

September **2024**
INFORMER



**Community
Papers of
Michigan**



Three quarters down, one to go: Promote yourself *From The Executive Director, Don Rush*

September is here and October is so very near. Where did the year go? One of the most common comments I hear from community paper owners, publishers, managers and salespeople is, "Yeah, we don't market ourselves as well as we could."

It's true, while we work so hard on promoting our paying customers with the one by two-inch ads, all the way up to full-blown 12-month marketing plans, we often forget to take our own advice. Oh sure, we'll put out the obligatory flyer for some annual promotion we've done for years, but rarely do we sit down and think about telling our story.

Telling our story – why the community reads us, why advertising in our pages is part of every successful marketing plan our customers can implement and why others should, too – should be second nature, yet is normally not even second or third on our "to-do" priority lists. Brighton publisher, Community Papers of Michigan member and a Director on CPM's board, is different.

He ain't like most of us. He's a constant promoter of his monthly, The Marketeer publication. I was reminded of this the other day when I went through my email. Every month he lets current and potential customers know how they can improve their business' bottom line: Advertise in The Marketeer.

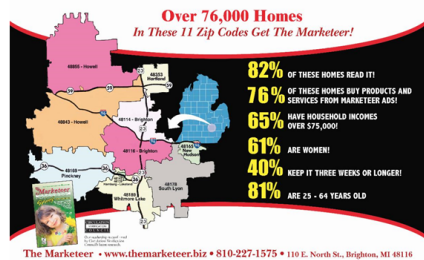
"Hi Don," George's emailed message started, followed by a logical sales pitch. "If you want your customers to buy locally, advertise locally."

George continued, "The Marketeer is as local as you can get, with a direct mail pattern that covers 100% of the homes in Brighton, Howell, Hartland, Hamburg, Lakeland, South Lyon, New Hudson and Whitmore Lake every month!

"And every ad is online free at www.themarketeer.biz."

And then his message shared some impressive reasons to advertise in The Marketeer, "Reach

Here's what George Moses sends out to people on his email "list." Monthly, he reaches out to customers to help them market in his publication, The Marketeer.



Hi Don,
If you want your customers to buy locally, advertise locally. The Marketeer is as local as you can get, with a direct mail pattern that covers 100% of the homes in Brighton, Howell, Hartland, Hamburg, Lakeland, South Lyon, New Hudson and Whitmore lake every month! And every ad is online free at www.themarketeer.biz
Reach over 76,000 homes for as little as \$165 when your ad runs in both editions of The Marketeer. And all graphic design is at no extra charge!

Deadlines for October Marketeer:
Glossy deadline is Friday, September 13
Newsprint deadline is Wednesday, September 18

For any business from Accounting to Yoga, this is a great time to get your message in front of up to 76,000 local homes on Saturday, September 28
Call us today and let's do business!
George Moses



over 76,000 homes for as little as \$165 when your ad runs in both editions of The Marketeer. And all graphic design is at no extra charge!"

Simple, clean, direct and compelling self-promotion.

George shares the next deadline for inclusion into The Marketeer and then a final marketing statement, "For any business from Accounting to Yoga, this is a great time to get your message in front of up to 76,000 local homes . . . Call us today and let's do business! – George Moses."

In the accompanying photo you can see on top of his message George starts his pitch again with the number of homes The Marketeer reaches and then a nice graphic, using readership survey percentages of why businesses should advertise with him.

To facilitate his email campaign Georges uses Constant Contact. If you want to see his website, digital editions of The Marketeer and to see how he reaffirms his marketing message, go to GeorgeMosesCo.com.

(PS: Click on the link in the middle of the website page that states, "50 years of great advertising! Click here for our story!")

SHARE YOUR SUCCESSES

As October is right around the corner, many members will be filling up pages with stories, photos and marketing for Homecoming, Fall Real Estate and Fall Home Improvement features. As Tony the Tigers often says, "G-R-E-A-T!" Please share your success stories with these sections and other more unique feature ideas. How did you promote these features, what your customers like about these features and more. Please share these ideas so, together, we can help one another stay strong, profitable and growing. **Email me, DonRush@CPapersMi.com**

MEGAMARKET

Lastly, I want to thank all those who are running CPM's weekly classified network, MegaMarket. The program keeps CPM afloat and the more member publications who publish the better. Members who run these also get a little bonus check at year's end as a thank you.

