shopper
924 E. 162 St.
South Holland, IL 60473
(708) 271-8957
Fax (708) 333-9630
general@myshopper.biz
term expires Sept. 2018

KATIE THOMAS
Director



Exchange, Inc.
P.O. Box 490
Fayetteville, TN
(931) 433-9737
Fax (931) 433-0053
katie@exchange-inc.com
term expires Sept. 2018

RENA REISER
Director



New Mexico Market Place
PO Box 92800
Albuquerque NM 87199
(505) 888-0500 Ext 102
Fax (505) 888-1078
rena@nmmarketplace.com
term expires Sept. 2018

JOE MATHES
Director



Tempo
P.O. Box 237
Kiel, WI 53042
(920) 894-2828
joe@deltapublications.com
term expires Sept. 2018

DEBORAH PHILLIPS
Past President



The World
403 US Rt. 302 Berlin
Barre, VT 05641
(802) 479-2582
Fax (802) 479-7916
dphillips@vt-world.com
term expires Sept. 2016

RICK WAMRE
Sergeant-at-Arms



Advocate Community Newspapers
6301 Gaston Avenue
Dallas, TX 75214
(214) 560-4212
Fax (214) 823-8866
rwamre@advocatemag.com
term expires Sept. 2016

DANIELLE BURNETT
Assistant Director



CADNET
13157 Avocet Street NW
Coon Rapids, MN 55448
(866) 224-8151
Fax (866) 864-2051
danielleburnett-ifpa@live.com

DOUGLAS FRY
Executive Director



Headquarters
104 Westland Drive
Columbia, TN 38401
(931) 922-4171
Fax (888) 450-8329
douglas@ifpa.com

Vol. XXXIV, No. 4 • April 2016



"...it can be independence forever for those who value it sufficiently... if they give their allegiance to an association such as this one, they will be dedicated to keeping the spirit alive, and they will be doing it by helping each other."

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

The Independent Publisher

Published monthly for the benefit of members by Independent Free Newspapers of America*

Publisher
Doug Fabian, President

Federal Collective Membership
Registration No. 1,561,653

Managing Editor
Douglas Fry
e-mail: douglas@ifpa.com

DEADLINES: The next issue of The Independent Publisher will be published May 15, 2016. Deadline for all copy is April 15, 2016. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production
The Independent Publisher (IFPA)
104 Westland Drive
Columbia, TN 38401
(931) 922-4171

©2016 by Independent Free Papers of America*. All rights reserved. Reproduction in whole or part without written permission is prohibited.

Rick Wamre started Advocate Media in 1991. By keeping production values high and content razor sharp their publications lead the market.



Doug's Dribble

by
Doug
Fabian



OUR INDUSTRY IS ALIVE!

At the beginning of March, I was fortunate enough to visit with the SAPA organization during their Leadership Retreat. As President of IFPA, I went to facilitate the Publisher's Roundtable portion of the weekend. The folks at SAPA were very welcoming and were great hosts. Thank you for having me. I was able to learn a lot! The most important thing that I would like to point out is the vibrancy of people in our business. Publishers are willing to share with their peers.

The dedication to the industry is evident and the "power of the many" certainly was evident as the flow of ideas was strong. Just like IFPA's Publishers' Summit in February, the SAPA organization had a wealth of sharing and solving fellow publisher's issues. Good stuff! So, what am I

saying? Reach out and share with people in our industry. Personally, if I have something clunking around in my head, I call or email one of my IFPA mentors. I suggest you try the same. I know that the members of the board are a great resource. You will find our contact information in the front of this issue. If you want to talk to someone smart, the entire IFPA directory is on our website at ifpa.com.

PART 2: A PET PEEVE...

"TMN" Sucks the Life Out of (You) Me

How many negative things did you hear yesterday? If you live on earth, you probably heard quite a bit. Times are tough, and people are letting everyone know just how bad they have it. We forget how fortunate we are. I got an email from a missionary in Guatemala a while back, and he

was telling me how excited he was that a fellow missionary just got \$100 monthly support. Yes, folks, that is one hundred dollars a month! He has a wife and two kids. Wow... are we fortunate.

So anyway, back to the negative people. "TMN" stands for Too Much Negative. I have determined that we must not live the TMN world. I tried a new strategy one day last week. I made a mental note of how many negative statements that I heard during my day. I just observed people, young and old. I came up with 81 negative items. Unbelievable, but true. So, my thought was that I would find an equal number of motivational quotes to the number of TMN that I heard. I went home and spent an hour or so reading some pretty awesome stuff. It was fun, and it made my day. I suggest you try it.



