



**Community  
Papers of  
Michigan**

**INFORMER**

**February 2018**  
**mifreeads.com**



**OUR DATA  
SPEAKS VOLUMES**



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By Don Rush  
CPM President

## Reach Out to Your Local Business Owners & Managers

I often hear publishers and ad sales folk lament about the lack of “support” from their local business community. While I am not sure what they mean by “support” (it could be moral support or financial support or some other support), I often wonder, “Do you ever give your local business community a reason to support you?”

At the beginning of the year I sat down in my fortress of solitude (which is my office and before everybody else gets to work) and thought the same thing. Where’s all the love we used to get from our business partners? Why are they not supporting us like they used to?

I started going through scenarios in my head:

**Is our circulation sound?** *Yup, our business partners' ads still go to nearly every single home and business address in town.*

**Are our products pleasing, easy to read, engaging, entertaining and educational?** *You bet! Our print products are black and white and read all over. We get tons of letters to the editor. And, in recent surveys readers of our free papers, 73 percent say they frequently purchase goods and services from the ads they see on our pages.*

Then I thought are we taken for granted? I mean, heck, ours is the oldest business in town. We’ve “always” been there, reporting our community news and running local business ads. I answered to myself, “Maybe,” and before the office opened for business, employees started to arrive, and people started asking me questions, in effect invading my fortress, I wrote the following letter to local business owners and managers.

I made it into a full page house ad, read it aloud to my sales staff, editorial staff, front office staff – everybody. I also reprinted the house ad in an 8.5 by 11 inch handout for my ad staff to hand deliver to their business customers. I think I may also include these in their mailed monthly billing statements. Feel free to use it yourself. The point is, take nothing for granted. Engage your business community let them know what their support means to your community.

**Dear Local Business Partner** (and there are hundreds and hundreds of you),

Another year is upon us and I thank you for your continued support of your community papers, **The Clarkston News & Penny Stretcher**. I hope our partnership has been mutually beneficial. Just to take a little bit of your time, your support allows us to:

1. Report on local kids, their achievements in and out of school.
2. Inform locals of what is happening in their neighborhoods and with their local governments.
3. Help local charities and service groups promote their various (and much needed) programs.

4. Keep area residents informed on what businesses in their community have to offer and how those businesses (you) support our community with sponsorships and donations.

5. To grow your business!

No other medium who takes your hard-earned money in trade for marketing your goods and services cares as much about our community and promoting shopping, dining and buying locally like us here at The Clarkston News & Penny Stretcher. (I wonder how much Facebook, SnapChat and Instagram invests back into our community?)

We are a local brick and mortar business. We are invested in our community. We are invested in making sure local business prospers — that folks think local first before going out of the community or online for goods and services.

We have a lot of exciting opportunities to help promote your business this year -- let’s get together to plan for your year of promotion and growth.

Each week on the front of the ever-lovin’ Clarkston News we promote, “My Clarkston, Buy Clarkston”, and will continue to be this town’s advocate of local business.

Again, thank you for your support and please contact me with ideas or concerns!

---

Don Rush, your local newspaper guy  
248-625-3370  
[Don@ShermanPublications.org](mailto:Don@ShermanPublications.org)



## 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 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.



*John R. Gaedert*

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

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

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

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

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

Nominee's Name & Position: \_\_\_\_\_

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 30, 2018*

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



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



## Some Newspapers Need a Lot More "News."

**Not all newspapers are dead and the printed newspaper business is not doomed. However, many editors and publishers, hearing the "sky is falling", have hurt the industry by cutting content, news hole and subscriber value. Instead, they should have increased interest with more local content.**

Newspapers remain the one necessary media in their community. Newspapers provide the important, uniquely exclusive role of serving as a community's fact checker, cheerleader and creator of consensus.

Too many pundits put local and metro papers in the same category but the home-owned, hometown community paper has the advantage. Metro papers have traditionally depended on their wire service and national news to fill their pages. That made sense when the afternoon daily was the only source of current war news, Washington happenings, National League updates and the stock market reports.

Now most of that information is available 24/7 on the cable news channels, computer, social media and satellite radio.

Local news and human feature stories, meanwhile, can be elusive in metro markets. Attempting to please a metro area that sometimes covers hundreds of square miles, it can be difficult to track down sufficient inches of local interest news and features to satisfy a subscriber base.

### IT'S ALL ABOUT CONTENT

Community newspapers, however, filled with well crafted stories about local issues, school sports and activities, a strong editorial page, interesting personality features and local ads can still attract and keep a large audience. There's a huge difference between local news coverage in community papers and big city dailies. It's summed up in local names, stories and hard work.

Local newspapers do more than just report on the latest city council meeting or who had tea with whom. The exceptional ones, those making money, provide much needed services to the community: They inform but they also entertain. They write local history and provide keepsakes for the refrigerator door.

Local newspapers are the community's cheerleader. They explain big ideas and help the reader understand the reason something should or should not change in their respective community. They share information that helps lead the way for ideas and projects.

Most important of all, local community newspapers educate. They update the reader on the proposed cost of an upcoming street project, the winning play at last Friday's high school football game, the appointment of a new minister at the Methodist Church, what's playing at the hometown movie house and the price of fresh strawberries at the town's supermarket.

"I keep telling my readers and customers," Matt Paxton, Publisher of

the Lexington, VA News-Gazette, once told me, "that they should not include the News-Gazette a part of that failing group of a few metro newspapers they keep hearing about".

