



**Community  
Papers of  
Michigan**

**INFORMER**

February 2017  
[mifreeads.com](http://mifreeads.com)



OUR DATA SPEAKS VOLUMES

**Nominations Sought for CPM's  
John R. Gaedert  
"Outstanding Community Paper  
Professional Award"**

.....

**Win \$\$\$ Just for Sharing Your  
Revenue-Generating Idea**

.....

**Half Day Regional Meeting  
Planned for Spring 2017**

.....

**Google AdSense on your Website  
will Strengthen CPM**



By Jack Guza

# Executive Director Updates

As I type this, the outside temperature is in the upper 40s and raining in early February! Michigan is living up to the catchphrase, 'Winter Wonderland' as most are wondering where winter went? While we will still experience more snow and the dreaded ice, we are definitely on the backside of winter.



John R. Gaedert

NOW is the perfect time to nominate someone from your company for the **John R. Gaedert Outstanding Community Paper Professional Award**. John Gaedert always kept the best interest of his community first in every way, both in his private life and especially with his community newspaper, The County Journal, serving readers throughout Eaton County, Michigan.

Tragically, John succumbed to Cancer March 26, 2012, at the age of 63.

To keep John's legacy alive in our industry and to recognize those who

emulate what John stood for, it is again time to nominate a owner, manager or employee of a current CPM member publication for this prestigious award. The family of John Gaedert will again review all submissions, and choose the person they feel is most deserving of this honor, using the criteria John himself helped to establish.

Please see the full page within this newsletter for nomination criteria and entry form to attach to your one page or less essay outlining the reasons you feel your nominee should be the recipient, and submit your entries in advance of the May 31 Deadline. Each member publishing group should have someone that stands out and meets much of the established criteria. If so, be sure to nominate them.

**CPM will host a Half Day Regional Meeting in Brighton, MI. Thurs. April 27, 2017. Mark your Calendars! Details and Invitations will be forthcoming!**

As mentioned in the December INFORMER, your board of directors approved an affinity program that will directly benefit Community Papers of Michigan and allow us to provide even more great services to our members. This program is Google AdSense. We are working with Joe Mathes of Delta Publications in Kiel, WI., whose staff will assist you in placing the code on your website's home page if needed. There is nothing for you to do once the code is placed, and no cost to you for CPM's AdSense program.

Your CPM Board of Directors have been placing the code on their websites and encourage you to do the same to help your association. Check out what Google AdSense looks like on CPM's

website [www.mifreeads.com](http://www.mifreeads.com) and on the following board members' publication websites: [www.georgemosesco.com](http://www.georgemosesco.com), [www.hastingsreminder.com](http://www.hastingsreminder.com), [www.communityshoppersguide.net](http://www.communityshoppersguide.net)

You will see that this does not take up a large area. When a reader goes to your website, the ad that first appears is based on their prior search history or e-commerce purchase history. ie: if someone was on an outdoor site, such as Cabela's, that business or similar outdoor-related ads will appear.

By adding Google AdSense through CPM on your home page, you will assist your association to continue offering the many great benefits you have enjoyed as a CPM member, including: CVC Audits; and/or free listing in Kantar Media's Standard Rate and Data Service (SRDS) database. This is the service advertising agencies around the country turn to when looking for media placement for their clients and the reason many of you have received unsolicited preprint orders in what seemed to be "out of the blue". You also receive this monthly e-newsletter to keep you up to date with what's happening in the community paper world, sales opportunities through the CPM office, MegaMarket rebate and many other benefits.

Joe Mathes of Delta Publications has provided additional information for you on the next page of this newsletter. I will be reaching out to each member in the coming weeks to review the Google AdSense program with our members, and Joe will also be available to answer questions as well. Thank you in advance for assisting CPM by placing AdSense on your website's home page. It will help strengthen your association.

**Good Selling!**

**Jack**



# Finding Alternative Revenue Sources for the Print Industry

**By Joe Mathes**  
*Vice President  
Delta Publications, Inc.  
Tempo • Tri-County News*

As Print Publishers, our core product is our bread and butter but the Internet has forced us beyond our core product to find digital sources of revenue to complement print.

I'm a print publisher in the neighboring state of Wisconsin. My company is pleased to partner with The Community Papers of Michigan to help discover new revenue sources for your association.

I've served on numerous free community paper boards. For the past 10 years, a major topic of conversation at these board meetings is slumping ad network sales. This downturn in ad network revenue is reflective of the overall downturn in print revenue. Just as print publishers are looking for alternative revenue sources, so too are associations.

In 2016, Michael Cassano and I formed a new company called Alternative Revenue Technologies (AltRevTech). We've coupled my publishing/Internet background and industry relationships with Michael's software technology background to provide effective digital monetization for media associations and their members.

Over the past year, AltRevTech has worked with state, regional and national media associations setting up digital

advertising programs. These programs provide digital revenue without the cost and labor of traditional print advertising.

One of those associations is The Independent Free Papers of America (IFPA). IFPA is currently generating several hundred dollars a month using Google AdSense and the potential is several thousand. "We're very pleased with the AdSense program we've implemented," says Danielle Burnett of IFPA. "This has tremendous upside for us with very little investment of time. We look to do great things with this program as we build up our publisher participation. This is brand new digital revenue... our first digital revenue stream as an association."

AltRevTech is implementing a similar AdSense program for CPM. We have been working with Jack Guza to get your board member websites up as a beta test. Now that we've been successful with testing, it's time to roll out the program to CPM's membership. It's easy to participate, and the benefits are many.