PUBLISHER'S SUMMIT

is heading back to
Las Vegas in 2017

Mark your calendars

January

27-28, 2017

Don't do the TMN part by counting all the negative statements. That is just plain dumb. I was your guinea pig and I can tell you how stupid I was to even think about it. But, it does me good to search out positive quotations at the end of the day, or during any part of the day. It certainly will work for you and will put a smile on your face and the faces of people around you.

I'll start you off with some quotes from one of the best, Vince Lombardi. I know that if he were alive today, and working in our industry, he would be a leader in finding ways to make things work. No easy excuses, no blaming others... He would be molding his team to perform to its fullest. Let's do the same.

VINCE LOMBARDI QUOTES:

"Confidence is contagious. So is lack of confidence."

"Dictionary is the only place that success comes before work. Hard work is the price we must pay for success. I think you can accomplish anything if you're willing to pay the price."

"If you aren't fired with enthusiasm, you will be fired with enthusiasm."

"If you can accept losing, you can't win."

"Live as if you were living already for the second time and as if you had acted the first time as wrongly as you are about to act now!"

"Once you learn to quit, it becomes a habit."

"Success demands singleness of purpose."

"The achievements of an organization are the results of the combined effort of each individual."

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will."

"The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."

"We would accomplish many more things if we did not think of them as impossible."

Go ahead, try it out. If it works for you, then pass the idea on to someone else. If it doesn't, you are too negative, so try it a few more days.

Happy Sellin'

Doug



Wire Displays

HAMILTON
CIRCULATION SUPPLIES
800-398-2427
www.theservicechamps.com
info@hamiltoncirculation.com
Fax - 708-946-3733

Tubes and Steel Posts

Rubber Bands

Carrier Bags

Steel Distribution Boxes

Poly Bags

Plastic Displays

Steel Distribution Boxes

Plastic Displays

Steel Distribution Boxes

Advocate Media Starts with Stealth Mission

by Bob Munn

One April evening in 1991, Rick Wamre made ninja-like preparations for a stealth night mission.

10,000 copies, Volume 1 Number 1 of what would become Advocate Media's flagship publication were to be rolled, bagged and delivered from the back of a pickup truck in the cover of darkness. The nocturnal maneuvers were part of a plan that IFPA's newest board member recounts as: "We figured everyone would be asleep, and no one would see us."

There were three business partners. Rick, a former reporter/editor with the Dallas Morning News, specialized in editorial and sales. Another Morning News veteran was a design specialist. The third partner was a columnist. They probably should have grabbed someone off the loading dock on their way out, because they were about to get their first lesson in newspaper delivery.

"Sixteen pages of newsprint is too light to throw from the back of a pickup onto someone's lawn," Wamre describes their revelation.



From left to right: Editor Elizabeth Barbee, account executive Sally Ackerman, editor Rachel Stone, account executives Frank McClendon and Amy Durant, managing editor Emily Charrier, account executive Greg Kinney, editor Brittany Nunn and publisher Christina Hughes Babb.

"The first newspapers floated into the air about three feet and didn't even reach the sidewalk. So we wound up walking the streets at night for a couple of nights delivering 10,000 copies of the publication to homes."

The trio had plenty of time, walking those dark streets, to set their next objectives. Sell more pages, and find someone else to deliver the papers.

Twenty-five years, two partners and the pickup truck are gone. However, Advocate Media doesn't hide from anyone in the highly targeted urban core of Dallas. Sixteen pages of confetti became four monthly glossy magazines averaging 200+ combined pages.

The Advocate augments its print audience with four companion websites delivering 280,000 monthly visits. Facebook and Twitter followers number approximately 35,000. And 23,000 opt-in email subscribers extend that reach to more than 500,000 monthly — all in the high-

ly targeted urban core of Dallas.

They've built upon that digital foundation to offer what Rick describes as, "website design, social media management and just about anything else we can think of that customers in our target area may need to promote their businesses."

They also have the unique distinction of producing the highly visible annual Visitors Guide for the State Fair of Texas. Speaking of unique, Advocate Media has designed, printed and sold that book's advertising for 16 years.

"Magazine formatting (monthly editions, glossy paper) may not work in every market," Rick observes. "But it works in the high-income neighborhoods we serve. A tabloid newspaper was just fine for the first three or four years, but had we kept that format, we would not be here today. Someone else would have sidestepped that product and produced something glossy like we do now."



Producing an award winning publication consistently requires that everyone on the team collaborates. Each person's input has equal value which helps improve the Advocate Media each issue they publish.

Pointing to Advocate Media's current market offerings, he continues, "A monthly saturation print format backed with daily web reporting and weekly e-newsletters cover a lot of bases and helped us beat back a lot of competitors. We keep a variety of readers engaged in a variety of ways."

Warming to the topic, he continues, "We are the undisputed voice of the neighborhood in the areas we serve. No other publication (print or web) touches more readers in these neighborhoods, because of our saturation print delivery and our online reach."