### SECRETS FOR REACHING MORE READERS

The name of the game is "reaching readers". In today's fast paced culture that means providing subscribers tighter, shorter, better written stories presented on imaginatively designed pages.

It means stepping away from the inverted paragraph to make the stories more readable, enticing and fun to read. Today's population wants immediate gratification and aren't willing to plow through 40 inches of body copy to capture the essence of the story.

Ask former and current subscribers in your community what upsets them about your newspaper and newspapers in general and this is what you'll hear:

- Today's newspapers lack sense of passion. Too many articles are cliché-loaded and nothing more than coldly reported facts. Good reporting, they'll tell you, includes solid research, great insight and heartfelt story-telling.

- There are two types of stories: hard news and features. Today's editors don't understand the difference between a hard news story and a feature story. A great paper needs both. The first might be the report on the latest city council meeting. The second is a story about a kid in a wheelchair playing pee-wee basketball. (Continued on page 5)



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

# Some Newspapers Need a Lot More "News." (Continued from page 4)



**Holy blizzard! Mass held on road**  
Lakshmi priest led unusual service  
BY MARK MANNEY  
The Rev. Patrick Blum of Lakshmi leads a snowy snow Mass on Saturday on the side of the Phenomena Highway. Photo submitted



**DECISION TIME**  
After months of intense campaigning, presidential candidates await results of Iowa Caucuses Monday night

**BY TON LAWRENCE**  
Iowa's first in the nation presidential caucuses are set for Monday night. The results of the caucuses will determine which candidates advance to the next stage of the election.

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## Despite cold, Trump draws 2,000 at Sioux Center

Supporters cheer GOP front-runner at Dordt  
BY TON LAWRENCE  
SIoux CENTER - Cold air was not a problem for Donald Trump as he drew a crowd of about 2,000 supporters to the Dordt College campus Saturday.



Donald Trump speaks to a crowd of about 2,000 supporters at Dordt College Saturday. Photo by Steve Hengland

**CAMPAIGN 2016**  
Trump drew a crowd of about 2,000 supporters to the Dordt College campus Saturday.

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• Many youthful and even older readers think newspapers have become boring and set in their ways. Readers want tidbits and insights they can use to start a conversation at the water cooler. That's why the police report is always well read in any paper.

The trick is to find those stories that encourage conversation but are often missed by even the most experienced reporter. My son Jay P. Wagner, one-time editor of our N'West Iowa REVIEW and later a reporter for two daily newspapers, often shared these story finding ideas with rookie reporters:

1. Read your newspaper's classified ads. You'll be surprised by what you'll find that will lead to a great story.
2. Pay special attention to what is discussed before and after the council, school board or county supervisor meeting. Some of the best story ideas pop up outside of the official discussion.
3. Take time to check out the local school newspaper, church bulletin, business mailings and emails and club and organization newsletters you come across. You'll be rewarded with both news stories worth reporting and some unique personality features.

4. Join the local business leaders who meet for coffee weekday mornings. Say little and keep your ears open. You'll hear about what is really going on in the community.
5. Drive to work along a different route every morning. It is the best way to stay on top of new construction, destruction, development and unrest.
6. Make sure you are always accessible. Provide after-hour contact information to all key sources such as the fire department and local and county law enforcement agencies.

(Continued on page 6)



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

## Some Newspapers Need a Lot More "News." (Continued from page 5)

THURSDAY, JANUARY 25, 2018 • THE N'WEST IOWA REVIEW • CHICAGO, IL • 41

### 2016 IOWA CAUCUSES

**Big field for Republican nomination**

Republican voters have plenty to choose from, with 12 people all vying to be the first to win the caucuses. The field is the most crowded field of candidates in presidential election history.

Choosing a candidate to support is also a challenge for voters, as the field is so large. The field is the most crowded field of candidates in presidential election history.

The following information will give you a sense of the field. The field is the most crowded field of candidates in presidential election history.

### Republicans

**JEB BUSH**  
Notable U.S. Senator from Florida, 2013 present.  
Age: 73  
Residence: Orlando, FL  
Website: jeb001@comcast.net

**BEN CARSON**  
Notable U.S. Senator from Indiana, 2013 present.  
Age: 61  
Residence: Indianapolis, IN  
Website: ben@carson.com

**CHRIS CHRISTIE**  
Notable Governor of New Jersey, 2013 present.  
Age: 55  
Residence: Lodi, NJ  
Website: www.christie.com

**TED CRUZ**  
Notable U.S. Senator from Texas, 2013 present.  
Age: 55  
Residence: Houston, TX  
Website: tedcruz.com

**CARLY FIORINA**  
Notable U.S. Representative from California, 2013 present.  
Age: 55  
Residence: San Jose, CA  
Website: carlyfiorina.com

**JIM GILMORE**  
Notable Governor of Virginia, 2013 present.  
Age: 61  
Residence: Richmond, VA  
Website: jimgilmore.com

**MIKE HUCKABEE**  
Notable Governor of Arkansas, 2013 present.  
Age: 55  
Residence: Little Rock, AR  
Website: www.mikehuckabee.com

**JOHN KASICH**  
Notable Governor of Ohio, 2013 present.  
Age: 61  
Residence: Cincinnati, OH  
Website: johnk Kasich.com

**Economy:** Bush wants to lower the highest tax rates, offer some relief to small businesses, and create a hedge-fund-like tax structure for the U.S. economy at a point to grow.