CPM is asking you to set aside one website ad for the association and its AdSense Program... much like you set aside space for the Michigan MegaMarket Classifieds in your paper. The revenue generated by the CPM AdSense program will be used to continue to fund member benefits.

Simply log on to [http://altrevtech.com/\\_/CPM](http://altrevtech.com/_/CPM). Enter your publication name and your website URL.

Hit "Get Ad Tracker" and grab the code. Place this code in any ad container on your website (although a home page or prominent ad is preferable). That's it -- simple and easy. This should take you 5 minutes or less. If it all sounds like greek to you, have no fear. Either grab your IT person or the person who updates your website and get their help. If you don't have either of those as an option, contact Michael or I. You can reach us via email at [altrevtech@gmail.com](mailto:altrevtech@gmail.com) or phone 920-286-1970.

As an added benefit to CPM member publications, AltRevTech will set up a Google AdSense program on your publications website for a small fee if you don't already have one. We can also help you sell local advertising on your website as well.

Thanks for your cooperation. We look forward to working with you to keep CPM moving forward.

Sincerely,

Joe Mathes  
Alternative Revenue Technologies  
[altrevtech@gmail.com](mailto:altrevtech@gmail.com)  
920-286-1970

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VERVE Magazine  
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*<http://www.facebook.com/iwanthenews>  
Follow me on twitter: @joemathes*

## Nominate an Employer, Employee or Colleague for CPM's ~John R. Gaedert~ "Outstanding Community Paper Professional Award"

Nominations for this award is open to any owner, member of management or employee of a current CPM Member Publication.

### Nomination Criteria:

- Must emulate a strong commitment to the community their publication(s) serve by participating and/or providing support to non-profit community or civic groups and projects.
- Strong belief in the value of supporting local businesses, schools and residents both professionally and personally.
- Must exemplify the highest level of ethics and a strong commitment to customer service – which means not just advertisers and readers, also employers, co-workers and families.
- A true team player in every aspect for the good of the entire company.
- Shares ideas and ways to improve their publication.
- Projects a positive and cheerful demeanor regardless of the circumstances and is looked upon as a positive influence within the company and community.
- Self-motivated and energetic
- Always willing to assist when needed.



To nominate someone for this prestigious award, please provide the following:

Your Name: \_\_\_\_\_

Publication you work for (or own:) \_\_\_\_\_

Title: \_\_\_\_\_

Ph. #: \_\_\_\_\_

Nominee's Name: \_\_\_\_\_

Name of Publication they Work for (or own:) \_\_\_\_\_

*Submit a brief essay (not to exceed one typed page) outlining why your nominee should be considered for this award using some or all of the above criteria.*

*DEADLINE to submit nominations is April 28, 2017*

Send this form and your essay to: Community Papers of Michigan  
1451 East Lansing Drive, Suite 213B, East Lansing MI 48823  
Or email to [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com) or Fax to (517)333-3322

# Today's Advertising Sales Teams are Not Taking No for an Answer

By: Gretchen A. Peck Featured in Editor & Publisher



“What is it going to take for newspaper organizations to retain—if not grow—their advertising support, particularly in a competitive field with so many others vying for brands’ ad spends? What does it take to reignite the allure of ad campaigns that creatively build upon the publishers’ platforms—campaigns that leverage the strength of mobile, desktop, web and print?”

To better prepare for the New Year and the new relationships newspapers will have with advertisers, the industry requires a point of reference about what’s challenging advertising revenues now. E&P asked advertising professionals (from ad reps to senior executives) about the greatest obstacles their ad teams are currently facing, the objections or reasons for reluctance from advertisers—across all the products and publications—and how they’re winning back the hearts of advertisers and changing their minds. Conveying the Power of Print

## Logan Osterman

According to Logan Osterman, advertising director for the Idaho Statesman in Boise, he and his team are accustomed to hearing plenty of objections from advertisers, mostly in relation to print advertising.

“They may say, ‘We don’t do print’ or ‘Print doesn’t work for us anymore,’ or ‘Our audience doesn’t read print.’ If you look at objections, percentage wise, I’d say that’s far and away the biggest challenge. As soon as you get a foot in the door, you’re branded or labeled as ‘the newspaper,’” Osterman said.

His team isn’t in the habit of “pushing” advertisers to buy into any program for which they’re not comfortable, but the

objection to print is often overcome by noting its reach and effectiveness.

“If we think there’s an opportunity for the advertiser to benefit from print, we usually go in with some market research. If there’s an objection to a print campaign, we inform them that the audience is actually more than 130,000 people who read the newspaper every day—many, every single morning,” Osterman said. “We may ask if that’s surprising or if it’s what they expected to hear.

“Increasingly, our reps are leading with digital solutions, instead,” he continued. “We’re rebranding ourselves and showing that we can help our advertisers with a lot more than just print advertising.”

## Natalia Wiita

Lincoln (Neb.) Journal Star advertising director Natalia Wiita thinks the reluctance expressed to her ad team probably mimics what other ad professionals around the industry hear as recurring themes.

“I’d say the most common, usually, boil down to advertisers stating that people aren’t reading the newspaper like they used to, that we are too expensive, or that they may not have the budget available,” she said.