So the guy on the back of that truck knew what he was doing, right?

"I was a reporter/editor with the Dallas Morning News, and I knew what the daily newspaper could and couldn't cover," Rick recalls. "I figured readers would be hungry for local news that was too 'small' to be published in a metropolitan newspaper, and it

followed that advertisers would flock to a local publication targeted to their customers. I was half right. Readers loved us immediately. It took much longer to convince advertisers.

"Our customer base has been steady for the print magazine simply because we serve a confined demographic area that isn't really growing in terms of number of houses. However, the income of residents and the value of houses has skyrocketed since we started. (Had I bought a couple of those houses with the money we used to start the business, I think I'd have more terminal value by selling the houses than I'll have when I sell the business some day in the distant future.)"

How did you come up with a product mix for a vibrant market like Dallas?

"We need to keep changing and adding to the services we offer," Wamre explains. "That is pretty challenging for a small team faced

with lots of competition in a metropolitan market. I would prefer to focus on print, since that's what I love, but we've found that digital is about 15-17% of our revenue these days, and it's pretty obvious we need it to keep growing."

He continues. "Giving away 90,000 glossy print publications, with 78,000 delivered directly to doors every month, is a very expensive undertaking. To this day, I'm not exactly sure how we can afford to do that while maintaining high editorial quality, excellent design and photography, and still providing advertisers with a product that helps their business."

At which point, Wamre unveils his secret weapon: "We have outstanding people who could easily get media jobs elsewhere in Dallas, but they choose to stay with our daily, weekly and monthly products."

The veteran publisher looks back and continues: "Ironically, I actually used to work for a company that bragged about its employees but treated them like dirt. But our employees are second to none and deserve all of the praise."

The Advocate team numbers 20 employees and about 10 regular contractors, as well as two independent contractor companies that handle home deliveries.

"We have editors for each of the four neighborhoods/magazines, as well as a managing editor," Wamre explains. "We employ

continued on page 8



Improved computer and software empowered the staff to improve the look and appeal of Advocate Media's products.

a full-time photographer, office manager and three graphic designers; and we employ 10 full-time account executives. The contractors include photographers, a copy editor, a couple of rack delivery people, and a couple of outside designers.”

He went on to outline the leadership players. “One of our editors, Christina Hughes Babb, doubles as the publisher. She and the managing editor, Emily Charrier, handle the editorial team. I chime in from time to time with my thoughts, but they run the department. The office manager, Judy Liles, handles billing, office coordination and distribution. The managing editor supervises the graphics department, which is anchored by our longtime art director Jynnette Neal. I supervise the sales team, but luckily for me, they really don’t require much managing because they’re all experienced and dedicated.”

Staff turnover isn’t a big problem for the Advocate. At least half of the employees have been there

more than 8 years. Five have more than 12 years service, inspiring Wamre to say: “That’s pretty unheard of in a big-city market like Dallas with lots of other media/sales opportunities.”

He attributes a great deal of that success to a culture that shares leadership responsibility. “The best business decision was to let other people actually run the various departments. They bring fresher ideas (I’m running out of new ones after 25 years), and they’re helping us remain relevant with younger readers as our neighborhoods transition over time. They inspired our transition to digital.”

Can this produce a tightly run operation? A look at the Advocate’s award-winning production staff illustrates that story as Wamre tells it. “For the most part, we had 2 or 3 graphic designers almost since the beginning. We added another newspaper/magazine each year after starting the first. Yet, computer and software advances empowered those people to absorb virtually all that growth without adding new

seats. At the same time, our product’s look and appeal improved.”

That fact was established within the Advocate’s first six years at the former Texas Community Newspaper Association “best of” excellence contest. “In those years,” Wamre recalled, “TCNA had more than 300 attendees at its conventions and probably more than 50 Texas publications participating in its contests. When we were announced as winners of the ‘Best of Texas’ award, you could have heard a pin drop in the banquet hall. Virtually no one knew who we were. I was frankly stunned that our product measured so well against others that had been in business so much longer. The award itself wasn’t as impressive as the recognition that we were doing a good job. It helped fuel our desire to continue working to become better and better.”

And yet, the competition never ends. Wamre outlined its evolution.

“When we began, there was no one else in Dallas really all that interested in hyper-local editorial coverage. The Dallas Morning News controlled the ‘news’ market, a city magazine covered the glitzy, high-end stories, and a weekly alternative newspaper was the disruptive editorial force. And over the years, we’ve killed off four or five direct competitors in our market (one produced by the Morning News, another produced by the city magazine).

"Today, there is so much competition for readers' attention and advertisers' dollars that I literally cannot name them all. New websites and even new hyper-local magazines have started in the last year. There seems to be no end to the number of people who believe they can fill a need and their wallets in the hyper-local market."

WHAT DOES THE FUTURE LOOK LIKE?