**Energy:** Bush wants to ensure that the U.S. has a secure energy supply, and that the U.S. has a secure energy supply.

**Health care:** Bush wants to ensure that the U.S. has a secure health care system, and that the U.S. has a secure health care system.

**Immigration:** Bush wants to ensure that the U.S. has a secure immigration system, and that the U.S. has a secure immigration system.

**Security:** Bush wants to ensure that the U.S. has a secure security system, and that the U.S. has a secure security system.

**Social Issues:** Bush wants to ensure that the U.S. has a secure social issues system, and that the U.S. has a secure social issues system.

**Economy:** Carson wants to ensure that the U.S. has a secure economy, and that the U.S. has a secure economy.

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**Social Issues:** Christie wants to ensure that the U.S. has a secure social issues system, and that the U.S. has a secure social issues system.

**Economy:** Cruz wants to ensure that the U.S. has a secure economy, and that the U.S. has a secure economy.

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**Social Issues:** Fiorina wants to ensure that the U.S. has a secure social issues system, and that the U.S. has a secure social issues system.

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### 2016 IOWA CAUCUSES

**RAND PAUL**  
Notable U.S. Senator from Kentucky, 2011 present.  
Age: 43  
Residence: Bowling Green, KY  
Website: www.randpaul.com

**MARCO RUBIO**  
Notable U.S. Senator from Florida, 2011 present.  
Age: 41  
Residence: West Palm Beach, FL  
Website: marcorubio.com

**RICK SANTORUM**  
Notable U.S. Senator from Pennsylvania, 1991-1995.  
Age: 57  
Residence: Erie, PA  
Website: www.santorum.com

**DONALD TRUMP**  
Notable U.S. President, 2017-2021.  
Age: 71  
Residence: New York City, NY  
Website: www.donaldtrump.com

**Economy:** Paul wants to ensure that the U.S. has a secure economy, and that the U.S. has a secure economy.

**Energy:** Paul wants to ensure that the U.S. has a secure energy supply, and that the U.S. has a secure energy supply.

**Health care:** Paul wants to ensure that the U.S. has a secure health care system, and that the U.S. has a secure health care system.

**Immigration:** Paul wants to ensure that the U.S. has a secure immigration system, and that the U.S. has a secure immigration system.

**Security:** Paul wants to ensure that the U.S. has a secure security system, and that the U.S. has a secure security system.

**Social Issues:** Paul wants to ensure that the U.S. has a secure social issues system, and that the U.S. has a secure social issues system.

**Economy:** Rubio wants to ensure that the U.S. has a secure economy, and that the U.S. has a secure economy.

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## SECRETS OF DESIGN

Readers have a short attention span. Even the best writing has to be presented in an interesting way with multiple points of entry. These include large, interesting photos with cut lines that include unique additional information, well honed headlines and subheads, quote boxes, stat boxes, sidebars and graphics.

Remember, there are many ways to share a story. We live in a hectic, busy world with limited time for all the learning and entertainment activities available to us. Not every story has to

be long to be good. Shorter can often be better. Use illustrations, graphics, photos and other design elements to share additional details.

But most of all, get out of the office and experience life in your city. Chuck Palahniuk, author and freelance journalist offers this suggestion: "Have your adventures, make your mistakes and choose your friends poorly all these make for great stories."

We all depend on each other to improve the future of newspapers. Every great newspaper with lively, comprehensive local content lifts the entire industry. Only the local

newspaper can create a real sense of community and consensus. The local newspaper is the only broadcaster in town. Radio stations have become narrowcasters with limited impact on only the audience their musical format attracts. Television has become fractured with over 100 channels splitting the audience into small demographic groups.

Newspapers have to remain true to their calling. Only the hometown newspaper continues to reach the broad market with quality content that the subscriber wants and needs.

Peter W. Wagner is founder and publisher of The N'West Iowa REVIEW which has been selected NNA's General Excellence winner 17 times in its circulation class. The material in this article was taken, in part, from his "Mind Your p's and q's" publishing seminar currently being presented at various newspaper association conventions and group meetings. Peter can be reached at pww@iowainformation.com or 712-348-3550.



**By Bob Berting**  
*Berting Communications*

# “What is The Impact of Value That You Bring to Your Marketplace?”

**Your salespeople are telling your prospects and customers that you are the best newspaper in town or if you're the only newspaper, you're the best media choice in town. They go on to say you have the best customer service in town. But what is your major value? What is the value you bring to the marketplace that no one else can bring? What impact does that value have on the prospect, not intellectually, but emotionally? What value do you bring that will compel your prospect to ask you to fix their problems?**

## **Principles of contemporary selling**

Cut down on selling emphasis and begin using psychology and philosophy to translate your value. When you stop selling, your prospect will feel prone to open up and give you the reasons why he or she needs you to fix his or her problems. Isn't that what we want anyway? Salespeople who sell hard and relentlessly sometimes don't understand human nature—and it costs them. You still do your dog and pony show to sleepy eyes. Stop the show and ask questions

about their problems and existing conditions. “What conditions exist in your company that caused you to be interested in our publication?” Let them talk.



## **Never underestimate the propensity to purchase**

You have seen this happen. A prospective advertiser will balk at spending \$1500.00, then turn around and spend \$2500.00 with a competitor. Why? Because the belief was there. The energy was there. The money is always there. Money is conceptual. Many times, the danger is that salespeople will make decisions for the prospect before they do. Don't make the decision for the prospect before they do. Don't make the decision for the prospect about anything, especially money. Also, sometimes the more one pays for something, the more value they

attach to it—providing the value is actually there. The world is full of buyers who have bought half a solution only because of the salesperson's fear to talk in larger terms that would have solved the entire problem of the prospect or customer.