Fortunately, Wiita said, the team has been able to dispel those worries. “When we hear, ‘People aren’t reading the newspaper like they used to,’ I think it’s important to address that, yes, our readers are now reading our content on a variety of platforms, which is only resulting in a larger audience for us and our advertisers.”

When advertisers challenge the publisher on rates, Wiita and the team are equipped to talk specifically about compelling numbers for cost per piece or cost per

household, for example.

Objections do vary depending on platform, Wiita noted. In the case of print, the reasons are often related to audience or cost, though Wiita said that “objections” may be too strong a word to describe these perfectly typical conversations.

“With web or mobile buys, we may hear that ROI is too difficult to measure, or that the business doesn’t have a website or landing page to drive readers to,” she said.

## Lance Lewis

Lance Lewis hears similar statements daily. He’s an advertising sales executive with the Gettysburg Times in Pennsylvania. In his estimation, the most common concerns from advertisers are: “Newspaper circulation is decreasing; it’s not a viable method of reaching the public. Newspaper advertising is too expensive on a per capita basis. Print is not a creative way to convey a message in the digital age.”

The good news is that the ad team at the paper is well-prepared to acknowledge the concerns and calm them.

In response to the first objection about readership, Lewis said, “It is true that in metro areas circulation is shrinking; however, we have found that in smaller markets that circulation has remained either level or is actually growing. I always cite Berkshire Hathaway’s investment in small market papers to support this.”

Regarding return on investment, he said, “Per capita advertising cost depends solely on if you are reaching your target audience. If you are attempting to reach millennials in print, your ROI will be higher than if you are attempting to reach Boomers.” Continued on page 6.

Finally, to counter the assumption that print is somehow underwhelming as a creative platform, Lewis pointed out, “Creativeness in print can be overcome by utilizing print as a referral method to digital advertising, which I have seen to be very successful.”

### Using Data and Targeted Marketing

Data seems to drive so much of the publishing organization today, especially in the digital space. Today, data can glean so much more insight for advertisers, which they need to effectively target their ads, even if they don’t yet know it.

“Readership numbers have gotten less and less important over the years,” Osterman said. “It seems that advertisers aren’t quite as interested in them, even when they’re presented with media audit information that dispels their own notions; so, we’re frequently talking more about digital data than we are about readership or traditional metrics like that.

“A lot of the time, the advertiser doesn’t actually express that they want data. It’s more about trying to entice them to want it,” he added.

### Osterman offered data from Borrell Associates as an example.

“We might suggest to the advertiser, ‘You might not want to see the readership figures for the paper, but if I can help you understand what other businesses in your category are spending on various kinds of media, in this market, would that be interesting to you?’ And it is,” he said. “That is an extra value for the advertiser and insight that they would otherwise have to pay a lot of money for.”

### The New Ad Sales Pro

The conversations that advertising reps are having with ad buyers these days are far more sophisticated and consultative in nature than they were when print was the sole product to sell. The conception and creation of the advertising program

is also far more creative and collaborative than before.

“The more information and feedback that we receive from both current advertisers and those that aren’t doing business with us, the better,” Wiita said. “I’m a big fan of feedback, whether it’s positive or negative, as it allows us to adapt and change to suit the needs of the market. I would say that most of the feedback we’ve received as to where clients who aren’t spending with us are spending their budgets generally comes down to a lack of knowledge of the services we can provide.

“More often than not, new clients are not familiar with the fact that we are not only a newspaper, but that we offer a full suite of digital solutions, produce a wide variety of niche publications, have an events department that produces large-scale and custom events, and operate an in-house ad agency. There is no better feeling than sitting down with a new client and walking them through the wide variety of ways that we can help them grow.”

### At the Idaho Statesman, Osterman’s team has adapted to a more consultative approach

“We follow a multi-step sales process, which is very much based on doing research and essentially interviewing the client. Then, we offer solutions that fit, which is opposed to the ‘old way’ of selling audience and pushing product,” he said.

To be effective, the salesperson must be rebranded, too—from ad sales to media consultant. The new role of ad reps includes having conversations about where reluctant advertisers and their marketing agents are investing their ad spends, and why they are perceived as a better buy.

Osterman said, “We try to crack open that conversation about why they’re spending elsewhere, especially in the digital space. Is it that the others are

actually doing a better job than our digital team can do, or is just because the site is new and has a trendy look? We find that there are a ton of fly-by-night operations that we can far out-perform when it comes to creating multi-faceted digital campaigns.

Plus, in the end, those publications are not the newspaper.

Osterman cited a favorite quotation by businessman and author Stephen M.R. Covey, who said, “Trust is equal parts character and competence.”

“A lot of times, businesses don’t trust us to handle their digital (messaging). In their eyes, we may not be ‘competent,’ though we have the character,” he explained. “They know us. They know who we are, so we have the character, but we haven’t done enough work to show them that we’re competent in the digital space and that we’ve trained up as well.”

The implication is that, while newspapers are known to have digital complements now—the web, web mobile and mobile apps—they’re not perceived as being leaders or particularly innovative for those efforts, at least not yet.

“The winning scenario is we build on the character that we’ve already established and prove that we’re a digital force,” Osterman said. “In some cases, they may be turning to a digital advertising alternative that’s merely using an off-the-shelf technology for something as important as search engine optimization. Meanwhile, we have a fully staffed team of extremely talented marketing professionals at their disposal. They may not know we have that expertise.”

Wiita said at the Lincoln Journal Star, they’re accustomed to hearing that ad budgets have been sliced, leaving less of the pie to portion out. Continues on page 7.