If you want to know more about the MegaMarket program email DanaRisner@CPapersMi.com

Here's to you all having a successful September!

Got a question, drop me a line at DonRush@CPapersMi.com and I will try to find an answer.



Ad - Libs

BY JOHN FOUST

“I Don’t Know” Can Be A Great Answer

I remember talking about sales presentations with Edwin, who is the marketing director of a regional advertiser. “I’ve heard all kinds of presentations from media salespeople and I’ve asked plenty of questions during those conversations,” he said. “One of the best answers I’ve ever heard is, I don’t know. I’m not talking about I don’t know with a nonchalant shrug that says, ‘I don’t know and I don’t care’ or ‘That’s not my job.’ I’m talking about a sincere I don’t know that expresses regret that they honestly don’t know the answer to the question. That kind of response is usually followed by a commitment to find the answer. They’re not trying to fool me with information that may be incorrect and they’re not trying to gloss over the question in order to move on to another sales point.”

When said with unquestioned sincerity, I don’t know sends important messages. Let’s take a closer look.

1 Respect

First of all, I don’t know shows respect for everyone involved – the prospect, the prospect’s company, the salesperson’s company and the salesperson.

You may remember the famous song “Respect.” Otis Redding wrote and recorded it in 1965, and Aretha Franklin recorded it two years later. Aretha added these lyrics, which have rocked through the ages: “R-E-S-P-E-C-T. Find out what it means to me. R-E-S-P-E-C-T. Take care of it. TCB.”

TCB means, “Take care of business.” Believe me, there’s no better way to take care of business than to show genuine respect when meeting with prospects and clients.

2 Honesty

We all appreciate honesty. In fact, it’s safe to say that we require honesty in a relationship, whether it’s in our personal or professional lives. When a salesperson readily admits that they don’t know the answer to every question that could possibly be asked, it establishes a new level of trust between the two people. Along the way, the prospect is more likely to take the salesperson’s words more seriously.”

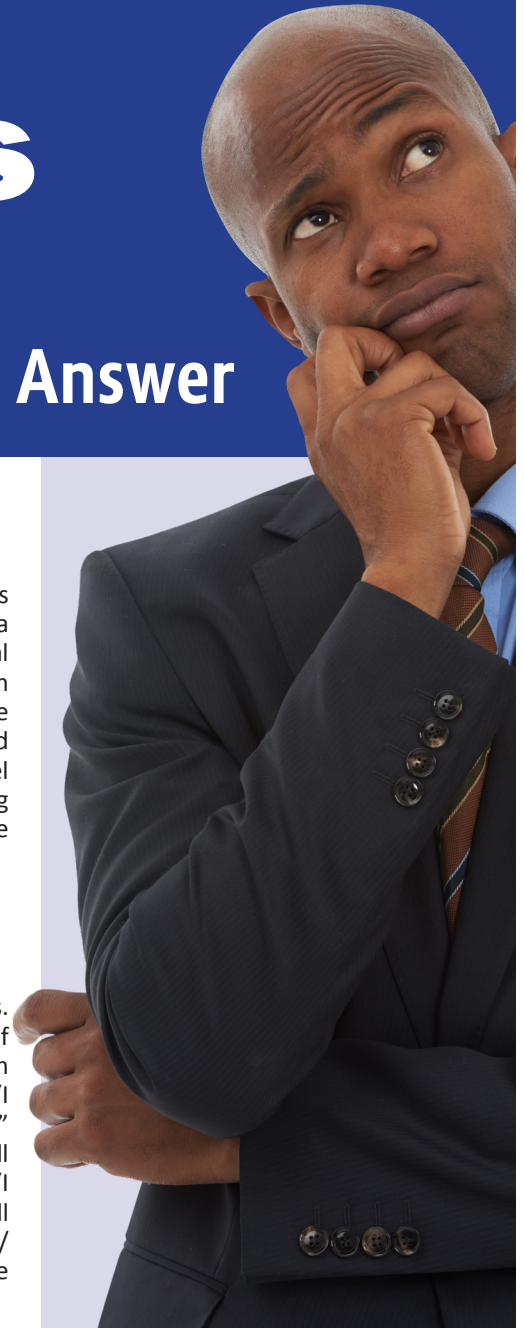
3 Opportunity

I don’t know is not a sign of weakness. In reality, it represents a wide range of opportunities and puts the salesperson in position to be a hero. They can say, “I don’t know right now, but I’ll find out,” or “I can’t answer your question, but I’ll refer you to someone who can help,” or “I don’t know, but give me a minute to call my manager (or creative department/research department/etc.) and see if there is some special information on that.”