Wamre isn't one for "sitting tight." "We continue to change and adapt to the marketplace. The challenge is financially supporting the model of hyper-local news. We all know people want to read what we produce. We just don't know how we're going to be able to pay for the apparatus necessary to produce it. We'll fight to stay relevant to readers and continue to provide advertisers with the results they need to prosper and continue supporting our model."

He sees IFPA as a key to that approach.

"We are starting to really make headway with digital sales these days, and I attribute a lot of that growth to attending IFPA events. Hearing other publishers talk about their challenges with print, and watching some of those same publishers branch into digital, gave me a template to follow and experts/peers to ask for help.

"Our entire website development program, along with the idea to begin acquiring opt-in email addresses for newsletters and promo sales, came almost exclusively from listening to Dan Buendo talk at a couple of Publisher's Summits and a couple of IFPA conferences. The first time or two I heard him pumping digital, I just kind of let it slide on by, but I kept thinking about what he said and how the market was changing. When I finally committed to pursuing it, Dan became our resource for producing most of the websites we sell. We are growing with minimal

investment thanks to that arrangement with Dan."

Could the Rick Wamre, who delivered his papers by moonlight, have imagined where this would all lead?

"If you had told me 25 years ago that we'd still be struggling every month to remain relevant and profitable, I would have laughed in disbelief. And then I probably would have found something else to do instead of starting a monthly publication. But I wouldn't have had as much fun.

"Sometimes it seems like hand-to-hand combat, but I love what I do. I love the people I work with (most of the time), and it is going to be a long time before I can afford to quit.



All photos by Danny Fulgencio

Thanks for making us number one.

Why is TownNews.com the **top CMS choice** among U.S. newspapers?* Maybe it's because we give you more ways to **make money, create content and grow your audience** than anyone else. And all at an affordable price.

Ready to thrive in the digital age? **Call 800.293.9576 today.**

TN TownNews.com

*Source: Reynolds Journalism Institute "Tools We Use" report.



Launch Your Own

How It Works



Rebrand Our Platform -

Add your own company name and logo. Use your own domain.



Sign up Local Businesses -

We'll show you how with proven sales techniques and marketing materials.



Build Sites Fast -

Create small business websites in minutes. No coding or technical experience needed.



Get Paid Every Month -

Set your own prices and keep 100% of sales.

Includes:

- ✓ Branded Marketing Site
- ✓ Desktop & Mobile Site Builder
- ✓ Hosting for every site
- ✓ Reseller Dashboard
- ✓ Sales & Marketing Materials
- ✓ 100% White Label
- ✓ Training & Support
- ✓ No Contracts - Cancel anytime



Partner with SiteSwan and start selling websites today.

Web Design Business

How Much Money Can I Make?

Profit Calculator

Set your own prices and generate upfront and residual income on every site you sell. The recurring income you create will continue even if you no longer sign up new accounts. Use our potential profit calculator to see how much you can make.



NUMBER OF SITES SOLD	UPFRONT DESIGN INCOME	RECURRING MONTHLY INCOME	RECURRING ANNUAL INCOME
25	\$9,975	\$1,250/mo.	\$15,000
50	\$19,950	\$2,500/mo.	\$30,000
100	\$39,900	\$5,000/mo.	\$60,000
200	\$79,800	\$10,000/mo.	\$120,000
400	\$159,600	\$20,000/mo.	\$240,000
1000	\$399,000	\$50,000/mo.	\$600,000

**Based on our recommended pricing structure of \$399 Setup followed by \$50/month.*

Call now for a Free Demo: 1 (888) 958-6838
Learn more at www.siteswan.com

Graphic Hooks

by
Ellen
Hanrahan



EACH AD REQUIRES YOU TO TAKE BITS OF INFORMATION, ART, PRODUCTS, ETC. AND CREATE A MESSAGE THAT IS READ BY MANY. NOT EASY TO DO, BUT WHERE CAN YOU GET THAT SHOT OF...

Creativity



I'm stuck... again. Which is usually where I find myself every month when I am looking at this blank page. (It's not really blank because it has last month's article, but I'm guessing that people might notice if I just sent it in again.) So far I have been able to find something to write about, but sometimes I edit myself before I start. Here are a few of my "yea, but" conversations...

"There's a lot to say about typefaces, yea, but you just did one three months ago." "Well, color is an important element to discuss, yea, but I did a series on color not too long ago." Actually, I looked that up and it was April 2012 when I did the color wheels, terms, etc.! And so it goes.

Maybe it seems as if I discuss these design elements and principles a lot, because I do. But each instance provides it's own challenge, and requires it's own solution. My biggest challenge is coming up with an idea each month. And that's difficult because I usually have no specific problem to solve.