The budget objection is obviously a very common objection in sales, and while in some cases it may be valid, most of the time, if a consultant gets this objection, they haven't sold the agency or the advertiser on the value of the program," she said. "We do a lot of training and role playing with our staff on getting the value proposition right."

### Prove Your Worth

Certainly one of the greatest challenges that advertising sales teams have faced in recent years is reinforcing the advertising value proposition of the news organization. When asked if advertisers generally still understand and buy into that value proposition, Osterman said definitively, "No."

"I think newspapers, in general, are behind the times of self-promotion, especially compared to broadcast and radio," he said. That needs to change, and he suggested that educating advertisers—and the public—about what the newspaper does for its readers and advertisers must start at the highest levels of the organization, at the publisher level and certainly among marketing teams.

Beyond evangelizing the value of the news organization, sales teams need to be prepared to come to the table with real solutions based on the expressed needs of the advertiser. But the work doesn't stop there. Then, they must be able to prove ad effectiveness, and do that with every single program, with

every single digital or print display and insert advertiser. And about the "character" part of the trust equation that Osterman suggested?

Lewis concurred and pointed out that character, integrity and a record of getting the stories right have a tremendous impact on value proposition messaging. "When I discuss newspapers as a viable and reliable source of news, I point to issues such as the Dan Rather story regarding former President Bush's service in the Air National Guard, the recent election and how it totally caught the broadcast media off guard, and now this 'fake news' on the web regarding a Hillary Clinton sex ring in D.C. The print media is still, in my humble opinion, the only truly investigative news source available."

"I do think that advertisers believe in our value proposition," Wiita said. "However, it's important that we continue telling our story as an industry. While our industry is changing, it's not a bad thing. People read our content now more than ever, and our audiences are larger than ever before...I think it's important that we acknowledge that change is good and that all industries have been forced to adapt to a digital world."

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*Gretchen A. Peck is an independent journalist who has reported on publishing and printing for more than two decades. She has contributed to Editor and Publisher since 2010 and can be reached at [gretchenapec@gmail.com](mailto:gretchenapec@gmail.com).*

# CPM Members, You Could WIN \$100!

Do you have a promotion, contest, special section or feature pages that your paper rocks at? Write it down, how it worked and share it with your brothers and sisters in community papers to help keep our print industry growing ...and be entered to win \$100!

CPM will pay \$100 a month for the "Best" idea of the month. We will publish/notify the winner in the Informer newsletter. "It's a win-win-win," said CPM President Don Rush. "CPM wins, because we become more engaged with our membership; members' publications win because they have the opportunity to try new money-making ideas; and our industry wins because we all want to stay vital and profitable. Plus, somebody will pocket a hundy a month!" Please include the following digital files:

- Promotional materials that includes flyer with details, pricing, sizes, etc.
- Full section or pages of the finished promotion as it appeared in your publication.

**Send all to: [jackguza@cpapersmi.com](mailto:jackguza@cpapersmi.com)**

We will feature each monthly winner's submission and photo of their sales team in the Informer Newsletter and post all winning submissions on CPM's website [mifreeads.com](http://mifreeads.com) under the members' only tab for future reference. If your submission is not chosen in a given month, it may still be chosen in a subsequent month, so feel free to send in several of your most successful ideas and watch the monthly Informer for YOUR winning entry!

**GOOD LUCK!**



kevin@kevinslimp.com

# What I learned in Ohio

Visit with newspapers in Buckeye State cures my winter "funk"



Kevin Slimp  
The News Guru

Convention season is an interesting time in the life of a speaker. Most years, I'll travel directly from one convention to the next between late January and June. Some years, the travel doesn't slow until July or August.

I've purposely cut my travel this year, to make time for a couple of new projects I've begun. That's a primary reason I'm enjoying convention appearances so much this year.

I just returned from Columbus, Ohio, where I spoke to the Ohio Newspaper Association. Actually, I believe they officially changed their name a few minutes before I came to the stage. Either way, they are still "ONA."

After more than 20 years of speaking, you would think I would be past being surprised by audiences. It's become the norm for groups to add seats at the last minute when I'm speaking about the state of newspapers, but it still surprises me for some reason.

A steady stream of attendees lined up to ask for a few moments to visit following my speech. With five hours to kill before my flight home, I offered to find a place near the registration table to meet with folks for a few minutes each.

I attempted to spend as much time as possible answering the questions of each person, while cognizant others were waiting in line for their turns.

I can't tell you how much it pleases me to meet with publishers and others who see a real future for their newspapers and attend conferences, classes, read journals and even stand in line to gain insight into ways to improve their operations and products.

What was on the mind of Ohio's newspaper leaders? The discussions varied, but most centered around ways to improve their newspapers and the methods used to get them out.

"Should we outsource our ad design?"

This came up more than once. At one point, a group of us gathered around a

table and discussed options to get the best results for their small community papers. The possibility of a joint "co-op," where small newspapers in adjoining communities might work together, giving them more control over the creative process while sharing in the expenses came up.

We discussed the best options for outsourcing, for papers who feel this is the best option for them. Should they use designers who are part of a huge national group, a company outside the country,

job title changes from editor, or ad manager, to publisher.

Several editors and publishers asked me to look over their papers and make suggestions. I laughed when one said, "Wow! You're really good at this."

I told her it was like anything else. After you've done it a few thousand times, you get pretty good at it.

What did I take away from my day in Columbus?

