



Community Papers of Michigan

INFORMER

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By Don Rush
CPM President

It Is Really Time to Support Local Businesses

For years now we have all read of the demise of newspapers. And, while daily newspapers are floundering, there is actually growth in the newspaper industry. Like Samuel Clemens said upon news of his passing to the great writer's desk in the sky, "The report of my death was an exaggeration," so too, are the reports of newspapers expiring. Across the fruited plains of America, community newspapers continue to grow, some even thrive.

Community newspapering is a different kind of critter in the zoology of newspapers. A community newspaper's stripes are of a different pattern than say, big regional or national newspapers.

All newspapers work on the idea of informing, educating, entertaining and engaging readers; and, by providing content that informs, educates, entertains and engages newspapers become a profitable business enterprise — selling subscriptions and marketing.

How the community newspaper stripes differ is the commitment to the community it serves. What folks do not know about community newspapers is the commitment not only to residents, but to "Main Street." Part of our mission is to make sure local ma and pop, brick and mortar businesses stay in business.

We do that by providing a vehicle for businesses to communicate directly to the people who are most likely to buy their goods and services. Despite accounts by any electronic media (internet included), newspaper advertising continues to be the most effective. Locally, almost three of every four residents surveyed, said they frequently buy goods and services based on the advertisements on our pages.

It's in the community's best interest to support local business. I thought about this upon reading accounts of mega internet business Amazon building a 1-million square foot "fulfillment center" not too far away, in Livonia. They also plan on creating a smaller center in Romulus and already operates a sorting center downriver, in Brownstown Township.

What does this mean, locally? It means it will be even easier and cheaper to buy stuff from our new regional neighbor, Amazon, versus driving five or ten minutes to your local stuff provider. This means it will be much harder for your local businesswomen and men to make a living.

What does this mean, locally? It means it will be even easier and cheaper to buy stuff from our new regional neighbor, Amazon, versus driving five or ten minutes to your local stuff provider. This means it will be much harder for your local businesswomen and men to make a living.

Big deal, right? Why should this be concern to area residents? To illustrate, let



WHY NOT SHOP HERE!

me ask you another couple of questions: How much do you think internet businesses, or heck, businesses not in your community, will support your kids; the youth in this community?

How much does "Main Street" support area youth?

I will start from the least obvious: Property taxes. All building owners (home owners and business owners) pay property taxes (aside from government, parks and churches). Orion Township Treasurer Donni Steele sent me a sample tax bill for "non-homestead" property. What sticks out is the school operating millage.

Non-homestead properties (think businesses) pay three times more for schools than do homestead properties (think your home). Residents pay six mils; your brick and mortar local businesses pay 18 mils — the maximum allowed by state law.

Should your local "Main Street" businesses go away, where will local school districts and governments go to shore-up their own operating revenues?

(Continued on page 3)

Advertising Tax 9-2017

AAF Notifies Of Possible Tax Impacting Free Paper Publishers

The United States Congress and the White House are expected to release a federal tax reform proposal in the next few weeks. Members of the House and Senate tax-writing committees are currently working to determine how to pay for the bill.

Advertising is at great risk. In a meeting this week with representatives of the ad industry a senior tax advisor to a member of the Senate leadership told us that advertising “is on the chopping block for sure” and may be close to a “done deal.”

The House version of the last comprehensive tax reform proposal in 2014 would have created at \$169 billion tax on advertising over 10 years. It looks

as if Congress and the Trump Administration may be going down that road again.

It is vital that you and other members of your company contact your Senators and Representative and urge them to oppose any effort to place a tax on advertising by reducing the amount of advertising a business may claim as a normal and necessary business expense.

You can find contact information for your Senators [here](#) and Representatives [here](#).

According to studies designed by a Nobel winning economist a tax on advertising must be opposed because:

- Advertising is the engine of the U.S. economy and generates \$5.8 trillion in economic activity
- Advertising supports 20 million American jobs
- Every \$1 million spent on advertising supports 67 jobs across American industries
- Every advertising job supports 34 jobs across other industries.

I urge you to contact your Senators and Representatives as soon as possible. Please let me know if you have any questions and I would appreciate a report on any responses you may get.

Thank you for your support of the advertising industry.

It Is Really Time to Support Local Businesses

(Continued from page 2)

If you are a parent of school-aged kids, have you ever noticed the amount local businesses sponsor little league teams? Take a look at the uniforms. Do you ever wonder how many youth groups, both school sanctioned and not, there are in this community? How many service organizations are in town? Where do all these groups go for donations and support?

How much has Facebook, Instagram or Snapchat given back to your kids and community? How much do you think they will in the future?

Do these groups get on the phone and call businesses in other communities for financial help? Do they call the internet businesses? How much has Facebook, Instagram or Snapchat given back to your kids and community? How much do you think they will in the future?

My challenge to you is to ask your local business owners how many times they are contacted to donate. Then, I ask you to consider doing more shopping and buying of local goods and services versus out-of-community buying. Please support your local businesses even if it costs a little more at the

register. If you live in Orion, Oxford, Brandon or Goodrich you can bet your local schools love a good partnership with local businesses.

Clarkston Community Schools Superintendent Rod Rock told me, “Please shop local – buy your next car here, have a local plumber fix your leaky faucet, and volunteer. Please come to games, concerts, art exhibits, the Clarkston Family Farm, and get involved in Clarkston For Life: A Community Well-Being Campaign. Help a neighbor. Help a stranger. Help all of us help all of us. Clarkston is vibrant, healthy, thriving because of us . . . Our schools, businesses, and residents are interdependent.”

This was an article penned by Don Rush in his local market, and can also be applied to your market.