The Ad-Vantage

Say what you will, when I was presented with information for an ad (sometimes, lots of it!), I had a problem that needed a solution and with my background, it worked very well. In any ad, I have to present the information in the most effective way. As a designer, I need to get the idea/service/product across to the reader.

Writing is totally different... BUT once I have an idea, there's no problem. So I should be able to transfer that process to writing. Right?

The Idea

As a perk for my renewal to *HOW Magazine*, I received a "Designer's Guide to Creativity."

As a designer (or creative) I should be able to come up with an idea



almost immediately. But that just doesn't happen. Years of experience have given me an arsenal of "tried and true" concepts that work for me, but that's "years" of experience.

However, you can get better at idea generation. As I said, experience helps, but so does talking to other creative individuals. Keeping samples of ads or ideas that appeal to you is another way to begin to build your "idea bank." Doodle... use a pencil/pen and old-fashioned paper and just doodle. The shapes you create can help with your visual organization and give you ideas. With me, writing words helps me to generate ideas. Train yourself to be more prepared to create by paying attention to what's going on around you.

Anyway, the guide provided three ways to warm up your creativity. The first way was to **focus more on creation** rather than being creative. It's a process and it can be daunting! When people brainstorm, it should be to get the ideas out of your head and onto something solid. Doodle! Creatives at ad agencies do this all the time by generating an "idea wall," or whatever you want to call it. And you can doodle any where and pretty much anytime. You don't need a lot of electronic devices to get started.

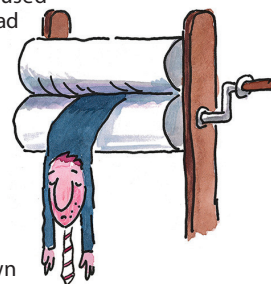
The second way to warm up your creative spirit was to **play the "What if" game**. To find answers, you need to ask the right questions, but how do you know what the right questions are? That's why "what if" can get you to think a little differently.

One of the most successful groups to come up with ideas are **The Imagineers**, the Disney Creative Team, who turn ideas/dreams into magic. And if you have ever been to Disneyland or Disney World, you know that they have been pretty successful at what they do. Their ability to blend creative imagination with technical know-how produced unbelievable results. Their bottom line? Stay curious and it will lead to new paths.

The third and final way to nurture and generate creative ideas was to actually **prepare yourself to create**. Creative muscles can be expanded, especially by completing exercises designed to get you thinking in alternative ways. And, what do you know, there's a book to help you do just that called **Caffeine for the Creative Mind**. Surprised? I offer a list of books in the next column that you may want to look into as well.

The purpose of any mind activity is to present you with challenges to help alter your perspective.

Here's a very simple, quick idea that I've used before. Take an ad and then turn it upside down. If all the elements and principles of design work, then it's been a success.



Turning the ad upside down forces you to look at the structure, because the familiar no longer gets in the way. It takes you out of that comfort zone and forces you to really look at something from a different point of view.

Ideas and creativity can hide, but if you know how to coax them out, you will find that creative thinking can become easier. Just remain curious!

Reference Material

Here are some books that may help you exercise those creative muscles:

The Imagineering Workout: Exercises to shape your creative muscles, by Disney Imagineers

Creative Jolt and

Creative Jolt Inspirations

by Rose Gonnella, Denise M. Anderson, Robin Landa, from Northlight Books

Caffeine for the Creative Mind: 250 Exercises... by Stefan Mumaw and Wendy Lee Oldfield

Creativity for Graphic Designers, by Mark Oldach, North Light Books

Thinking Creatively,

by Robin Landa, North Light Books

Creative Stuff: An activity book for visual thinkers, by Dave Gouveia and Chris Elkerton, from How Books

Graphic Design Thinking: Beyond Brainstorming, Ellen Lupton, Editor, Princeton Architectural Press

These are just a few of the books available—actually these are the ones that I have, plus a few creativity workbooks. Some of them have been around a while and I haven't even checked out the newer books. My suggestion is to start at your local library, and I am sure there are many websites that are also very helpful. So there's more than enough information on creativity and generating ideas that you can check into. The next step is to do it!

And that also brings me to the end—no more blank page. I also realize that I need to go through a few of the books that I have, because before long I will be staring at another blank page. Got any ideas?

Until next month...

*I welcome your input and suggestions. I was a high school art teacher, but entered the free paper publishing business in the 80s. I write articles for *The Independent Publisher*, and I'm still learning.*

E-mail: hanrahan.in@att.net Ellen Hanrahan ©2016

Show me the value, or I'll show you the door.

How do you make a sales presentation?

No I don't mean warm up, probe, present, overcome objections, close. I mean what's the big picture of your sales presentation? What's the content of your sales presentation? And most important how are you certain that you engage your prospect in your presentation? What makes your sales presentation different AND compelling.