## **Never let your fears affect your selling**

Often, we won't ask the question because we're afraid of the answer. The prospect is telling you about a severe problem he has. You need to ask

“Why haven't you learned to solve this before?” By asking, you will be finding out an important part of his values—his own fear. From that, you can determine the best corrective action to take.

## **Don't overwhelm your prospect**

You have tremendous knowledge about your publication –type styles, printing press capability, demographic statistics, website benefits, etc. You feel good about what you know and you want to start spouting all this information to the prospect. Many times, the reaction to all this rhetoric is actually wearing the customer out. Never wear out the one with the check.

***So you know everything there is to know about newspaper advertising. But many times you don't know the customer's compelling problems that need to be solved - and you need to know them.***

*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.*



# The Great Digital Divide

*Daily & weekly publishers view digital benefits very differently*



Kevin Slimp  
kevin@kevinslimp.com

During a keynote address at the Kansas Press Association convention in February, I presented the results of my annual survey of newspaper publishers in the U.S. and Canada for the first time. With roughly 15 percent of publishers in these two countries participating in the survey, it's a good bet the results are representative of the industry as a whole.

In my previous column, the first in a series concerning survey findings, we discussed some of the differences between healthy newspapers and newspapers with diminishing health over the past three years. Today, I'm going to take a look at the differences in how daily and weekly newspaper publishers view the benefits of their digital efforts.

After visiting thousands of newspapers during my career, and speaking to thousands more at conferences, there's not much that catches me off guard about our industry these days. But I was a little surprised by the vast differences between the way daily and weekly newspaper publishers view the benefits of their digital efforts.

Question 10 of the survey, "How do you feel about the following statement: 'Our business would do just as well or better without a print version,'" was less divisive. It seems that both daily and non-daily publishers universally agree they wouldn't survive without a print version.

The differences arise in

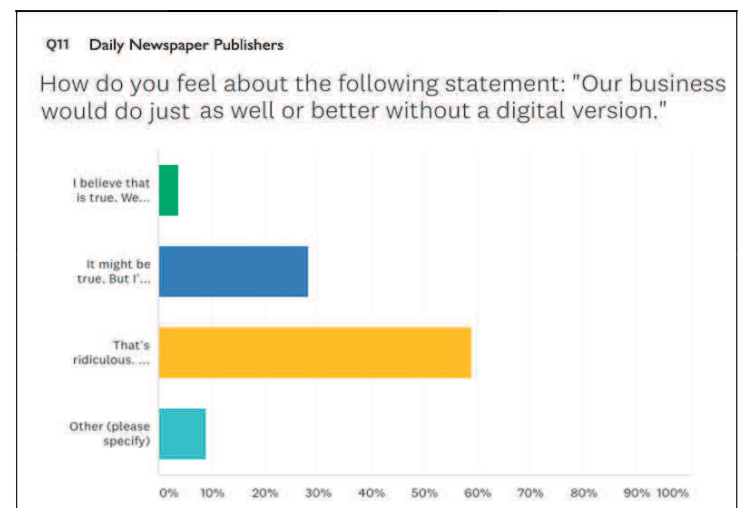
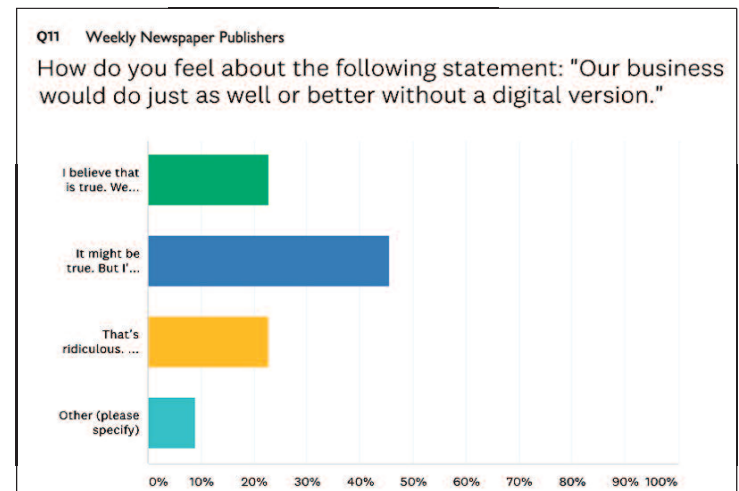
response to Question 11, "How do you feel about the following statement: 'Our business would do just as well or better without a digital version.'"

A whopping 59 percent of daily publishers responded, "That's ridiculous. We would be in worse shape without a digital/online edition."

Conversely, 68 percent of weekly publishers believe it either "is" or "might be" true that their paper would do just as well without a digital version. When you add in the number of folks who responded "other," then wrote they didn't have a digital presence, you have well more than 70 percent of weekly publishers wondering if there is any advantage to having a digital edition of their newspapers.

Looking further, the differences of opinion between publishers of "healthy" newspapers and "unhealthy" newspapers is not as glaring. While 59 percent of publishers who rated their paper's health as "very healthy" or "relatively healthy" indicated their papers might be better off without a digital version, 54 percent of publishers who rated the health of their papers as "unhealthy" or "near death" felt the same about their digital efforts. Not a huge difference.