Planning Strategy For Holiday Advertising



By **Bob Berting**
Berting Communications

Now is the time for newspaper salespeople to approach their customers (as well as prospects and inactives) to discuss holiday advertising and to maximize their role as a marketing consultant. To be more specific, how do they create a major role for their newspaper in the customer's media mix campaign for the holiday season.

Too many times, newspaper salespeople are caught up in September and October with all kinds of special one-time promotions which eat up a lot of their selling time. These promotions can be wonderful ideas, but in many cases, they interfere with preparing their customers for a holiday season which can produce a huge chunk of business for the newspaper.

Suddenly it's mid-November

The creative juices start churning to develop a holiday campaign. The problem is that it's too late. Other competing media have gotten to them and made presentations to suck up advertising revenue you should have. When you stop

and think that retailers spend 30 to 40 percent of their yearly budget on 4th quarter advertising, that's a hefty chunk of business you want to get.

Evaluating relationships

With so much emphasis on regular advertisers, we sometimes forget our inactives—the people who once advertised with you, but dropped out. What better way to get them advertising again and to show them how you can creatively design an effective holiday advertising campaign. Another group is your prospects, the ones who are not sold



on your publication yet. Your holiday campaign proposal can be the perfect reason for them to become an advertiser. This attention to re-establishing and building relationships should be a key factor in the mindset of advertising salespeople this time of the year.

The farmer theory

The key issue for your regulars, prospects, and inactives is that you plant the seed of thought before the start of the holiday season. That means right now—in early October. Talk about holiday advertising with every contact you make.

The irrigation and cultivation are the spec layouts you bring to them and the final close to convince them that your publication should be the key medium for their holiday advertising program. This farmer approach is a consistent, ongoing relationship, while the opposite is the hunter approach, which is the one-time, quick kill event—or one time ad. What will be the predominant group you represent—farmers or hunters?

Creative Marketing Plan Strategy

What are the customer's goals for the holiday campaign? How can you help fulfill those goals? These goals can actually be benefits which can be converted into the headlines of the ongoing campaign ads.

A final thought

Any plan has to sold with enthusiasm. Many times there are emotional factors which can affect the salesperson's mindset. The adage "To be enthusiastic, you have to act enthusiastic" can sometimes apply.

There should be a transference of feeling and a good emotional connection between the advertising salesperson and the customer.

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 individually for 19.95 or both for 35.00. Contact Bob at bob@bobberting.com or 800-536-5408. He is located at 6330 Woburn Drive, Indianapolis, IN 46250.



By John Foust
Raleigh, NC

How to make a good second impression

Don, who manages a newspaper sales department, is always looking for ways to strengthen customer relations. “We understand the importance of first impressions,” he told me. “Know something about the prospect’s business before calling. Show up for the first appointment with a big smile and a firm handshake. Ask questions to learn about their overall situation and their marketing goals.

“All of that is important,” he said. “But what about second impressions? I’ve been hearing a lot about that lately. We all know from personal experience what it’s like to for a sales person to treat us like royalty during an initial meeting, then act like they barely know us after that – especially if we don’t buy something right away. That’s why the things we do in that second contact can make a big difference in the sales person-customer relationship.”

Here are some ideas:

1. Express appreciation immediately. “A good old-fashioned ‘thank you’ is a must,” Don said. “Simply thank them for taking the time to meet with you. An email is faster, but a handwritten note is more memorable.”

2. Email a summary of your meeting. “This can save a lot of headaches down the road,” Don explained. “The more you discussed in

your first conversation, the greater the need for a summary. For example, here’s a short version of what you could say: ‘Thank you for taking some time to meet with me to discuss marketing ideas. We discussed: Point 1, Point 2 and Point 3. The next step is for me to provide you with a detailed proposal by the end of next week. Looking forward to our next conversation.’”

3. Send business-related information.

“Obviously, this can be related to your conversation,” he said. “For example, if you talked about zoned coverage or click rates, send more details. If you can do a little online research, find some relevant ads that worked well for a similar business in another market. Or maybe you can find a couple of famous ads for national brands, which your prospect could find interesting. Make sure they illustrate advertising principles that can help his or her business.”

4. Send non-business information.

If you learned that he is a golfer, email a link to an interesting video about golf. If she mentioned that her family is planning a vacation to Europe, send a related link or clipping from your paper’s archives.

5. Ask for more details about the things you discussed.

For example, if you’re working on a marketing proposal, do you need more information about prospective target audiences? Would you like to have more statistics on sales of their seasonal

products? Would it help to have a list of loyal customers who could be willing to provide testimonial quotes?

“It’s smart to ask questions at this point,” Don said. “It helps you learn more and it keeps the client engaged in the development process.”



Don’s ideas make a lot of sense. A sales person has only one chance to make a second impression.

(c) Copyright 2017 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

Most of our advertisers wanted a 'starburst' in their ad to highlight something important. Most of the time it was not a problem, but there are similar shapes to help achieve the same look and be a little more effective as well!

Starburst

Just add a starburst... was a refrain that I had heard hundreds of times from the sales staff. I really don't even know how the term "starburst" came to define that typical pointy circle. It's just a "burst," since *Starburst* was a candy! Be that as it may, there still were times when there was not enough space for whatever you want to call it.

In February of 2014, I showed you how to create various round shapes and put them in a library. One of my favorite "bursts" is from a glyph (*LTR Salmiak*) that also works very well as a burst (with modification).

Which got me to thinking that the "burst" does not always have to be circular (or even half a circle). So I revived some of the various "attention-getters" that I have used in the past...

The Sploosh

The "sploosh" (that's what I call it) is an ambiguous shape that I have used in place of a burst. It was initially created in *Adobe Illustrator 8* with a 20% screen and one of the brush options. I chose Brush Libraries to bring up more options and modified a brush under "Artistic Sample."