CONSIDER THIS: In order to engage your prospect, or your probable purchaser, or even your customer, there must be some form of interest or perceived value on their part. If there's no interest or perceived value, there's no engagement.

There are many obvious customer-based values. For example, they need what you're selling, you have it in stock, or no one else has it in stock. But that's too easy. And that situation hardly ever exists.

CONSIDER THIS: If you had a customer-based value proposition every time you went into a sales call, and that value proposition had REAL VALUE for the customer, it would give you a consistent approach, consistent engagement, and a consistent competitive advantage that takes price off the table as an issue. If you do

it right it can even eliminate, or level the playing field, of "three bids."

Most companies have created the mythical term "added value." It's a term that I have never understood. It usually is a bunch of gibberish containing very little value, and if I asked you to describe what added value is, or define what added value is, you probably couldn't.

WHAT IS A VALUE PROPOSITION? Let me define each element. Once this value proposition is broken down, you will clearly see how your sales presentation needs to be restructured so that the customer will know what's in it for him or her.

And oh, by the way, if you're using a "system of selling" or trying to "find the pain" and you're not comfortable with it, this may be an alternative to win the sale without any manipulation what-so-ever.

The value proposition is broken into 5.5 strategic parts. Each part stands alone, but each part is critical to the other because they build momentum, reduce perceived risk, and ultimately create a buying atmosphere.



HERE ARE THE COMPONENTS:

1. The value that your company provides. This is an opportunity for you to talk about your company in terms of what they stand for, how they partner, how they have produced for others, and how they serve others. It's a chance to talk about capability and loyalty without mentioning the words integrity or ethics (in my opinion, if you have to say those words you probably are just the opposite).
2. The value your product or service provides. The best way to present product value is through the technique known as 'similar situations.' This gives you the opportunity to talk about how your product or service has performed successfully in other environments. Be aware that it's not yet time to use testimonials. Similar situations are: you telling a story about other successful users. Testimonials can be used at the end of your presentation to close the deal.
3. The value that you (the salesperson) provides. If you understand that the first sale

Continued, page14

Show Me Value *continued*

that's made is the salesperson, the first sale that's made is you, then you can understand the impact that this piece of the value proposition can play. If you bring no value to the table then your price will dominate the discussion and the outcome. Your value are things like industry knowledge, product knowledge, customer knowledge, desire to serve, timeliness, and an overall understanding of how your customer can best utilize your product or service for THEIR benefit. You have to go beyond salesman to consultant. You have to go beyond salesman to business friend. You have to go beyond salesman to being a resource. By combining those three elements, consultant, resource, friend, you achieve the most coveted business position possible: you become a trusted advisor.

4. The value in a short term incentive. Everyone wants to feel like they get a 'deal' when they buy something. Every infomercial on television ends their sales presentation with some form of "Ginsu knife" or buy two for the price of one. Short term incentives are designed to create a greater sense of buyer urgency. In your case it may be six months of free service, a starter kit of supplies, a factory rebate, an added piece of equipment at a reduced cost, or something that enhances your offer on a one time basis to get that customer to buy now. The danger in any short term incentive is that the customer will want it again. Your job as master salesperson is to make certain that you have spent enough time communicating the fact that this is one-time-only.

Well, I'm out of space for this month, but not out of value. The rest will appear next month.

PLEASE tear this out and save it for part-two. I promise you the value will be there.

Want the list of 5.5 value proposition elements? Go to www.gitomer.com -- register if you're a first time visitor -- enter VALUE in the GitBit box, and you'll get the list.

Jeffrey Gitomer is the author of twelve best-selling books including The Sales Bible, The Little Red Book of Selling, The Little Gold Book of Yes! Attitude, and 21.5 Unbreakable Laws of Selling. His real-world ideas and content are also available as online courses at www.GitomerVT.com. For information about training and seminars visit www.Gitomer.com or www.GitomerCertifiedAdvisors.com, or email Jeffrey personally at salesman@gitomer.com.

© 2016 All Rights Reserved. Don't even think about reproducing this document without written permission from Jeffrey H. Gitomer and Buy Gitomer. 704/333-1112



Addressing the needs of newspapers and planting the seeds for a profitable future.

Fake Brains has been dedicated to the publishing industry since 1991, providing software for small-to-medium sized newspapers and shoppers. By forming a partnership with each of our customers, we help them use our software to its fullest capacity. We've built our company on integrity, outstanding service, and solid products.

We have been very pleased with the company and the flexibility its programs offer. There is an incredible variety of reports available with their program. Their staff is easy to work with and very concerned with customer service and satisfaction.