Ohio is an interesting place to be in the newspaper business. There are several big cities, meaning there are more metro papers than in most states.

Like most places I visit, large papers are trying to find new ways to attract advertising dollars and readers. When asked, my advice was to remember what readers want, because readers and advertisers go hand in hand.

Smaller papers have their own set of issues. For the past century or more, newspapers in smaller communities have dealt with many of the same issues as their larger counterparts. In addition, competition from nearby metros looking for new readers is increasingly creating more competition between metros and nearby community papers.

I was glad to see fire in the belly of Ohio's newspaper community. I visited with reporters who are passionate about their calling, editors and ad managers serious about improving their products and service, and publishers who still feel confident about the future.

Convention season always seems to come at the right time. After spending a couple of months working from my office, convention season reminds me our industry is alive and well, and will be for decades to come.

That's one reason I love my job so much.

Kevin Slimp is CEO of newspaperacademy.com and director of The Newspaper Institute. Contact Kevin at kevin@kevinslimp.com.

or a smaller group who might offer more personalized attention?

Should we keep everything "in house," finding ways to combine different areas of pre-press production that benefit our papers?

Like most important questions in life, the quickest answer is often not the best. I reminded publishers to consider long-term effects of their decisions. Are we risking long-term success for the sake of short-term savings?

A new publisher asked advice about several areas, including the design of the paper itself. I suggested taking advantage of as much reading, online training and local training opportunities as possible. The publisher of a community newspaper wears many hats and it's easy to become overwhelmed by the sheer amount of added work when the

newspaper ACADEMY Online Training for Newspapers newspaperacademy.com



Last month I gave information regarding the Ad Components or “elements” in creating an effective ad... Graphics/Art, Headline, Copy, Logo, and let’s not forget...

# White Space

**Ad Talk**  
with Ellen Hanrahan

I realize the problems with the use of “white space” in an ad. This is one component that is in every print ad—all the time! Effective use of **white space** allows the other components to work. White space is hard to control because it often gets overlooked. When you begin an ad, the area within your border is **white space**.

At times, this may be referred to as “positive space” and “negative space” to better define this component. When you start to examine the “look” of an ad, this almost invisible component can become a stronger element than the intended text/or graphic.

## White Space Doesn’t Have to be White

As you remember, space is one of the elements of design that we work with as designers. As it happens, I have a book by Kim Golombisky and Rebecca Hagen called “**White Space is Not Your Enemy**.” Ebony and Ivory, Black and White, Figure/Ground, Positive and Negative space... call it what you will but this combination plays well with a basic **Principle of Design—Contrast!** I choose the top two ads to show white space when it isn’t always white. It still is the positive space we have to work with, but now it is an integral, thoughtful part of the design—to enhance the white space! Confused?

The ad is 85% of our original 2x3 size. In the Bridal Ad, the line drawing of the bride is enhanced, which leads the reader to the information regarding the sale. I have a few minor issues with the typeface, but nonetheless, this is an organized, effective ad. The border of the ad now includes an extended area on the left side which also contains the artwork. That negative area is now a “plus” in calling attention to the Bridal Sale info as well as helping the line drawing become a stronger element.

The Proofreader Ad plays on the lines of a legal pad. There is also not a lot of information, so by reversing the lines on the left side of the ad gives the opportunity to eliminate a lot of “dead space” while highlighting the job information. The actual white space is more condensed (smaller) which make the text within that area become more dominant.

## College Fair Comparison

I discovered this College Fair ad in my file of “Ads to Redo.” It also uses a similar setup as the other two. The important information is contained in a white area and the negative space is filled with art and a graduated screen. See what happens, though, when we get rid of the graduated screen and use an all black background. It defines the ad area better and punches up the text within the white box. The original screened background is a little too “wimpy.” I have stated before, make your contrast count.

The same with the date information in the original. There was a slight stroke put on that “date” text to try to make it a little bolder. The typeface used is **Saint Louis Light** and there are no other weights, but in this case again, it’s not enough of a contrast to make a difference. In the updated ad I took off the stroke. To use contrast effectively—make it strong!

The College Fair ad heading looks as if it is just placed to fill up the space (which it was). In the updated ad, I made the text bigger and it is more striking because of the strong contrast between the white text and black background. I added stars after “Fair” for better balance and then repeated those stars in the text box as well.

I modified the leading in the updated ad, which now unifies the spacing between the paragraphs. Not many changes and not very drastic, but enough to make a difference.

These positive and negative relationships can alter our visual perceptions. But again, these relationships are used within the confines of the elements and principles of design.

The negative areas have to be as appealing as the positive areas and that takes a closer look at how the items in the ad work together. The background in an ad has the ability to create an effective, attention-getting message—but it can distract from that message just as easily. Use contrast to build a balance between the positive and negative areas and don’t be afraid to go bold. And learn to look at more than just the positive items in the ad— look deeper to see the surrounding area.




**Bridal Gown Sale**

Gowns\* starting at \$79  
Bridesmaids gowns\* **10% off**  
**\$10 off Tuxedos**  
Ad must be presented at time of order to receive discount.