Back in 2002, if I wanted to change the screen value I had to return to the *Illustrator* program because this is vector-based art. But in *InDesign*, I can change the opacity and get a lighter version of the color.

I can also size it without fear of degradation. The shape itself can suggest either water or snow—both of which we have a lot of in Wisconsin. Mud would also work well. Or melted crayons... whatever!

The Sploosh

The sploosh

With opacity of 50% and drop shadow.

My Cloud

One of the problems with the sploosh shape is its size—it can be a little clumsy. This shape would work if there was an open house with food and events, but it isn't practical when a customer has a lot of "specials" on sale.

I have used a cloud-like graphic (named way before this whole technological cloud thing came into existence!) that is a little more structured—again created in *Illustrator*. This was modified from a piece of clip art with a 20% screen. Yes, I realize that I have to go back into the *Illustrator* program to make my changes—

Ad Talk

with Ellen Hanrahan

Cloud-like Burst

Rotated 30°

but it's simple. I prefer changing size on the fly over the color

choice (although I can easily change the opacity setting in my page layout program). But, I have also duplicated the art and assigned different values in the same document as another way to deal with color issues. The example above shows the same *Illustrator* file that contains both versions of the cloud-like burst. Vector-based files can be scaled large or small without degrading the artwork. Another way to work with these shapes is to put them into a library so they will always be accessible and you can do multi-color in a single file to keep file sizes small.

What About a Triangle?

And who says the burst has to be round? The following examples show that when an item or product needs to have a particular bit of information stand out, a consistent graphic can also fill this need. These examples would work very well for a hardware store or grocery store when they use the words or phrase a number of different times throughout the ad—especially at different sizes!

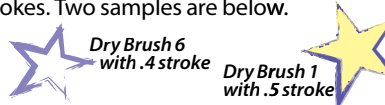


I prefer to use *Adobe Illustrator* for these types of "bursts" because I have more flexibility in creating something unique in a drawing program since I can also add more impact with outlines and layers to make the words stand out.

Once made, I scale them to the size I need knowing they will stay precise and readable.

Seeing Stars

I've also created various star shapes with different strokes. Two samples are below.



I created a new star in *Illustrator 6* with a charcoal-feather stroke of 1-, 2-, and 3-point strokes. With *InDesign*, I can add shadows and other simple effects faster while staying in the program.



Saturday, October 28

Use these stars with other shapes.

Use the star larger with an opacity of 40%, a drop shadow, an inner glow and a bevel and emboss!

1/2 OFF SALE

Even though my bursts are more than 10 years-old, they still work and I always have them handy in my Library!

You have to use the burst!

There are a number of different ways to use the "traditional" burst. *InDesign* allows a variety of different ways to create the burst by modifying the number of spikes, and inset of the spikes when you double-click on the polygon tool. Hold down the shift and option key when you drag the polygon to make sure that it remains a circle.

But there is still another variation, especially if you have a lot of text and it won't all fit inside. Use the scissors tool to cut away a portion of the burst for a different look—and more text!

Used a radial fill behind the text and add a drop shadow for added emphasis!

OFFER EXPIRES OCTOBER 19, 2017. NOT VALID WITH ANY OTHER OFFERS.

Attention

The whole idea behind these "bursts" is to highlight important information. "Less is more" will go a long way in using these attention-getting devices appropriately.

Depending on the size of the ad, you have a lot of options and you are not limited by a specific shape.

A burst is a sudden outbreak. In an ad, it is information that has broken away from the rest of the text, presumably because it is important and needs to be treated as such. Stars, circles (pointed or smooth), triangles, ovals, rectangles, etc., are all shapes that can be considered for your next "burst" of creativity!

Final Note...

It's been a crazy year for me, but the headline title is back in—it's been out since February and I missed it! Plus I get to try new typefaces...

Until next time...

I write for *IFPA TIP*, *SAPAToday* and the *CPM INFORMER*. For more info, PDFs of articles, or have ideas, e-mail: hanrahan.in@att.net
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By Peter Wagner
Founder and Publisher,
The N'West Iowa REVIEW



NEWSPAPERS REACH CUSTOMERS SOCIAL MEDIA OFTEN MISSES

A Kansas publisher emailed me last month seeking information on how to respond to businesses who say they've "placed their sale or event on Facebook so they don't need a newspaper ad". The businesses think, the publisher said, that "the Facebook posting is essentially free and generates at least some response without any cost to them".

The problem is nothing is ever truly free. Businesses depending on Facebook or any other social media to generate customers for a special sale or unique entertainment event are turning their backs on far greater potential profits than the little they're saving in advertising dollars. As my son Jeff often reminds me, "no business ever saved their way out of debt".

Facebook's limits

A sense of reverence has surrounded social media that has caused many businesses to drink "the internet's bitter poison".

It is true that Facebook has its appeal but it also has its faults. For every Facebook friend or follower who regularly reads a posting by a business or individual there's at least one other who wishes he could permanently turn Facebook off. He's tired of postings from some 30-year ago classmate reporting, with pictures, what he had for lunch, supper and a midnight snack.

Digital media experts say Facebook pages – and business websites – need to feature new fresh, worthwhile information to retain active, truly interested Facebook friends. Those postings might come in the form of a daily blog, a recipe for that night's meal, breaking credible news, a commentary on the local college's football standings and stats or local reviews of the movies currently playing at the hometown theatre.

But this oversight of material requires time most business owners don't have to invest. There are local and national services that do such work but their fees can be expensive and their material anything but local or unique to the specific business.

Facebook's flaws

There are four upfront reasons local businesses should not depend only on a Facebook page to grow their business.