The results are even more striking when asked about the benefits of social media. Only 22 percent of non-daily (less than four issues per week) newspaper publishers report seeing any benefit, financial or otherwise, from their social media efforts. Compare that to 60 percent of daily newspaper publishers who



see some type of benefit from their social media efforts and it's clear there are some real differences between the results of social media at daily and non-daily newspapers.

I'm fascinated by the responses to these surveys. As I hear from publishers and others after seeing the results of our past surveys, it's apparent that folks are often surprised to find their newspapers aren't so different from other. This is especially true when we look at categories like newspaper ownership mod-

els (a full 50 percent of U.S. and Canadian newspapers are not part of any group, with only 11 percent being part of a large regional or national group) and circulation (average circulation is less than 6,000).

I often hear attendees at conferences respond, "I thought we were different from everyone else."

There's some solace, I believe, from realizing you're not alone. At the same time, we can gain some benefit from learning what is working at other newspapers similar to our own.



**Headings and text—different typefaces! It's hard enough to pick a typeface to convey the appropriate message, but we also need to be aware of the distinct differences in...**

# Italics & More

**Ad Talk**  
with Ellen Hanrahan

**U&lc** (Upper and lower case) was a publication from the **International Typeface Corporation** devoted to type—usage and design—and ceased print publication in the fall of 1999.

I covered this information for the August 2001 TIP and I thought I'd revisit the site and information on it. Well, there's a bit of a change (what, 17+-years later and I expected sites not to change?). It is no longer [www.itsfonts.com](http://www.itsfonts.com), and there's no link to **U&lc Online**.

That being said, **www.fonts.com** is a good site that has a great ideas and insights articles that will help you better understand the world of typography—along with explanations and articles of font usage, fonts for sale and free fonts.

There are still a few **U&lc** articles that come up, but you can get this information at **blog.fonts.com** with a direct link to **U&lc** and numerous articles from experts in the field (this site is associated with fonts.com).

The information I talked about in 2001 was **Emphasis: Italics and Boldface**, an article by **Ilene Strizver**,—a typographic consultant, designer and writer specializing in all aspects of typographic communication—explains how boldface and italics are two common techniques for lending emphasis to text (I could not find this particular article, but the important part is here).

## Italics and Obliques

Strizver states, "Italics are usually quite distinct from their companion romans; they may have different design features and character widths, and often appear more calligraphic in style." These angled typefaces are designed specifically to complement the roman version.

An oblique typeface is a slanted version of the roman or "straight up and down" version but offers less contrast. Strizver puts it succinctly when she states "Both obliques and italics are used for emphasis in roman body text. ... While italics speak softly, obliques whisper."

Use either of these two typefaces when you want to create attention without making a major change in the "color" of the text and to create subtle emphasis of words or phrases. The use of Italics and obliques are helpful to set off the titles of books, newspapers, movies, publications, as well as foreign phrases or common expressions. I've sprinkled a sampling of the uses throughout this article as well. For ease in readability, try to use the same weight, but if it's contrast you want, don't wimp out, pair a bookface with a boldface instead of a semibold or medium typeface.

## Contrast and Boldface

Remember contrast? I believe I discuss it every month...

**Contrast** is a device that works with all the design elements... and is a most effective way to create visual interest and to help in organizing information by providing a focal point. Whatever stands out the most gets noticed.

**Contrast** is created when two elements are different—really different.

**Contrast** brings images into focus.

**Contrast** brings images into focus.

The word "contrast" in both sentences above has been made bolder, but the first sentence actually demonstrates a contrast. The other offers less contrast and is better suited if you want to maintain the same 'color' without calling a lot of attention to an area. If you are trying to grab a reader's attention, go bold and use contrast with gusto.

**Boldface** type is often used for captions, phrases, subheads, stand-alone words, or when you are looking for particular emphasis. Use boldface type sparingly within your text because it does create a rather harsh visual interruption, which can, (repeat after me) "impede readability"—there can be too much contrast!



## Avoid bold and italic "computer styles"

One of the most common problems we encountered when working with digital files from outside of our "jurisdiction" so to speak, was the use of the computer generated "style." In other words, the use of bold and italics for emphasis that were created from the style menu and not from the typeface menu.

The computer style is only able to put a 'pseudo' slant on the letters. Actual drawn italic typefaces have letter forms that fit together more uniformly and elegantly. Actual bold typefaces have letter forms created differently to compensate for the heavier weight of the letters.

This used to be more of a problem in "the old days." This was an issue way back then because we found the use of this style function caused our pages to not print—we got a "postscript error" when we tried to send the pages to film. Most of today's technological advances addressed this problem years ago.

With the proliferation of typefaces, we can pretty much access bold and italics within a family. So while we couldn't get software companies to eliminate this feature, technology and typefaces have made it easier to avoid! But be aware, it could still be lurking!



## Ampersand

Speaking of **U&lc**, one of my favorite characters makes up part of the name—the ampersand! It's distinctive, elegant, whimsical and can be used in a number of ways.

Rooted in Latin, "et" (meaning "and"), this ligature is composed from the letters "e" and "t." The word's an alteration of "et per se and," which became corrupted to "and per se and"—finally "ampersand," and I think we may need to explore this more later on. But in the meantime, I have gathered a few ampersands that appeal to me. They all are 42 point size as well!