4 Confidence

It takes inner strength to say I don’t know. “When you express yourself with that kind of honesty and commitment to help,” Edwin said, “it’s an impressive thing. As an advertiser, I want to deal with media representatives who believe in their products and in themselves. And I want to them to have confidence in the people around them.”

The point is simple: There’s nothing wrong with saying I don’t know. It can be open door to better client relationships.



John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training DVDs to save time and get quick results from in-house training. Email for information: john@johnfoust.com

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Valuable apps for newspapers

One use could cover the perpetual cost of these applications

By Kevin Slimp

Twenty years ago, many days seemed like Christmas at my office. That's because I used to receive packages from dozens of software and hardware companies with their latest products, hoping I would review them in my syndicated columns. I still receive software occasionally, but FedEx or UPS doesn't deliver it. The applications come in emails with URL links and passwords, allowing me to download and install applications on my computer.

Now and then, I will test a product that would benefit my newspaper friends. Recently, I tested the latest versions of three programs by Markzware, a software developer based in Dayton, Nevada. I have used previous versions of two of these applications

for years, while the third, OmniMarkz, was new to me. By the end of this column, I will suggest that most newspapers would be wise to have one, if not two, of these applications available on their computers.

FlightCheck

Most publishers have likely heard of FlightCheck, even if they've never used it. That's because larger newspapers and printers often use it to perform preflight quality control inspection on many common types of files. FlightCheck entered the market in 1995, allowing Markzware plenty of time to perfect the application.

Basically, FlightCheck examines and preflights many of the files we use in the publishing business, including



The documents above were exported using OmniMarkz from an original QuarkXPress file. The file on the left was opened in InDesign. The middle file is in Affinity Publisher. The file on the right is the same file opened in Adobe Illustrator. All files are editable when opened in their respective applications.

InDesign, QuarkXPress, Illustrator, PDF, and Photoshop files, to find printing issues before the files go to the press. I tested FlightCheck on files from InDesign, Photoshop, and Acrobat and received a report of potential problems found in each file. Finding one error in an ad before it goes to press could save many of us more than the \$399 perpetual license fee for FlightCheck. An annual subscription is available for \$249, but I suggest that those using FlightCheck purchase the perpetual version.

The list of checks would take more than my allotted space, but significant printing issues, including harmful or missing fonts, text on multiple plates, and color issues, are included.

A fully functioning free 30-day demo

of FlightCheck is available at markzware.com.

IDMarkz

Trust me. IDMarkz is worth its weight in gold. Thankfully, a perpetual license can be purchased for \$179. IDMarkz has many functions. A few include exporting InDesign files so they can be opened in Affinity Publisher, Illustrator, various versions of InDesign, and many other applications.

Why is IDMarkz so valuable? I've often received frantic messages from publishers who could not open their page templates or files, even though the documents were fine just a few minutes earlier. Even earlier versions of the files on their backup drives wouldn't open. That is a sure

sign of a corrupt file and usually means beginning from scratch to re-create the document. That's where IDMarkz comes in. Even though an InDesign file might become corrupt, IDMarkz still manages to open the file and export it to an IDML file that opens perfectly in InDesign.

IDMarkz also allows users to extract InDesign text as RTF, TXT, or HTML files while preserving the original formatting. For newspapers using Affinity Publisher, IDMarkz will enable you to export an InDesign file to PDF without needing InDesign or Acrobat.

One use of IDMarkz to save a corrupt document pays for the cost of a perpetual license.

See **SOFTWARE** ►



In addition to exporting this InDesign file to open in Affinity Publisher, IDMarkz also runs a preflight to let the user know about fonts that are missing, color issues and more.