The businesses' Facebook friends recipient list is limited mostly to those who already know of and traditionally shop the store. Those customers may be the first to respond to an emailed price reduction on certain merchandise from knitting yarn to shotgun shells but they probably would have bought the items, when needed, at full price anyway.

Many Facebook postings, especially those selling a product or service, quickly disappear after momentarily popping up on the receiver's device. Facebook users are often frustrated by their inability to retrieve a recent message or picture let alone a commercial message not posted by Facebook itself. With millions of users worldwide, Facebook's management says it is necessary to constantly edit and condense the material posted to accommodate the heavy flow of new messages.

(Continued on page 8)



NEWSPAPERS REACH CUSTOMERS SOCIAL MEDIA OFTEN MISSES *(Continued from page 7)*



Facebook purposely limits the number of those on a business friends list who actually receive a specific promotional message to five percent. Facebook management explains this is done as a service to its members. If every user received every message, says Facebook, most users would be overwhelmed with messages. That five percent is determined by Facebook tracking the history of which friends most often read the sources postings. Interestingly, businesses can expand their reach to their full friends list by paying Facebook a user fee. So much for protecting the end user.

Unlike locally managed community newspapers, many social media postings are poorly researched or even purposely untrue or decisive. Las Vegas Sheriff Joe Lombardo, the morning after the recent concert massacre, said law enforcement's response could have been quicker except for the many erroneous internet reports (fake news) that there were multiple shooters firing guns from various locations. Later that day dozens of blogs and websites were wrongly reporting more fake news claiming knowledge the shooting was planned by the Russians, ISIS, the anti-Trump movement and untold others. All those claims have still to be proven.

Local newspapers provide the market with six C's unique to media.

Local newspapers reach their immediate market with six unique values not always shared or observed by social media.

The most important, of course, is the creation of a sense of community. The local or regional newspaper provides families with information about everything that brings them together: high school sports, city government updates, local entertainment opportunities, weather, births, marriages and deaths.

The local newspaper encourages cooperation. Newspapers often take leadership in the bringing together of various interests to accomplish good for the community. They also recognize the efforts of others working for the good of the community and encourage support and involvement. The printed newspaper brings the masses together with one voice while many independent digital sites promote dissention.

Newspapers provide continuity. The community newspaper is the first recorder of local history and the source most often turned to for details regarding earlier historical events and activities and even family history. No other source can be so easily researched or duplicated.

The newspaper is respected for its credibility. Newspapers stake their reputations and financial future on researching the facts and providing every side of an issue. When questions arise the favored statement is, "It's true, I read it in the newspaper". That is in strong contract to "It must be true, I read it on the internet". That last comment usually results in a condescending laugh from those in the crowd.

That credibility leads to the newspaper's ability to create consensus. When it comes to making community decisions it is the newspaper that best gathers the opinions around both sides of the question. Broadcast reports the news in bits and pieces but seldom provides all the extenuating details. Social media sites provide many adverse and condescending opinions, often self-fulfilling, that lead to greater dissention and controversy. The local newspaper is the one source that shares a common focus with the majority of people living in the market area.

Finally, newspapers have commitment. From the beat reporter to the executive editor, managing editor to the publisher the newspaper professional knows his role and purpose. Newspapers report the good and the bad, the entertaining and the devastating, the simple stories and the in-depth interviews, game scores, what is happening in the schools, on main street and with local industry.

Newspaper professionals care first of all about the community they live in and the future of the people who live there. That commitment alone is the main reason newspapers will never completely disappear from markets that support them in return.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW. He is a regular presenter at State Press Association Conventions and Group Seminars. You can contact him with questions regarding your newspaper at pww@iowainformation.com or (cell) 712-348-3550.

Keeping Up With Styles

Speeding up your workflow while improving your design in Adobe InDesign



Kevin Slimp
The News Guru

kevin@kevinslimp.com

At the 21st session of the Newspaper Institute last week, Ed Henninger and I did something we've never done before. We taught a class together. It must have been a good idea because it was the most attended of the 26 classes offered.

Titled, "What You Need to Know About Paragraph Styles," we took the group through a very fast paced 90-minute session, covering everything from simple nested styles to advanced nested styles.

Afterwards, while discussing our class in the hallway, Ed and I both agreed we had learned something from each other concerning paragraph styles. Ed told me he hadn't seen nested styles created using the method I used.

A nested style is a type of paragraph style that combines two or more separate styles into a single paragraph style. For instance, this is an easy way to create a style for classifieds. If the user wanted five bold words at the beginning of each classified, followed by smaller normal text, then followed by a different style of text for the code at the end of the ad, this could be accomplished with a nested style.

1964 Honda Motorcycle for sale. Driven only on Sundays to church by a friendly grandmother. \$1,895 firm. 17-tn45z

Free to a good home. 8-week old puppy. Goes by "killer." 17-tn46a

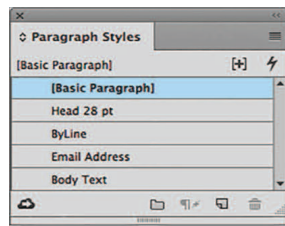
I was intrigued by a method Ed used to create a paragraph style based on the style that follows.

For instance, most newspaper designers are used to using paragraph styles to set body text, headlines, cut-

lines and other common text styles.

Let me offer a quick explanation for those who don't design pages. Suppose you've placed text under a photo. Without a paragraph style to simplify the process, you would highlight the text, select a font, along with tracking, select a font, along with tracking, leading and other characteristics to create your outline.

However, using a preexisting paragraph style, the user could simply click anywhere within the outline and select "outline" to achieve the same effect.



The same technique could be used to apply styles to headlines, body text, bylines and other types of text on a page.