\*In-stock gowns only · Previous orders excluded. · See store for details.  
Valid now through October 24, 2015

**Expectations**  
BRIDAL SHOP

15 Lone Pine Lane, Hartford Behind Walgreens 555.555.4000  
Mon–Fri 10am–7pm · Sat 9am–3pm · Sun 11am–2:30pm

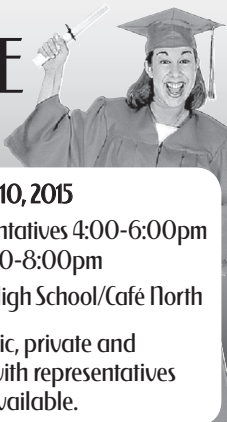


**PROOFREADER**

10:30am–2:30pm,  
Monday, Thursday and Friday.  
College students welcome.

Send resumé to:  
**The Booster**  
31 West Sumner  
Hartford, WI 53027  
or ads@booster-ads.com

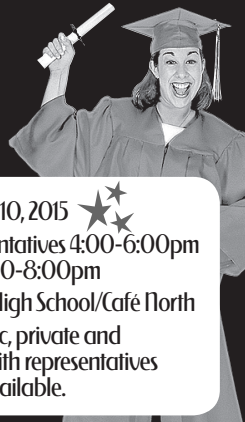
No phone calls please



**COLLEGE FAIR**

**Date:** Tuesday, March 10, 2015  
**Time:** Visit with representatives 4:00-6:00pm  
Presentation 7:00-8:00pm  
**Location:** Hartford Union High School/Café North

Representatives from public, private and technical colleges along with representatives from the military will be available.



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I write for *The Independent Publisher*, *SAPAtoday* and *CPM*.  
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By Ryan Dohrn

# 10 Proven Ways To Exceed Your Sales Goals

## What will you do to exceed your goals in 2017?

In my ad sales training travels I see some media sales people drift aimlessly from day to day and year to year. There is no focus on a long-term plan for their life, let alone for their sales life. Other ad sales executives set detailed goals and conform strictly to daily to-do lists. The rest of us are somewhere in the middle. Now that you know you are “normal”, where do you grow from here and set goals for 2017 that will help you grow, go, and maybe even glow? Here are ten tips for goal setting success, and how each one applies to your media sales life.

### Ad Sales Training Goal Setting Idea #1: Set keystone habits first.

“Keystone” is a term used to define the significance of one piece or component in a system of parts. It pre-dates to the Mesopotamians who used a single solitary stone – later termed a keystone – to lock other stones in an arch. When you set these keystone goals as a priority then the other goals begin to fall into place much more easily. For example, if you want to prospect with a passion in 2017, you cannot do this if you are tired by 2pm. So, your first goal needs to be getting more rest. According to the Centers For Disease Control, nearly one in three adults in this country get an average of less than seven hours of sleep a night. Experts at the Mayo Clinic will tell you that most adults need 7-9 hours of sleep to achieve peak

performance. If you overlook the keystone goals, you are overlooking the fundamental foundation of your goal setting success. If you are not sure of your keystone goals, this is a great topic to bring up with your sales coach as you set your agenda for the New Year.

### Ad Sales Training Goal Setting Idea #2: Identify the why in the goal.

The “what” of a goal is pretty easy to define. For example, I want to grow my client base. The “how” is about creating mini-goals. See #6 in this blog. The “why” is the critical and often missing piece of goal setting success. It is also the hard part. Do you have deep and profound reasons for wanting to achieve the business goals that you set for yourself? I’m not talking about superficial reasons. I’m talking about meaningful reasons. You need to attach a meaningful reason why to each goal. For example, I want to earn 25% more this year to send my kid to private school. Without the why, the what will often fall flat.



### Media Sales Training Goal Setting Idea #3: Plan for the year, not January.

Buy a big flat calendar for your wall. A calendar that shows all the months of the year. Then, break down your goals across the total year. Most failures happen in the first 60 days or less. By spreading out your goals you allow yourself time to actually achieve them. For example, you might set

your prospecting goals for January and the creation of your new proposal templates for March. It is so helpful to see the entire year road map for your goal setting success.

### Ad Sales Training Goal Setting Idea #4: Find an accountability buddy.

Researchers at the University College London found that partners who adopted a new and positive behavior together were more successful than those who tried to change on their own. If you do not have the option of a buddy, then use your calendar to remind you. Even simple items need a place on your calendar or put these important items in the Reminders app that is built into your iPhone. Maybe you need a sales coach? Maybe your accountability buddy is a fellow sales person? For example, prospecting is a critical sales process. Maybe you set a time at 11am each day to prospect. You will have more success if you find a partner to do the exact same task at the exact same time. At the very least, your accountability buddy would follow-up with you on a certain date about a certain task.

### Goal Setting Idea #5: Set a realistic time frame for success.

The time frames required to develop a new habit or new routine, depending on the complexity of the habit and your level of commitment, is usually 3 to 6 weeks. In other words, if you do your ‘habit’ consistently for 3 to 6 weeks, it should become routine to you. Kicking an old habit theoretically takes the same amount of time. But, kicking some habits is a little harder. For example, you may want to work on your closing skills. This is not an overnight task. You might say I will practice with Bill this week in the office and try my new closing techniques on two sales calls this week. *Continued on page 11.*

**Ad Sales Training Goal Setting Idea #6:  
Create mini-goals.**

A big goal is great. But, there are normally steps that need to be accomplished to meet the goal. For example, if you want to grow your sales business 25%, you may need to adjust your prospecting process, your proposal process and your closing process. This means there are three mini-goals to your larger goal. Just like steps on a ladder, you also need to often take small steps to get to the goal. It is imperative that you set these mini-goals right away. Do not wait for failure to then go back and set the mini-goals.