Software (from previous page)

OmniMarkz

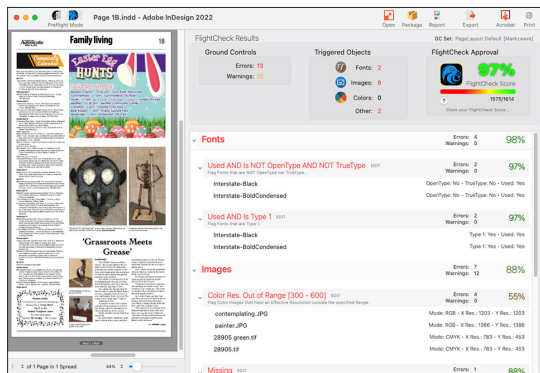
OmniMarkz is a newer application by Markzware. Think of it as IDMarkz on steroids. OmniMarkz combines these three apps:

- IDMarkz
- PDFMarkz
- QXPMarkz

In a nutshell, OmniMarkz allows the user to convert InDesign, QuarkXPress, and PDF documents to other formats. Conversion possibilities include:

- PDF to InDesign
- InDesign to Affinity Publisher
- QuarkXPress to InDesign
- Adobe Illustrator to InDesign
- InDesign to previous versions of InDesign

Yes, you can open PDF files and edit them in InDesign. If you have legacy QuarkXPress files, you can open them in InDesign. If you're an Affinity user, you can quickly convert your InDesign files to open in Affinity



FlightCheck examines various types of files to check for any potential printing issues before a file goes to the press.



The page on the left is the original design in Adobe InDesign. The page on the right is the same page opened in Affinity Publisher using IDMarkz.

Publisher. And you can quickly export just about any type of file to a high-quality PDF. During export, OmniMarkz even runs a preflight to inform the user of potential font, link, and color problems.

OmniMarkz isn't cheap. With a perpetual license of \$599, it's a tool larger newspapers or design centers should have. Small papers might be served as well by having ID-



Kevin Slimp is a popular consultant, advisor and trainer in the newspaper industry. From 1997-2018, Kevin directed The Newspaper Institute of The University of Tennessee. He currently serves as CEO of Market Square Publishing and Chief Guru at NewspaperAcademy.com.

Kevin Slimp, "The News Guru"
kevin@kevinslimp.com

Markz on hand. I've appreciated Markzware for two decades. They continue to create quality software while keeping the needs of news-

papers – and other publishers – in mind. Visit markzware.com to find these and other apps and demo versions of many of their products.



Contact us today! www.SiteSwan.com



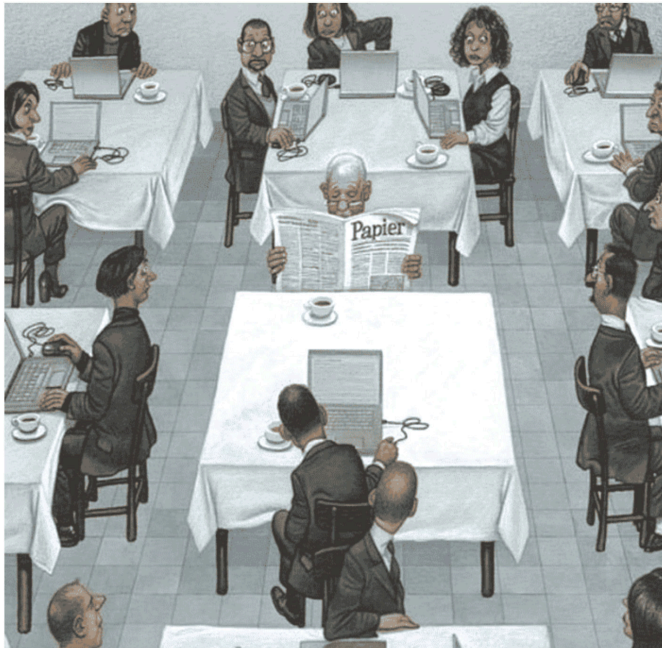
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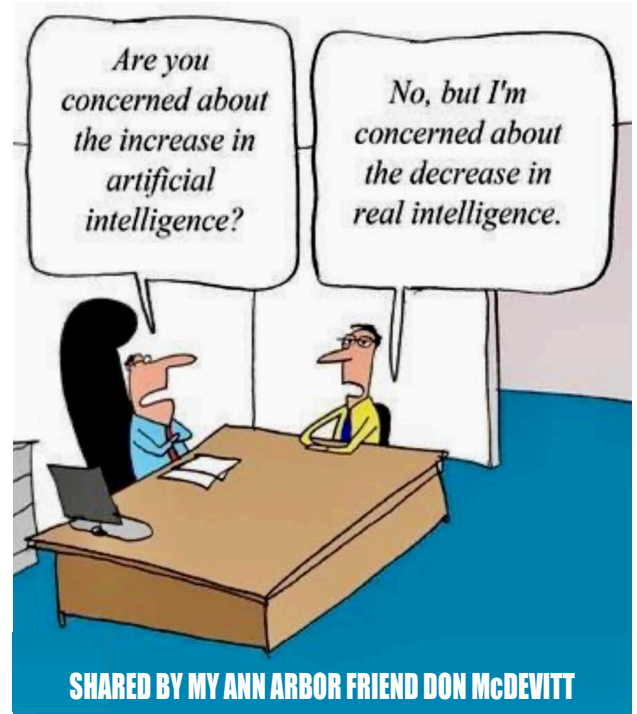
YOU'D BETTER SHOP AROUND:

FOUR "PAPER" images:

Your September look at how some ad messages were, are... and might be



Austrian cartoonist - satirist Gerhard Haderer created this striking scene of an old-fashioned paper reader startling the digitally-attuned crowd.



MOTHERS! help your baby feed himself, use ...



BOTTLE BUDDY

Hi-chair bottle holder.


Bottle Buddy frees Mother while Baby feeds himself in his hi-chair. HEALTHY—Baby drinks as much as he wants. Safe ... holds securely to hi-chair or table. Send Check or M. O. Shipped Postage Free **ONLY**

STRUWAY PRODUCTS CORP. \$1.49

540 Atlantic Ave. Brooklyn 17, N. Y.

This "BOTTLE BUDDY" Hi-chair bottle holder from the 1950s was advertised in local papers plus many comic books as a modern aid for Mom

BEST TEETH \$\$



SUTHERLAND & RAY, Painless Dentists. From 1 to 28 teeth extracted in one minute without any pain whatever. No chloroform. No ether. No poisonous drugs. Gold Fillings, \$1.50. Largest dental establishment west of New York city. 38 Washington avenue south, Minneapolis. Open Evenings and Sunday.

Extracting up to 28 teeth in a minute? No drugs? A clown? NO THANKS! This ad ran in the St. Paul MN Daily Globe on July 26, 1887, found at the "Got Weird" site



Why Cold Calling Stinks (And How to Make It Better)

*Media Sales Coach
Ryan Dohrn*

Let's face it—cold calling can feel like one of the most challenging and least rewarding parts of a salesperson's job. Whether you're a seasoned sales veteran or just starting, the truth is, cold calling often stinks. The good news? It doesn't have to. In today's digital age, we can flip the script and make cold calling more effective with the right approach. In this ad sales training post, we'll explore why cold calling struggles to deliver results and share three actionable strategies to turn it into a powerful tool for your sales arsenal.

1. The Reality of Stranger Danger

Since we were children, we've been taught not to talk to strangers—a lesson that's deeply ingrained in our psyche and a part of nearly all my ad sales training workshops. When you make a cold call, you're often battling against this fundamental instinct. People are naturally wary of unfamiliar voices, and this "stranger danger" mentality can be a major hurdle. The key to overcoming it is recognizing that it's real and finding ways to become less of a stranger before you even pick up the phone.

2. Becoming a Known Entity

To combat the stranger danger effect, you need to warm up your prospects before making contact. Follow them on LinkedIn,



engage with their content, and interact with their company's social media profiles. While it's not about sending friend requests on personal platforms like Facebook, showing up in a prospect's professional sphere through thoughtful engagement helps establish you as a known entity. This familiarity increases the

likelihood of a positive response when you finally reach out with a call or email.

3. Respecting Their Time and Being Relevant

Time is one of the most valuable commodities for anyone, and your prospects are no different. Respecting their time by being relevant and concise is crucial. Instead of requesting a generic 60-minute meeting, try asking for a quick 5 or 10-minute chat. By being specific and respectful of their time, you're more likely to get that initial "yes" and start building a relationship. We tested this concept in a recent ad sales training workshop where we sent five emails to potential clients. Four of five replied! I sure wish that happened every day.