Ed discussed a method he uses to create styles for his newspaper clients, using a "next style" method. I noted a few of the styles he created and asked Ed to take a step back and show the class exactly how these styles were created.

Afterwards, I went to my computer and experimented with different types of paragraph styles using this method.

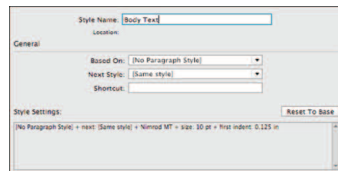
"Wouldn't it be great," I thought, "if by simply clicking on a paragraph style, the headline, byline, email line and body text were all set automatically, without having to select different styles for each?"

Let me show you how this can be accomplished. We will begin by placing some text on a page.

For this particular method to work correctly, we will create the body text style first.

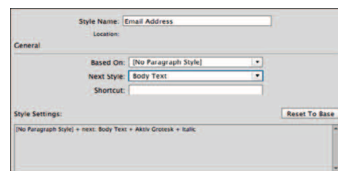


This is done by creating text exactly the way you want it to appear on the page. Set the font, the justification, the first line indent, etc. I named this font "Body Text" in the Paragraph Styles panel.



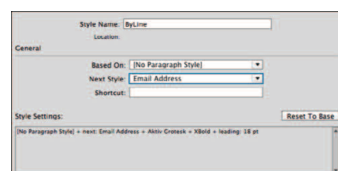
Suppose my stories consist of headlines, with bylines below the headlines, followed by email addresses below the bylines, then body text flowing below the email addresses.

Yes, I could place the text, then click on each of the paragraph styles individually, until each type of text was styled. However, by paying close attention, I can create paragraph styles that do all these for me, with one click, rather than having to select each piece individually.



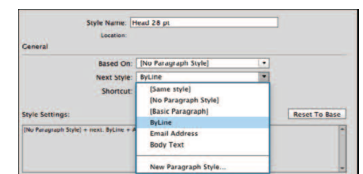
After creating a "Body Text" style, I go about creating a style for the email line. Notice inside the "Next Style" box, I have selected "Body Text." This will allow me to set two styles at once, an email line followed by body text.

Next, I create my paragraph style for the byline.



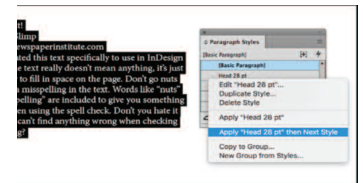
Again, create text just as you intend for it to look on the page. Note the setting for "Next Style." After the byline, the next line will be in the Email Address style.

Finally, a style is created for the headline, with Next Style set for "ByLine."



Now, here is the trick. For this to work, you place your text on the page, then click somewhere within the headline with your Text tool.

Next, right-click on the headline style and select "Apply 'Headline'" then Next Style."



The result is a headline, a byline, an email address line, followed by body text.

Great Scott!

by Kevin Slimp

kslimp@newspaperinstitute.com

I have created this text specifically to use in InDesign classes. The text really doesn't mean anything. It's just a nice way to fill in space on the page. Don't go nuts if there is a misspelling in the text. Words like "nuts" and "misspelling" are included to give you something to find when using the spell check. Don't you hate it when you can't find anything wrong when checking the spelling?

With a little practice, you'll be setting up styles for stories with drop caps and more.

Great Scott!

by Kevin Slimp

kslimp@newspaperinstitute.com

I have created this text specifically to use in InDesign classes. The text really doesn't mean anything. It's just a nice way to fill in space on the page. Don't go nuts if there is a misspelling in the text. Words like "nuts" and "misspelling" are included to give you something to find when using the spell check. Don't you hate it when you can't find anything wrong when checking the spelling?

I know you can't wait. Go have fun. Remember, the secret is to right-click on the paragraph style if you want to use the "next style" method.



By Ryan Dohrn
President/Founder,
Brain Swell Media LLC

12 Things Media Sales People Do Wrong on LinkedIn®



I'll start with a question. What does LinkedIn mean to you as an ad sales professional? Is it a rather tedious necessity, a social media site where you have simply parked your profile and left it there, just so you can say you have a presence online? Or do you see it as the useful, multi-faceted marketing tool it actually is? LinkedIn is a shop window for everyone in business. How effective do you want your display to be? All too often in the ad sales training arena I hear ad sales pros talking about LinkedIn as a "waste of time." My friends, you could not be more wrong!

In this article, I'm going to discuss what I believe to be the twelve most common errors ad sales people make when setting up, and maintaining, their LinkedIn profiles. As media sales people, I would like to think all of you out there have an account on LinkedIn, and that you agree with the importance of researching customers – current and potential. From that starting point, my best guess is that the majority of you will recognize yourselves somewhere in the following list.

1. Not Having a Picture. Really? Did you know, official LinkedIn figures state your profile is 11 times more likely to be viewed if you include a picture. A startling statistic! Now don't go overboard here, you don't need professional photography – in fact you are probably better off not having a

professional take your picture. Why? Because you want your picture to represent you and the business you are in. A stiff, formally posed shot will probably not convey the real you. Other pictures to avoid are those taken at parties and so-called 'glamour' shots, as they are unlikely to portray the image you want the world to see. A good picture might be one taken outside on a nice day with a pleasing background, or one of you in your office environment – tie optional depending on the business you are in.

2. Not Having a Summary. I am always surprised when people don't bother to include a summary on their LinkedIn profile. This is the text that sits under the picture (you now hopefully have) that tells the world about you. You literally have less than 15 seconds to capture and hold a reader's interest. Without a summary, your profile is no more than a

resume; factual but with no real depth. Write a summary. Talk about the things that make you different from everyone else, the personal and the professional. A good, punchy summary is important for everyone on LinkedIn, but especially vital for jobseekers. If you find yourself stuck for inspiration, take a look at summaries on other profiles. What impresses you? What inspires you?