-Sioban Gatrell, Fostoria Focus

- Classifieds
- Retail
- Scheduling
- Carriers
- Circulation

303.791.3301
sales@fakebrains.com
www.fakebrains.com



Employer held not liable for failure to accommodate

from
King & Ballow



by Laura Mallory
lmallory@kingballow.com

An employer was sued by the Equal Employment Opportunity Commission for allegedly failing to accommodate an employee. The lower court found in favor of the employer, holding that the employee was not a qualified individual. The EEOC appealed.

BACKGROUND

The employee injured her right shoulder while working for the employer. The injury required two years of physical therapy. During the two years of physical therapy, the employee had several lifting restrictions that the employer accommodated. The employee was then given a permanent restriction of lifting no more than fifteen pounds. The employee was subsequently discharged.

In order to establish a claim for failure to accommodate under the Americans with Disability Act, the EEOC was required to prove (1) the employee was a qualified individual with a disability, (2) the employer was aware of the employee's disability and (3) the employer failed to reasonably accommodate the employee's disability. In order to be a qualified individual, the EEOC had to prove that the employee was able to perform the essential functions of the job, with or without a reasonable accommodation.

At trial, the employer presented evidence that the employee's job required her to lift items and sometimes carry an item to a customer's car, and many of the items in the store weigh substantially more than fifteen pounds. There was additional evidence that once a week employees have to unload

items from delivery trucks to restock the supply room. Another employee testified that the unloading days were "nothing but lifting." Moreover, the written job description required that an employee carry items up to 50 pounds, but usually 10 to 20 pounds.

The EEOC attempted to argue that because another part-time employee with a paralyzed left arm was permitted to work, so, too, should the employee at issue. The employer explained that that part-time employee was in a different position and would never be in the store alone.

Additionally, the EEOC argued that the trial court erred in refusing to instruct the jury on its proposed "team concept" jury instruction. The "team concept" theory is based on an older case where the court found the "normal course for individual members of the [team of workers was] to substitute and reassign tasks among themselves according to individual abilities, preferences, and limitations." The EEOC was seeking for the jury to be instructed that the heavy lifting was not an essential function of the employee's job because the employer's promotion of a team atmosphere allowed for other workers to do the heavy lifting for the employee, while the employee returned the favor by doing other tasks—such as paperwork for

example—that the other workers did not know how to do.

Based on the evidence presented, the Appellate Court affirmed the jury's decision and explained that a rational jury could conclude that heavy lifting was an essential duty of the employee's position. Therefore, the employee was not a qualified individual, as she could not perform the essential heavy lifting, with or without a reasonable accommodation.

The Court also distinguished the case the EEOC relied on for its "team concept" jury instruction argument on the ground that the employee failed to show "a distribution of labor system in which the 'normal course' was for [the employee] to substitute and reassign discrete tasks involving lifting certain heavy items" in exchange for performing discrete tasks for other workers that they were unable to do. As a result, the EEOC's claim for failure to accommodate was denied.

Reprinted from "Comment," a publication of the law firm of King & Ballow, Nashville, TN. Mark Hunt is our consultant with King & Ballow and he can be reached at (615) 726-5497 or mhunt@kingballow.com. The foregoing column is explanatory in nature and is not intended to provide legal advice as to particular situations.



IFPA President Doug Fabian celebrates his birthday with FCPNE.

The Great Stone Arrow and Bears

I love to tell stories about my father. He is my example in life. He is 88 but still walks 3 miles each day and rises at 5:00 am to watch over neighborhood school kids as they wait to be taken to school. None of them are related to him. They call him the "School Guardian Angel." When it became known that my mother was an Alzheimer's patient, he cared for her for 9 years until the very end. He cared for her in every way that one would care for an infant. He is my example as to how a real man should act.

Alright, you get it. He's a good man. But it might surprise you to know that he often led groups of unsuspecting young men into the mountains, for a week at a time, searching for adventure and mountains to climb. Little did we know climbing those mountains meant we had to endure days of slogging through rain, snow, mosquitoes, and other forms of torture. However, the worst feature of mountains is that they also contain bears. I should say "BEARS!"

On one trip we went cross country from one well known trail into the deep unknown stumbling through dense undergrowth for hours on end. There was no trail to follow, only my father's innate sense of direction. We finally broke through the darkness onto a high alpine meadow. In the middle of that mead was a huge arrow made of large stones pointing toward the next pass. Dad explained that in 1890 the first group of people to explore that part of the U.S. constructed the arrow so that followers would know the right way to go. What we were able to hike in a day took them over 4 months to negotiate.

As we gazed across the valley I noticed a black bear ambling up the opposite hillside. We continued our hike by descending to the next valley

and climbed up the same hillside that only an hour or two earlier the bear had been setting up the buffet table for our arrival.

When we reached the exact spot that I remember seeing the bear, Dad decided we had gone far enough for the day and we pitched camp. I tried in vain to persuade him to go somewhere, anywhere else but he

was sure this was the perfect spot to camp.