**Media Sales Training Goal Setting Idea #7: Use technology to track your progress.**

I use the Reminders app pre-installed in my iPhone every single day. There are many tools online that are more robust.

Nozbe is used for tracking goals, habits, and daily tasks. Set up each goal as a project and then create milestones, tasks, and habits related to each of your goals. Coach.Me is a veteran of habit-tracking programs. It started with the premise that you have a better chance of reaching your stated goals and establishing new habits if you crowd source feedback and encouragement. The idea of accountability is core to its success. GoalsOnTrack is one of the most robust goal-setting programs. It allows you to record the goal, the purpose, the start date, end date, metrics, sub-goals, habits, and action plans.

**Goal Setting Idea #8: Plan to adjust your plan.**

Things happen. Or, as I like to say, "Sales Happen". Every day is not a good day in sales land. So, plan to adjust your goals as needed to keep on track. As a sales coach, I have new clients come to me for help on this point all the time. If you skip a day, get back to it the next day. You may even want to set up a discipline for yourself if you miss. For example, if I don't prospect for

new clients today I will put \$10 in my charity jar. I know it sounds a bit silly, but just the fact that you think about consequences as it relates to missing your goal can help you hit your goal. You will fail at some point. So, what is the plan to get back on track quickly? For example, I use a specific date and time to get me back on track. If I miss my hour to prospect at 11am, I push all else aside at 4pm to complete the task.

**Media Sales Training Goal Setting Idea #9: Set goals that are within your control.**

This is critical to your goal setting success. As a sales coach, I am all too often guiding my clients down a path of doom that they have set for themselves because they set goals that they can not control. For example, if you say that you are going to set more realistic revenue goals, yet you do not control the budget, you are doomed.

**Ad Sales Training Goal Setting Idea #10: Celebrate success.**

No matter the size of the goal, you need to celebrate each and every win. My team used to HATE the small hotel style bell that I set on the counter at the front of our office. Whenever a sale was made the sales rep would ring the bell. The ring went from a small ding to a huge smashing of the poor bell after having it in place for 90 days. I keep several of these bells in my desk drawer. I actually encourage the breaking of the bell for huge deals. Celebration can come in small and big doses. From rewarding yourself with a massage to buying lunch for the team. The important part is to celebrate victories.

**Final thoughts...**

Achieving your goals takes more than good intentions. You have to take action and then systematically measure your progress. You may need some help to stay on track beyond apps, your accountability buddy or your calendar. That is why a sales coach might be a big help to you. I would love to be your sales coach. If not me, look

for a coach that is certified by a group like the International Coach Federation. Also, look for a coach that has lived in your world. A good sales coach can coach almost anyone. A great sales coach will often have been a former sales person. This gives them a unique perspective on your life as they guide you on your journey to sales success.

*Best of luck exceeding your sales goals in 2017!*

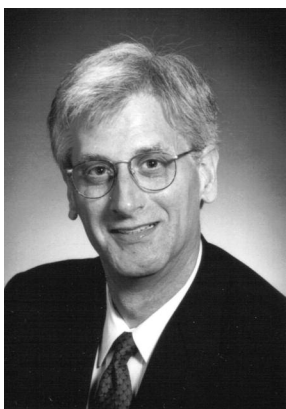
Ryan

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**By John Foust**  
Raleigh, NC

# How To Handle Unspoken Objections

Brandon is an advertising manager who wants his team to be prepared for all sales situations. “We spend a lot of time on sales strategy,” he said, “because that helps us cut down on unexpected surprises. To use a baseball comparison, we want to be able to hit the curveball.

“As any sales person will tell you, the most common curveball is an objection,” Brandon explained. “Most prospects have some kind of objection, even if they don’t say it out loud. Unspoken objections can be real sales killers. You’re sailing along thinking everything is going fine, then at the end of the conversation the prospect says, ‘I’ll think about it and let you know.’ That creates a real predicament for a sales person.

“There’s an old saying that silence is golden, but that’s not true in selling,” Brandon said. “Sometimes it’s your job to verbalize what the prospect is thinking. If you don’t, the objection that is lurking below the surface may never come to light. I disagree with the idea that you can’t answer an objection you don’t hear. An unspoken objection can sink your presentation just as fast as one that is

shouted. Brandon explained that the key is to be prepared to weave answers to objections into the presentation. The good news is that most objections are predictable. If a sales person has done his or her homework, there’s no reason to be surprised to hear a question about price, readership statistics, ad position or production.

“Take price, for example,” he said. “A prospect may be embarrassed to say, ‘I don’t think I can afford to advertise in your paper.’ You can address that by bringing up the objection yourself, then reassuring them that it’s natural to be concerned about price. I encourage our team to say something like, ‘Some advertisers wonder about the affordability of advertising in our paper.’ Or ‘People often ask how our rates compare to other media outlets.’ Or ‘You may be wondering how this could fit your ad budget.’ Then they answer the objection just like they would if the prospect brought it up.”

This is a variation of the old Feel-Felt-Found formula, which says, “I understand

how you feel about price. Other advertisers have felt the same way. And they found benefits such as...” The difference here is that the sales person brings up the topic. But as Brandon cautions, don’t use the words “feel,” “felt” or “found.” That formula has been around so long – and those words have been misused by so many sales people – that they can make prospects think they are being manipulated.