Conclusion:

Cold calling doesn't have to be a dreaded task. By recognizing the challenges, warming up your leads, and respecting their time, you can turn cold calls into a productive part of your sales strategy. It's all about having a

plan, using modern tools, and being smarter with your approach. Cold calling might stink, but with these tips, you can make it a lot more bearable—and successful.

*Your ad sales coach,
Ryan Dohrn*

Ryan Dohrn is the creator of the 360 Ad Sales Training system and is a globally recognized media revenue consultant. Ryan actively sells print, digital, broadcast, event sponsorships, exhibit space and radio.

As I continue to update and purge old files, I came across some unique ways to present photos in your advertising, promos, or special sections. Here are a few ways to enhance images with...

Photo Fixes

In my career as a graphic designer, I was there at the beginning—when there were separate departments for layout, typesetting, paste-up, camera work—and I was part of the evolution to desktop. Now, with AI, the internet, software and chips that have far surpassed our expectations—who knows! What I do know is that the need for print will remain. What we can do with a printed page, will definitely change.

The end of summer is usually the time that county and state fairs are must-attend events. We have always created a special section for our county fair and long ago, I took a “scrapbook” approach. Photos are a main source, but I was looking for a more personal approach.

Add a border

The easiest way to add dimension is to add a border and create a drop shadow. I know you can do this in Photoshop, but I prefer to do it in my page layout program. I feel I have more control over the process and

I don't have to go back into Photoshop if I decide to change the tilt of the photo. The size of the border is up to you, but be consistent for all the photos that you use.

Stack or Overlap

Digital photos are great, but I wanted to add a little more dimension (interest?) to the photos themselves.”

I combined the border and stacking and when I added the drop shadow, I made sure my light source was consistent with the tilt or angle of the photo. I also kept the shadow small because I wanted it to feel as if it was on a flat surface. If I had made the shadow larger, my photo would appear to “float” over the surface instead of resting on the surface. I just want an illusion of depth. Creating the drop shadow in my page layout program allows me to change my mind on shadow direction more easily.

At the bottom of the first column you see I created an “editorial” layout with the photos. This will work with any community event and you know people like to look at photos—especially if they are in them!

I added the dotted graphic shape to create a bit more of a scrapbook feel. It also helps because I just add a 3 point white border... which can be a problem if you have white in your photo background because the drop shadow is only on two sides. The colored graphic shape helps define the white edges (it's a Gestalt thing— continuation). I also used a large iconic photo of a Ferris wheel as my background to further emphasize a scrapbooking approach. This allowed me to unify the entire half page block set aside for editorial and create pages before all ads were sold.

Create your own fasteners

This time I decided to add a paper clip to my photo for fun. I added a small drop shadow to the paper clip and placed it on top of the photo (matching the photo shadow to the clip shadow). This may look better with a little “curl” on the photo but another time.

The photo is tilted a mere 2 degrees because you don't need much of an angle to add the depth.

Tape it! You've seen this “tape” technique (below) before but it does add interest and is pretty fast and simple to create.

(Save the “tape” pieces to a library and it will be even easier!). It uses a transparency blending mode for creating realistic effects called **Hard Light**. To simulate transparent tape. Start with a rectangle in the shape of a strip of tape. Fill it with 20% black in the **Swatches** panel and set it to **Hard Light** in the Effects panel. You might need to reduce the opacity a bit, too. Now give it a very small drop shadow directly behind (with a distance of zero or one) and voila: tape!”

I used a wavy border of .25 and I set my opacity to 40% (75% on the post it note)—but experiment to see what will work best for you and see if you can add a little more interest to those ribbon-cutting, award-presenting photos that add community interest to your papers!

Final Thoughts

These techniques can be used for any special events... Halloween, Christmas, parades and wherever you may be dealing with a large amount of photos. Drop shadows can even be used in auto or home improvement ads to help add a unique focus to the high-lighted item.

Until next month...!



Drop shadow changed because of photo tilt (see “bee” below).



I was a student, an art teacher, a graphic designer—for info, PDFs of articles, or have ideas or comments, e-mail: hanrahan.ln@att.net Ellen Hanrahan © 09/2024



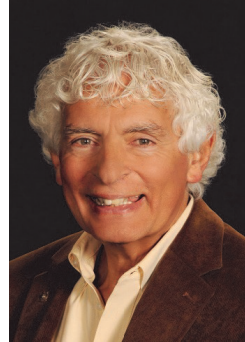
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