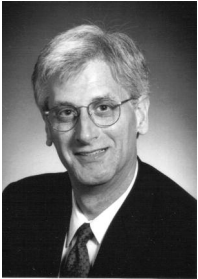


*Until next month!*

**Daylight Savings Time  
begins Sunday, March 11**



*I started as an art teacher many years ago, and changed to a graphic design career in the 1980s. I now write for IFPA TIP, SAPAToday and the CPM INFORMER. For info, PDFs of articles, or have ideas, e-mail: [hanrahan.ln@att.net](mailto:hanrahan.ln@att.net) Ellen Hanrahan ©2018*



By John Foust  
Raleigh, NC

# A Formula for Testimonial Quotes

**Testimonials can be convincing elements in advertising campaigns. Will Rogers once said, “Get someone else to blow your horn and the sound will carry twice as far.” It’s true that happy customers’ statements can be more credible than many of the things advertisers say about themselves.**

Not all testimonials are created equal. I’m sure you’ve seen ads with testimonial quotes like this: *“Golf City is a great resource for golfers. Their inventory is outstanding. They do repairs on all types of clubs. And they offer a wide selection of package deals on local courses. I recommend them highly.”*

This quote represents a nice try, but it’s like a flat stone skimming across the water. It touches down several times, but there’s no depth. A better strategy would be to produce three different testimonials – one for each point in the quote – and add a little more depth to each one. For example:

Quote 1: *“Golf City has an outstanding inventory of golf clubs and equipment. I’ve always found exactly what I’m looking for, whether it’s a new set of irons or a pair of golf shoes.”*

Quote 2: *“Golf City does a great job with repairs. They recently regripped my clubs,*

*and it’s like having a brand new set.”*

Quote 3: *“Golf City offers excellent golf packages on local courses. With their combination deals, I have been able to play some of the best courses in the area for much less than the regular cost.”*

How do you get tightly focused quotes like this? It’s all in the questions you ask. Instead



of asking “What’s your opinion of this company?” and hoping the subject will say something usable, it’s better to go into the interview with a strategy. In the case of Golf City, you know you want separate quotes on inventory, repairs and package deals. So you create a progression of questions which are designed to narrow the quote to something which will support the ad’s

message. It works like this:

Question 1: *“Thank you for taking a few minutes to talk to me about Golf City. What do you think of them?”*

Question 2: (After a positive response to that open-ended question, ask about something specific. It helps to have advance information from your advertiser.) *“I understand that you just upgraded to a new set of clubs. What was your experience with that?”*

Question 3: *“What would you say to people who are thinking about going to Golf City for new clubs?”*

Three single-focus testimonials are better than one that covers all three areas at once. So talk to three different people about three different features of Golf City – and you’ll have material for a series of ads. Include a photo and a name with each quote, and the campaign will have the ring of authenticity. You can run one quote per ad and even feature all three in a larger ad.

Then “rinse and repeat” with three more customer interviews. That’s using the power of testimonials.

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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 training. E-mail for information: [john@johnfoust.com](mailto:john@johnfoust.com)*





Michael Angelo Caruso



## There are two types of pain in selling; Choose one

"Regrets, I've had a few..."

Remember that old song *My Way*, made famous by Frank Sinatra?

As a lifelong, commissioned salesperson, I can really identify with a song that references the pain of over-ambition, doubt, tears, taking "the blows," and "my share of losing." I've lost deals that would pay for a house. Not a house payment—the entire house. When I was getting started as a salesperson, I wasted incredible amounts of time. I still have my old selling scripts and pull them out to read whenever I want to have a good laugh.

I did the wrong things in the wrong order for the wrong reasons.

But I learned a lot.

### Pain hurts, but helps us grow

I've goofed up many times during my career, especially in the early days. But mistakes help us improve.

Over time, I became more effective at persuasion and was involved with bigger opportunities.

More success led to more confidence, which gave me more success. I've sold a lot of things in my career, including intangibles such as entertainment,

keynote speeches, membership packages, and consulting services.

I've sold tangibles, including irrigation systems, food, books, and parts for telephone systems.

Eventually other salespeople started asking me for tips. I wrote a couple of articles about "best practices" and then wrote a book on selling so I could help even more people. Meanwhile, an insurance company in Ohio hired me to watch each of its salespeople give their presentation and then help them craft an improved version.

A financial services company in Michigan flew me to 20 American cities to ride along with their salespeople, observe them at sales meetings, and then coach them afterwards.

All these experiences helped me understand exactly what closes deals and what does not. But you don't want to try a bunch of stuff that doesn't work, do you?

Anyone can learn from his own mistakes. But fast-trackers are able to learn from other people's mistakes.

There are two types of pain for those of us in sales. The pain of discipline and the pain of regret. Choose one.

### It's a simple option, really

Choose to be a disciplined salesperson who constantly takes in new ideas, studies the profession of selling and invests in lifelong learning. Or choose to look back on your time in sales with regret about not having done your best and really applied yourself when you had the chance.

Keep learning and you will be more successful. For more tips, read my blog article on how to sell anything to anyone.

What's that old saying? You can't be lucky all the time, but you can be smart every day.