3. Using Too Many Buzzwords. An all too common sin committed in many LinkedIn accounts. Avoid them, omit them, delete them, stamp on them! Words like, media sales rockstar, ninja, ad sales guru, and media sales evangelist (yes, I've seen that one used) simply bellow the message that there is a big ego behind the profile. And it isn't attractive. We all know that sales are often driven by ego – but there isn't the need, on LinkedIn, to show how big yours is. *(Continued on page 11.)*

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4. Writing in the Third Person. By this I mean: “Ryan Dohrn has done this, Ryan Dohrn has achieved that...” It’s less than empathetic. Most experts agree that writing in the first person is much more effective in creating a connection with a reading audience. And that audience might just include the businessman who might just offer you that dream job! Make your writing flow and include details of your personal as well as your professional self. “I love to read ... I love to write ... I love to fish, watch football, hike ...” Share these sorts of facts about yourself, allow them a glimpse into your soul. Don’t forget, as much as (I hope) you use LinkedIn to research others, they use LinkedIn to research YOU! LinkedIn is one of the single best resources available to sales people today. You must understand that many of your prospects will be using the site to look right back at you.

5. Failing to Include an Email Address or Applicable Social Media Account. It is vitally important that people are able to connect easily with you through the professional channels you have set up. My feeling is you should use the business email addresses you have, that you check on a regular basis. Don’t be tempted to display your private social media accounts. It is not really appropriate to have business meetings on your personal Facebook page. The message here is list all your social media business accounts and make sure you stay business-oriented.

6. Failing to Personalize Connection Requests. This is an important point because you do want to connect with people you are doing business with, or may be doing business with in the future, and it is all too easy for generic connection requests to be overlooked.

When making a connection request, you must have a valid reason for doing so, and you have to explain to people what that reason is. Here is an example: “Hi Bob, I appreciated doing business with you at xyz company. I’d love to connect with you on LinkedIn so we can both grow our businesses further. By the way, I really appreciate your business.” It isn’t difficult. When you’re making a connection request, take your time, think about it, and personalize it.

7. Failing to Take Advantage of Profile Views. When someone looks at your profile, LinkedIn tracks it and makes it possible for you to see who is looking at you. However, you will have to upgrade to a business account – in my opinion a well-worthwhile investment. If you don’t know who is looking at you and your profile, you could be missing out on valuable intelligence. It might be someone involved in your own industry, or in your business community, or, perhaps, in the area of influence in which you sell. Don’t do nothing. Reach out to whoever it is. Not in a rough, uncultured way: “Hey Bub, I see you’ve been looking at my profile ...” Use a more measured approach. My own reaction is to check my CRM for any communication I may have had with the person in the past. I’ll wait at least 24 hours – any sooner could be kind of creepy – then I’ll write something like: “Hey John (or whatever), the other day I was thinking about your company as it relates to the business I do and I’d love to connect with you about your product ...” I tend to be very specific, perhaps mentioning things I’ve learned about him and his business on LinkedIn. Upgrade to a business account and start taking advantage of profile views.

8. Surfing LinkedIn in Anonymous Mode. If you don’t already know how to do this, it’s almost a crime to tell you because it’s something, in my view, you should never do. Basically, you can go into your profile and turn on the anonymous mode – which means that as you surf LinkedIn, you will display as an anonymous user; when you look at other people’s profiles they won’t

know who you are. Why do people do that? Because they’ve been told to! Untrained, or misguided, sales people have been told by someone, who doesn’t know any better, that it’s creepy to surf other folk’s profiles on LinkedIn. Well, I’m here to tell you that is just nuts! It’s crazy! Why do you think people put their profiles on a public site like LinkedIn? Because they want to be seen, of course! And I want them, my prospects, to know I’m doing my research, learning about them. I want to prove to them I’m relevant – and that’s why I will never surf in anonymous mode, and you shouldn’t either.

There will always be some who will cleave to the idea that looking at other people’s profiles is creepy, and that it’s wise to do it anonymously. They’re wrong. It isn’t creepy. What is creepy is surfing LinkedIn anonymously, when you try to hide what you are doing. We live in an incredible, digital age. There has never been so much information available to us as professional sales people, a lot of it right there on LinkedIn. It is there for us to use.

9. Not Turning Off Activity Feed When Updating Your Profile. This is a big mistake. Why? Well, let’s assume that after reading this article, you are inspired to re-construct your LinkedIn profile. You’re going to make wholesale changes. If you don’t turn off your activity feed, every time you make a single change, all your connections are going to be notified. They’re going to get pretty bored pretty fast. Here’s what you should do. Click “edit profile.” Toggle the switch marked, “update your connections.” Make all the changes to your profile you want, then save your profile. Toggle the “update your connections” to on. At this point your connections will not have been notified of any changes. Now, leaving your activity feed on, make another, minor change to your profile. All your connections will be alerted and they will be able to see all the changes you have made. Of course, there are always exceptions to every rule. If you are only making a small update on your profile, leave the activity feed on. *(Continued on page 12.)*

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10. Not Being a Member of Any Groups. The bottom line here is that being a member of LinkedIn groups is incredibly important. There's gold in them there groups! However, as with all things there is a right way and there is a wrong way. In my opinion, many people handle groups incorrectly. This is what you should do. Research the groups your customers are part of; look for groups within your industry or community. Ask to join these groups. Some may turn you down but you shouldn't be offended. They have likely had poor experiences with sales people joining and immediately trying to sell inside the group. Don't do it. When you get into a group, simply offer helpful advice. It's your industry so you should know what you're talking about. At the end of each posting, put your signature under your name. That's all. If you try to sell in a group you will only create a negative atmosphere around yourself. Get involved in groups. Be helpful, be thoughtful. Give good advice. Use your signature within your posting to say who you are. Let good things flow from there.