“Some prospects actually seem relieved when a difficult objection is mentioned by the sales person,” he said. “I’ve seen them nod their heads and say, ‘Yeah, I was thinking about that.’ In a sense, it clears the air and makes them more receptive in the rest of the conversation.”

In other words, your prospects probably won’t object when you mention their unspoken objections.

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*John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house*





By **Bob Berting**  
*Berting Communications*

# 6 Point Service Philosophy For Publications

After the sale, many times, there is a letdown in the manner in which a new customer is serviced. As a matter of fact, a lot of business is lost because the intensity of caring drops off and the customer is now taken for granted. The publication salesperson who sold the account sometimes doesn't know why the new customer has lost interest. Is it because the response is lacking, is it because other media competition has convinced him or her that they have made a mistake in going with your publication—or what happened? I'll give you the answer. Many times it's because the publication doesn't have a service philosophy that resonates with the new customer and takes them for granted.

## Here are 6 ways for a winning service philosophy:

- "We want your business." What do we have to do to show you how much we appreciate your business?
  - "We want to make you happy." We not only want to make you happy but very satisfied.
  - "We are as close as your phone." Call us if you have any questions. We want to hear if you have any questions.
  - "We take care of our contract customers." You have made a

commitment to us, so we owe you the utmost consideration.

- "We want you to feel comfortable". This is important because there should be a definite comfort level with us.
- "Confidentiality". We will never discuss your business goals with your competitors.

## The overall important factor is trust

When it comes to earning a customer's trust, actions speak louder than words. Sometimes it takes a little more time and effort to forge that bond, but trust is the most important factor in developing long range relationships. The 4 elements of trust are: competence, reliability, intentions, and appearance.

## Competence

When you know advertising and your publication well, you will inspire the customer's confidence. They will look to you for answers to their problems, so make yourself a well read resource. Take constant responsibility for your own career growth and sales expertise. Do the things necessary to encourage your customers to have faith in you.

## Reliability

Your reliability will be the most important factor in their decision to trust you. Position yourself as a problem solver in correcting problems quickly and efficiently. Like it or not, your reliability may suffer due to a careless sales secretary or absent minded service person, so insist on a high level of performance from everyone who comes in contact with your customers.

## Intentions

At certain times, your relationship may get off track due to some glitch in communication. But if the customer knows your intentions are good. You usually will have a good chance to redeem yourself. Emphasize that their needs come first and you'll do whatever it takes to earn their complete trust and satisfaction.

## Appearance

Though appearances can be deceiving, sometimes you can judge a book by its cover. If you drive a clean, late model car, and have a well-groomed, professional appearance, customers will be more than likely to view you as the representative of a reliable, well established publication. Enhance your image further with good posture, a broad vocabulary, a clear voice, and frequent eye contact. The latter says to the customer "you can trust me".

The more your customers trust you, the greater the odds that your profitable relationship with them will last a long time.

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*Bob Berting is a professional speaker, advertising sales trainer and publisher marketing consultant who has conducted over 1500 live seminars, tele-seminars and webinars for newspaper sales staffs, their customers, and print media associations in the U.S. and Canada. His newest offer for the newspaper industry is a package of his two e-books "Dynamic Advertising Sales and Image Power" and "Advanced Selling Skills For The Advertising Sales Pro". Both books can be ordered on his website [www.bobberting.com](http://www.bobberting.com) individually for 19.95 or both for 35.00. Contact Bob at [bob@bobberting.com](mailto:bob@bobberting.com) or 800-536-5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.*

# Being professional is never out of **STYLE**



By Michael Angelo Caruso

They don't teach it at colleges or universities. They don't teach it at most companies. Few businesses purposely teach it. Most people learn to be professional by trial-and-error.

Here are some tips for being professional.

The late, Joe Gilliam, one of my early mentors, said that "professionals constantly need to take in good information." A reading habit is perhaps one of the best routines for being a consummate professional.

I process about 25 books every year, reading about ten titles and listening to about twenty. New, positive information helps me cancel old, negative information.

A second idea to up your game is to help others—without being compensated. Service work or giving back is the hallmark of a true professional. I've belonged to the Optimists, served as a Big Brother, and am now fully committed to Rotary International- all great organizations that can help you serve others.

Dedicating time to those less fortunate and raising funds for important community projects is a great give back.

Doing service work is also one of the best ways to network with truly good people.

If you're a professional, people are your greatest resource  
Building new relationships every day will expand your world and teach you how to work with different types of people.

Use e-mail as a professional way to introduce others. Simply send one person an e-mail and explain why that person should know the third party. Then include the third party's e-mail address in the "cc" function of the e-mail software.

Whether being professional online or in person, be mindful of how people perceive you.

Your clothes say a lot about who you are as a person. When you dress upscale, you send a signal that you are upwardly mobile and have self-respect. Clean, new clothes that are pressed and well coordinated will help others understand that you're professional, that you attend to detail, and that you appreciate a certain standard.

Dress a little better than those around



you. Of course, flashy duds won't fool anyone if you don't communicate well or drop the ball in other ways.

Finally, I recommend getting out to attend seminars, speeches, and workshops. You'll be exposed to other viewpoints and get top quality ideas on how other professionals view the world. All of this can only help you become more professional.

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#### About The Author

Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker." He 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. For more information about Michael Angelo Caruso visit his website <http://www.michaelangelocaruso.com> Contact Michael @ Edison House, 333 E. Parent Ave. #4, Royal Oak, MI 48067. (248)224-9667.



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