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*Michael Angelo Caruso is one of America's premier keynote speakers. He is known as "the speakers' speaker." Mr. Caruso teaches presentation skills and is in demand for conventions, conferences, and annual events of all kinds. Michael specializes in working with leaders, salespeople, and the customer service industry. Mr. Caruso has spoken in South America, Africa, Australia, Asia, the Middle East, and 49 of the 50 states. He spends lots of time working and playing in California, Texas, Florida, and New York.*



## By Ryan Dohrn

*President/Founder,  
Brain Swell Media LLC*

### Write an article

Media salespeople love to talk, which is fine - as long as they also know how to listen! And they don't just talk to their clients, they also talk to their peers, and it is during these peer-to-peer conversations that sales legends are born. Highly successful media sales people become elevated to superstar status, the feats of selling they achieve assuming an almost magical ambience. But folks, I'm here to tell you there is nothing magical in selling successfully. I teach about in my ad sales training workshops that these superstars did not enter this world possessing special powers of persuasion. The point I'm making here is that many of these legends surround one particular aspect of selling - the close.

Okay, why? Why is the close regarded as such a huge mental barrier? After all, a sales meeting is simply a conversation between two or more people whose aims and objectives are, hopefully, converging towards a point of sale. However, the question I am constantly being asked is: "Ryan, I'm having a heck of a time closing business. What do I do? I'm in a call with a prospective client, I get to the end of the call and it's like - oh crazy awkward! What do I say? I want to ask for the order but I don't want to come across as a sort of used car salesman.

What do I do? Tell me a method I can use."

Okay. It's a fair question, and I'd guess we've all been there at one time or another. So, what is the answer? Well, there isn't one, not a single answer anyway. The fact is there are hundreds, an absolute ton, of closing techniques out there. Just spend some time surfing the internet - you'll find them. I'm going

YOU! Whatever technique, or techniques, you settle on using have to be right for you, for your personality. They have to fit the way you work, your modus operandi. Use a technique that isn't right for you, or try to fake it, and you'll crash and burn. No sale.

Having said that, it is also true to say that the things that make you most uncomfortable, or the things that are the hardest work, usually end up giving you the best results. As I share a few closing techniques with you right now, one, or more, of them might make you think, "I just don't know!" That's okay, that's cool, but think about this, when you get out of your box, when you step away from your comfort zone, that is exactly when you will begin to achieve great success.

I'm going to give you some closing techniques to consider and work on, however, I also want to stress how important it is that you need to control the follow-up. We'll discuss what that is and how to do it in a while. At this point, I just want you to be aware that the close isn't the end of the selling process.

### The Match Game Close

This, then, is my favorite closing technique. It's called, 'The Match Game Close'. I didn't invent it, I simply came across it years ago at an ad sales training class and now I use it all the time. This close involves matching the prospective client's problems to solutions. During the meeting you will have been taking notes, so you fully understand what your client needs are, and how you will satisfy them. And now you move comfortably into the 'Match Game Close'. (Continued on page 13.)



to share a few with you today that I have always found useful, and the bottom line is, they work.

Before I do that though, there is something important you need to know. Using a particular closing technique because "ad sales training expert" Ryan Dohrn told you to, because it works for him, doesn't necessarily mean it's going to work for you. What you have to do is find a closing technique that works for



## Closing Techniques of Media Sales Superstars *(Continued from page 12)*

For example: “Mr Client, you said you need new customers; I have 13,500 potential new customers for you, all with incomes high enough to buy your product. You said you’ve tried before and got no return on your investment; I’ve shown you three examples of business owners, like you, that are really happy with us. You said you only use social media; I’ve shown you how our social media campaigns are more targeted and cost less than most others. I think we’re a perfect match, don’t you agree?” The answer is often positive. “Then let’s get rolling together on this. What do you think?”

I love the Match Game Close because it’s full of enthusiasm and charisma. It’s a great way of wrapping up a good sales meeting, like the ending of a good movie. How many times have you been deep into a movie only to have the screen go blank at the end. You’re like, “Is that it? Is it over? What happened to...?” It is anything but satisfying and we don’t want that at the end of our sales meeting.

We want to end on a high note, with a bit of a bang. And that’s where the Match Game Close scores. It’s for sales people who have a charismatic style, people who want to close with enthusiasm. And it works!

### **The Value Close**

Here’s another close. It’s called ‘The Value Close’. It’s another strong close, and it has the benefit of being very simple. When you’ve finished talking about your products, you say something like: “Mr Client, do you see value in what I have presented to you today? Can you see how this would be beneficial to your company?” The answer is, again, usually positive – if you’ve done your job properly. You then

say; “Great! Are you ready to start your marketing partnership with us?” Or, “When will you be ready to start your marketing partnership with us?” Notice I did not say, “Are you ready to sign on the dotted line?” We’re moving the prospective client towards a point where they stop being ‘prospective’. It’s still a conversation; one you are controlling.

From a media sales training point of view, The Value Close can be good in the right circumstances. In my opinion, it isn’t as strong as the Match Game Close, but it is still one you should have ready in your armory.

### **The I Almost Forgot Close**

This next closing technique won’t fit everyone’s personality. Let me explain what I mean. Last night I was coaching a young sales person named Sarah who really liked this close because it reflected the essential ‘her’. She’s bubbly, cheerful, upbeat, kind of back and forth a little. The close is called, ‘The I Almost Forgot Close’. Yes, it’s a bit of a mouthful, but in the right hands it’s good because it’s not confrontational, and it comes with a gentle, but potent, sting in the tail.

Again, you use it as you are wrapping up the call. You say something like: “Well, we’ve talked about this, and we’ve done that, and thank you so much, Mr Client, for your time ... Oh, I almost forgot, when are you going to make a final decision on this?” The client has been lulled into thinking you’re bringing the meeting to an end without asking for the order, and then, bam! You spring the I Almost Forgot Close.