11. Updating Your LinkedIn Profile Once and Never Again. Here's the skinny on this one – keep your profile current!

Share stuff. About you, your colleagues, your business. Just like Facebook, check it every day. If a client shares something positive, give it a thumbs up; share it yourself if appropriate. If you like to write about your industry niche, publish some articles. The message on this one is that you should have a good time on LinkedIn. It is the social network of all social networks when it comes to business.

12. Not Following Any Influencers. I really don't understand why some LinkedIn members don't do this. It simply makes sense to follow people who are influential within your industry, your community, your sphere of activity. These are the people who are truly connected. They know who's who and what's what within the industries and sectors you serve. Follow these people, read what they are posting so that you, too, know what is happening. How do you find these influencers? Research your own big clients. Who are they following, who is influencing them. Spend some time looking for influencers and follow them on LinkedIn.

So, there they are, the twelve most common errors people make on LinkedIn. But I've done more than just point them out; I've told you why they're errors and how to put them right, or avoid them altogether. I believe in LinkedIn because I also believe research is vital to sales people, and LinkedIn is one of the best places to find useful, perhaps

profitable, information. LinkedIn is a multifaceted sales and marketing tool when used correctly. Do you need a Proplan account? Not necessarily, but if you want to access the very real benefits LinkedIn offers, you are going to need a business account.

What happens now is up to you. You have the information you need to make LinkedIn work for you as it has, and still does, work for me. It is a shop window for all of us. Are you going to go on being a mom and pop corner store, or would you rather be Saks of Fifth Avenue?

Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/brainswell/>

Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, *Selling Backwards*. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World.

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2018 POSTAL PRICE CHANGES ANNOUNCED NO POSTAL PROMOTIONS-FOR NOW

Other changes in Postal Service products included a one cent increase in the first-class retail, or "forever" stamp, taking that price from 49 cents to 50 cents. There was no increase for additional ounces of first class mail, keeping that rate at 21 cents per ounce. The retail price for postcards increased from 34 to 35 cents. For competitive products, and shipping services including priority mail, the average increases were higher, averaging a 3.9% price increase.

In the Notice that accompanied the filing, the Postal Service announced that the filing was intended, as much as possible, to strictly comply with the current rate making law and the authority that the Postal Service had received, from the last independent Board of Governors Member remaining in office, to file a standard, CPI, price adjustment case. The Postal Service included with the price filing a Resolution, that had been approved as of last November, 2016, when the last independent Board Member of the Postal Board of Governors had a term that came to an end. As of that date, the Board of Governors apparently were concerned that the future Board of Governors would not have a new appointment, and the only Board Members remaining would be the "staff level" Board Members, including the Postmaster General and the Deputy Postmaster General. Under the law, changes in prices and products are to be approved by the Postal Board of Governors, including at least one independent Board Member, in addition to the Postal Service staff of the PMG and Deputy PMG.

The Board Resolution gave the Postal Service limited authority to file a case that strictly complied with the increases allowed by the cumulative CPI, and authority for the Postal Service to make some adjustments in prices relating to work share discounts, and products that were not covering costs, to comply with previous rulings and concerns of the Postal Regulatory Commission. Since that Resolution was passed, an entire year has gone by with no current nominees pending for consideration to fill the seats for independent Postal Board of Governors Members leaving the USPS without the authority under the statute to make changes in prices, classifications and products. It is this lack of an independent Board of Governors that has caused the Postal Service to announce that it cannot file, or continue, the Postal Service promotions that have been included in postal rate filings and adjustments for the past several years. The Service had previously discussed postal promotions with the industry, and previewed promotions to be included in the 2018 price filing. It has been generally rumored and discussed that the absence of any independent Board of Governors Members, and the potential risk that any price filing might be challenged if promotions were included, led the Postal Service to take the very conservative approach of taking promotions off the table, and filing a price adjustment that made no structural, classifications, or product changes, and keeping the overall price adjustments strictly within the limits of the CPI cap and in accordance with previous PRC rulings. *(Continued on page 14.)*

On October 6, 2017, the Postal Service filed its Notice of Postal Rate Adjustments for Market Dominant, and Competitive Products, to be effective January 21, 2018. As previously explained to mailers and industry stakeholders in earlier meetings and announcements, the annual promotions that the Postal Service has included with price changes, were not included in the price filing.

For free papers that distribute their papers by locally entered, drop shipped saturation mail, the rate adjustments were below the average price change of approximately 1.9% for market dominant products. Recognizing the price sensitivity of these products, and their contribution to Postal Service revenues as a product that is largely drop entered, is subject to many competitive alternatives, and has historically made a significant contribution or "mark up" to Postal Service institutional costs, the overall "average" increase for high density and saturation flats was 1.1%. A chart showing the proposed rates for high density and saturation mail, and before and after price increases, accompanies this article.

2018 POSTAL PRICE CHANGES ANNOUNCED

NO POSTAL PROMOTIONS-FOR NOW - (Continued from page 13)

For free papers distributing by saturation mail, some highlights of the rate filing include:

- The USPS did not change the current breakpoint of 4 ounces.
- The "average" rate for mail drop shipped at the DDU, whether entered in the simplified (EDDM address format) or with an address, increased modestly by less than 1%.
- There was no change in the pound rate. In general, the rates for heavier

mail, charged at the combination piece and pound rate, did not increase. With the exception of the increase reflected in the piece rate, the pound rate charged for pieces weighing over 4 ounces remained the same.