I didn't sleep that night worrying about the arrival of the bear with a bib tied around his neck, knife and fork in each paw. But I also kept thinking of the explorers who left directions for people that would follow. Do we do the same? Do we leave instructions for those that will inevitably follow us on our journey through life? I hope we do. Just don't leave bear paw prints.

by
Douglas
Fry



APPRAISALS • BROKERING

- 35 Years Publishing Experience
- Book, Magazine and Newspaper Company Financial Valuations
- Global Expertise, Deep Market Knowledge, Unmatched Integrity

Kamen & Co. Group Services Book Publishing Company Appraisals • Brokering



NY (516) 379-2797 • FL (727) 786-5930

626 RXR Plaza, Uniondale, NY 11556

info@kamengroup.com • www.kamengroup.com

"Kevin Kamen works relentlessly. Whenever he speaks about the publishing business or companies, I pay close attention."

—Paul Tash (Mr. Tash is Chairman of the Pulitzer Board and Chairman/CEO of the *Tampa Bay Times*)

"Kevin Kamen is one of the world's best known and most prolific brokers of media properties and companies."

—Gypsy C. Gallardo, CEO/Publisher, *The Power Broker Magazine*

Find the Treasures of More Sales and New Friends

Sessions will include:

Strategic Selling Skills

Social Media Marketing

Dare to Lead

Media Buyers Panel

Round Tables

and More



**Register Early
to Win \$100**

<http://tinyurl.com/zy7eser>

Caribe Royale
Orlando, Florida
September 29 to October 1
2016

sapa
Southeastern
Publishers Advertising
Association

IFPA
INDEPENDENT FREE PAPERS OF AMERICA

CPF
Community Papers of Florida

IFPA Board Meeting, Thursday, March 17, 2016

President Doug Fabian called the meeting to order at 9:00a.m. (EST) Board members present: Mark Helmer, Eileen Curley, Jane Means, Rena Reiser, Deborah Phillips, Dan Buendo, Katie Thomas and Executive Directors: Danielle Burnett and Douglas Fry, Excused: Joe Mathes and Rick Wamre

Treasurer's Report - Mark Helmer February financials were emailed prior to the meeting. February was a little better month for CADNET however spending needs to continue to be monitored and new revenue opportunities need to be explored.

Membership - Danielle Burnett The majority of the membership dues have been collected. Danielle will be in touch with the few who have not yet paid.

2016 Fall Conference - Eileen Curley Plans are coming together well for the September conference in Orlando. A few changes are being made on the media buyers panel. The first brochure just went out in the mail as well as eblasts to all members and potential sponsors. An incentive is being promoted to get members to register between May 15-August 15 to have a chance to win \$100.

Contractor Report - Douglas Fry The monthly TIP Publisher's Profiles are going well. The monthly 20/20 webinars are also going well. The upcoming schedule webinars are, Newspaper Manager and CVC. There are also some ideas in the works on how to welcome new members.

Google Ad Sense/Social Media - Danielle Burnett Danielle gave the report on behalf of Joe Mathes. Joe and Danielle have been working with Mike Mathes to set up a Google AdSense account for IFPA and it should be up and running soon. Joe has also been regularly updating and posting on the IFPA Facebook and Twitter accounts and these need to be promoted with the membership to increase likes and followers.

SHARE Group - Rena Reiser Rena is working to find a Publisher to run a Publisher's SHARE group.


TIP - Douglas Fry After reviewing several printing bids, TIP will begin printing with Helmer Printing this month.

2017 Conference - Doug Fabian Things are set with the location in New York City. Doug talked with Conference Chair Joe Nicastro about working on some initial plans.

Bob Wright Scholarship - Deborah Phillips Deborah reported that several applications have been received for the Bob Wright Scholarship.

Jane made a motion to adjourn, Mark seconded the motion, all were in favor. The meeting was adjourned at 9:30am EST.

Recording Secretary Danielle Burnett



*We specialize in
the art of printing!*

Customer Satisfaction
and Competitive Pricing.

More than Just printers...
We are Publishers Too!

Keeps Up with the
Latest Technologies

Your One-Stop
Print Resource.

Newspapers • Publications • Shoppers • Catalogs
Magazine • Directories • Coupon Books

College Course Catalogs • Advertising Supplements
Business and Financial Periodicals • Free Standing Inserts



Trumbull
PRINTING

205 Spring Hill Road
Trumbull, CT 06611

203.261.2548

www.trumbullprinting.com



INDEPENDENT FREE PAPERS OF AMERICA

104 Westland Drive

Columbia, TN 38401

Presorted Standard
US Postage
PAID
Helmer Printing



STEEL CITY CORP

1000 HEDSTROM DR • ASHLAND, OH 44805 • (800) 321-0350 PH • (330) 797-2947 FX • WWW.SCITY.COM