If this close fits your personality, use it. It works, and it works because you’ve lowered the client’s guard, he is all ready for the farewell handshake, he thinks you aren’t going to ask for the order – and then

you do.

### **The No Promises Close**

Though many sales people don’t like this close, I have to say I do. It does have a slightly negative, perhaps darker, tone to it. However, the reason I think the No Promises Close works is because it is ethical. Here’s an example: “Mr Client, I can’t promise you the same success these other companies have had advertising with us – I can’t promise you that. And if anyone makes you such a promise ... well, I’d probably question that. But, based on what I’ve learned from you, the research I’ve done online, and the experiences of other companies we’ve worked with that are similar to yours, I think you would be very successful advertising with us. Are you ready to start working together?”

Okay. I think you will recognize that though the No Promises Close is extremely ethical, it does move the conversation a little toward the negative. “I can’t promise you...” etc. It’s a close that will fit sales people who have an ethical barometer, people who feel they really need to be in full disclosure mode. As I say, I really like this one, and it does work, but, again, it has to fit your personality, your style.

### **The Fear of Losing Close**

Or ‘The Fear of Losing Out Close’. This technique requires you to make an offer to the potential client based on something you don’t want them to miss out on – just as the name implies. It is very common for my ad sales training clients to require this close of their reps. As I mentioned earlier, I do not like that approach. Each salesperson has a unique style and they each need to find a closing technique that they love. *(Continued on page 14.)*

## Closing Techniques of Media Sales Superstars *(Continued from page 13)*

The following are a few examples: "This is the last spot we have open in our Afternoon Drive program on our radio station. Are you interested?" Or, "This is the last spot we have left on the back cover of our magazine. Are you interested?" Or, "We have a 20% discount for advertisers that sign up today. My boss told me it can't be tomorrow, only today. 20% off if you sign up today." Or, "If you commit to buy now, I can offer you a front forward, right page." Or, "I can offer you the first commercial spot in the stop-set on our radio station during the noon break." Or ... well, I'm sure you get the idea.

Does it work? Absolutely it does – but be warned – not with every buyer. Some prospective clients won't like this close, they just won't, so you have to gauge your room. By that I mean look around. Look at who you're talking to. Ask yourself what level of rapport you have with them, and if you really think this close will work with them.

Another warning. There's a potential banana skin lurking in this close – one you must beware of. It's an add-on ploy I don't like, and certainly one I don't advise you using. It's this: You've gone through everything with your prospect and you go for the close. You say, "I was talking to John Doe this morning, telling him about this last spot we have left. He said he's interested and he's thinking about it. If you don't take it, I think he will."

The danger here is obvious, and you had better be prepared, because if John Doe isn't interested, and your prospect says, "That's okay. I'm good. Let John have it," you have nowhere else to go. The bottom line is - make sure you're not lying. Be sure you do have someone waiting in the wings if and when you use this form of the Fear of Losing Out close.

I said earlier I would tell you about the all-important follow-up. What do I mean? It's simple really, after you close the deal, and your buyer tells you he needs to think about it, you **MUST** control the follow-up. In every ad sales training workshop I preach that you need to get your cell phone out right there and set up another meeting – and try to make it within 48 hours. Re-engage with your prospect within that time and your chances of closing the deal rise dramatically. Whatever happens at this point, you should always find a polite, friendly way to let them know that if they don't set up a meeting with you, you're going to be one of those sales people that do follow-up. You're going to be on the phone with them, you're going to email them, whatever, but you **ARE** going to be in touch. Try hard to get that five-minute follow-up meeting. If they agree – awesome! If they say no, respect their answer. In today's media environment, when a buyer says no, he usually means just that.

Keep in mind that if you've embraced some solid ad sales training techniques and done a great job during your sales call with your buyer, and their answer is no, you should look back into what you've said to them, and how you said it, because the chances are you've messed something up. Maybe your timing was off; maybe you used the wrong closing technique for you or for the buyer. But you must use the whole exercise as part of your sales education, a stepping stone on your way to establishing a real sales rapport with your prospect. Simply say something like: "I understand, Mr Prospect. Your answer is no. That's not a problem. May I continue to reach out to you with new ideas and new offers?" The answer will usually be, "Yes".

As I also said earlier, there are all kinds

of closing techniques; enough to keep you learning for years. You can spend hours online researching, or you can be coached, but here's a thought, whatever closing techniques you decide suit you, they all require practice. I've said this a million times to the sales people I've coached: "Professionals practice, amateurs wing it." You are professional sales people. You need to practice; you have to get your closing techniques down to a science. Be as well-armed as it is possible for you to be when you are talking to a potential buyer. When told he was a lucky player, golfing great Arnold Palmer is reputed to have replied, "Funny thing, the more I practice, the luckier I get!" How lucky in sales do you want to be?

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*Listen to Ryan's ad sales podcast, Ad Sales Nation, on iTunes or on Soundcloud. Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/brainswell/> Ryan Dohrn is an award winning ad sales training coach, a nationally recognized internet sales consultant, and an international motivational speaker. He is the author of the best-selling ad sales book, *Selling Backwards*. Ryan is the President and founder of Brain Swell Media and 360 Ad Sales Training, a boutique ad sales training and sales coaching firm with a detailed focus on ad sales training, internet consulting, and media revenue generation. Ryan is also the Publisher of Sales Training World.*

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