- The Detached Address Label surcharge increased from 3.5 cents to 3.6 cents. In its Notice of the Price Adjustment, the Postal Service expressed optimism that the 10 year

rate review will conclude with a decision in favor of the Postal Service's efforts to break free of the current price cap requirement. The Service begrudgingly announced that it was filing this case to comply with current law, but was outspoken in stating that "The Postal Service maintains that the rate making system must change to meet the mandatory statutory objectives, including assuring the Postal Service's financial stability

Regular Standard Mail Flats Postage Rates--Enhanced Carrier Route
 (USPS Proposed Rates for January 21, 2018 Implementation)
 (All Rates Shown in Cents)

SUBCLASS/ Rate Category	For Pieces Weighing 4.0 Ounces or Less /1 /2				For Pieces Weighing More Than 4.0 Ounces /1 /2			
	Curr. Rate	Prop Rates	% Diff	Amt Diff	Current Rates		Prop Rates	
					Per Piece	PLUS Per Pound	Per Piece	PLUS Per Pound
ECR FLATS High Density /3	24.8	24.8	0.0%	0.0	9.4	61.5	9.6	60.9
NDC Entry	20.8	20.8	0.0%	0.0	9.4	45.4	9.6	44.8
SCF Entry	19.4	19.4	0.0%	0.0	9.4	39.9	9.6	39.3
Delivery Unit Entry	18.5	18.5	0.0%	0.0	9.4	36.3	9.6	35.7
ECR FLATS – High Density Plus	22.8	22.7	(0.4)%	(0.1)	7.4	61.5	7.5	60.9
NDC Entry	18.8	18.7	(0.5)%	(0.1)	7.4	45.4	7.5	44.8
SCF Entry	17.4	17.3	(0.6)%	(0.1)	7.4	39.9	7.5	39.3
Delivery Unit Entry	16.5	16.4	(0.6)%	(0.1)	7.4	36.3	7.5	35.7
ECR FLATS – Saturation	21.8	21.9	0.5%	0.1	6.4	61.5	6.7	60.9
NDC Entry	17.8	17.9	0.6%	0.1	6.4	45.4	6.7	44.8
SCF Entry	16.4	16.5	0.6%	0.1	6.4	39.9	6.7	39.3
Delivery Unit Entry	15.5	15.6	0.6%	0.1	6.4	36.3	6.7	35.7
EDDM ECR FLATS – Saturation	21.9	22.0	0.5%	0.1	6.5	61.5	6.8	60.9
NDC Entry	17.9	18.0	0.6%	0.1	6.5	45.4	6.8	44.8
SCF Entry	16.5	16.6	0.6%	0.1	6.5	39.9	6.8	39.3
Delivery Unit Entry	15.6	15.7	0.6%	0.1	6.5	36.3	6.8	35.7

Add \$0.036 (currently \$0.035) for each piece addressed using a Detached Address Label with no advertising or a Detached Address Label containing advertising (Detached Marketing Label).

Per piece maximum weight is 4.0 ounces before piece/pound rates apply.

This chart was prepared by Postal Consulting Services, Inc. (reproduced with permission) for the
 Association for Postal Commerce (PostCom)



Michael Angelo Caruso

How to give killer presentations

Selling is not about you talking, it's about the prospect talking—even during your presentations.

Important things happen when the prospect speaks.

You'll learn more about the prospect's problem when she is talking. You can learn why the prospect is unhappy with her current vendor, if you let her talk about it. The prospect might place an order—but only when she is talking. The prospect can give you a referral—if she is the person talking.

Yet, the prospect only speaks when you shut up.

Sellers almost always talk too much. Salespeople love to rush the prospect into a presentation so they can talk about their products and services. We take our presentations way too seriously.

Like eager puppies, we ask, "Can I give you a presentation? Can I, huh? Can I?"

We force 20-slide PowerPoint presentations on prospects when ten strong slides would do the job. And here's the best part—the slides you use are often the same slides you used with the previous prospect.

There are techniques for learning exactly what the prospect needs, but you must take your time and use the following strategies.

When on a sales call, always allow the

prospect to speak first. His "presentation" might be informal and unrehearsed, but that's okay. Let the prospect tell you what is important to him. Then, link what's important to what you're selling.

When presenting, it's important to attain participation and buy-in. Whatever happens, do not proceed with a presentation if you're guessing what the prospect wants.

If you've been listening but are still guessing, it's because the prospect doesn't know what he wants or is not offering enough information.

Once you know exactly what the prospect wants, speak to those specific needs during your sales presentation. An unqualified prospect is a good reason to postpone the presentation.

***“For God’s sake,
don’t say ‘yes’
until I’ve finished
talking.”***

-Daryl Zanuck, Film Producer

Three ways to get the prospect involved during your presentation

- Help the prospect perceive you as an advocate, so she will relax
- Get the prospect to physically participate (nod her head, write something down, answer questions, smile)
- Get the prospect to talk about her problems as related to your product or

service

Tell the prospect about product features (facts, such as “4 cubic feet of leg room”), but sell the benefits (“this software is a real time-saver; you'll be so happy”).

There's another reason for obtaining buy-in and participation in the conversation/presentation stage. It's better to have a symbiotic, equitable relationship with the prospect. Deep involvement often evolves into a transaction.

You don't want to be doing all the work in a sales relationship, jumping through hoops and always trying to win approval. These types of prospects/customers will burn a salesperson out.

Weave your sales pitch without being overbearing. Weaving is the art of subtly and slowly selling your product or service during a presentation or conversation.

Learn more about weaving and other presentations techniques in my audio program titled, “How to Give Killer Presentations.” You can order it as a DVD or as a download.

Michael Angelo Caruso is one of America's premier keynote speakers. He is known as “the speakers' speaker.”

Mr. Caruso teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry.

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