

The Independent Publisher



Redesigning Your Paper 6

080



AUDIT PROMOTION CHECKLIST

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

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

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

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



Need Posters?

CVC's "power" poster is free and looks great in offices, conference rooms and training areas. Make sure your office visitors know about

the power of your CVC audit. Order your free poster today by calling (800) 262-6392.

 Need a map? CVC otters additional custom mapping services for publishers and advertisers.
 Own other publications? CVC extends group discounts to publishers with

Higher standards.

Better results.

state, regional, and IFPA qu members. Publications can own audits and readership

 CVC audits paid and non-paid print medi including newspapers, magazines, shoneare and niche publicatione

 Audit reports include comprehensive readership studies and cover printing, distribution, and circulation verification.

Call today for more information 800.262.6392. www.cvcaudit.com

VERIFICATION COUNCIL OUR DATA SPEAKS VOLUM

FREE NADA

ZIP

ZILCH

GRATIS

COMPLIMENTARY

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

Vol. 37, No. 3 • March 2018



INDEPENDENT FREE PAPERS OF AMERICA

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

> - Victor R. Jose IFPA Founding Conference September 20, 1980

The Independent Publisher

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

Publisher Jane Means, President

Federal Collective Membership Registration No. 1,561,653

Managing Editor Douglas Fry

e-mail: douglas@ifpa.com

DEADLINES: The next issue of The Independent Publisher will be published April 15, 2018. Deadline for all copy is March 15, 2018. Copy will be accepted on a space-available basis and the publisher reserves the right to edit or reject any material.

Advertising, Editorial & Production

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

©2017 by Independent Free Papers of America®. All rights reserved. Reproduction in whole or part without written permission is prohibited.

"Egotism is the anesthetic that dulls the pain of stupidity. " Frank Leahy





KATIE MCNABB Vice President

Exchange Media Group P.O. Box 490

Fayetteville, TN (931) 433-9737 Fax (931) 433-0053 katie@exchange-inc.com term expires Sept. 2018



OFFICERS FOR 2017-2018

JANE MEANS President

Kapp Advertising

P.O. Box 840 Lebanon, PA 17042 (717) 273-8127 janem@themerchandiser.com term expires Sept. 2018



Reminder Publications 280 N. Main St. E. Longmeadow, MA 01028 (413) 525-6661 Fax (413) 525-5882 Dan@TheReminder.com term expires Sept. 2019

Advocate Community

6301 Gaston Avenue

Dallas, TX 75214 (214) 560-4212

Fax (214) 823-8866

rwamre@advocatemag.com term expires Sept. 2018

RICK WAMRE

Newspapers

JOE MATHES

Director



Director of Finance

DEBORAH PHILLIPS

403 US Rt. 302 Berlin Barre, VT 05641 (802) 479-2582 Fax (802) 479-7916 dphillips@vt-world.com term expires Sept. 2018



Hometown Publications 23856 Andrew Road Plainfield, IL 60585 815-436-2431 ext 112 ecurley@buglenewspapers. com term expires Sept. 2018



ERIC MCROY Director

Advantage News 235 A East Center Drive Alton, IL 62002 (618) 463-0612 Fax (618) 463-0733

EricMcRoy@ AdVantageNews.com term expires Sept. 2019



The Valley Breeze Newspapers 6 Blackstone Valley Place, Suite 204 Lincoln, RI 02865 401-334-9555 ext. 141 Doug@valleybreeze.com

> **DANIELLE BURNETT** Assistant Director



www.ifpa.com • The Independent Publisher • March 2018 • Page 3



Tempo P.O. Box 237 Kiel, WI 53042 (920) 894-2828

Director



Star Publications 522 Sinclair Lewis Avenue Sauk Centre, MN 56378 320-352-6577 joyce@saukherald.com term expires Sept. 2018





joe@deltapublications.com term expires Sept. 2018



Sergeant-at-Arms



Tulsa's GTR Newspapers Enters 26th Year

by D. Forrest Cameron

Greater Tulsa Reporter Newspapers celebrated its 25th birthday with the publication of the January 2018 issue.

Our longevity has been made possible by our readers, advertisers and employees through the years. Also, kudos to my wife Sharon who has been with GTR from the beginning as co-publisher and chief financial officer!

I founded the company with the purpose of targeting a Tulsa County school district area that had grown from mainly farmland to a compacted suburban region. The school district area, named Union Public Schools, was in parts of both the city limits of Tulsa and Broken Arrow, and I viewed the area as being underpublicized by the daily Tulsa paper.

Therefore, in 1992, I started work to publish the first edition of the Union Boundary newspaper, which came out in January 1993.

By 1995, we realized that we needed to expand our newspapers to increase overall readership and sales. Options for expansion included dropping the Union Boundary name and having one paper for all of greater Tulsa.

One day, I was discussing this idea with a Union resident and advertiser who said, "We put you in business. You can't drop the Union Boundary!"

That was enough reason for me to decide to maintain the coverage into school district areas.

Therefore, in 1995, we expanded into the Jenks School District with the Jenks District Gazette and into the Tulsa School District with the Tulsa Free Press, later renamed the Midtown Monitor.

We also added Greater Tulsa Reporter as the overall company name and we began syndicating to ourselves with change-out pages, where about half the greater Tulsa information is in all the editions.

In 1998, we expanded again, this time into the Owasso and Broken Arrow school district areas, followed by the Bixby Breeze in 2002.

Interestingly, in the mid-1990s, we started seeing a technological change taking place in journalism. When

we started publishing in 1993, all of our articles were produced on typewriters. The papers were laid out on boards, not computers, and there were no emails.

Almost overnight, it seemed, computers were taking over.

All of our production began taking place on computers, and newspapers started publishing content online.

GTR was quick to go online in 1996 with gtrnews.com. As far as I know, we were the first publication in greater Tulsa to go online.

Technology continues to impact not only all forms of journalism outlets such as newspapers, television and radio, but also retail stores and many other sectors of society.

We will continue our quest to keep up with all forms of modernization in our efforts to provide quality local news to our audiences.

By D. Forrest Cameron, Editor and Publisher, *Greater Tulsa Reporter Newspapers*





REDESIGNING YOUR FUTURE

A "Conference?" No way! Not now... we all need money making ideas, plain and simple. You too? Then join us for IFPA's first ever

September 28 - 29, 2018 Save The Date

www.ifpa.com • The Independent Publisher • March 2018 • Page 5

TIME TO REDESIGN YOUR FREE PAPER?

By Ron Reason

Let's face it – redesign is extra work, and maybe cost, and unless there are some mitigating factors, it's tempting to just let the look and feel of your newspaper exist "as is" a little while longer. What are some of those factors that may prompt rethinking your design, your content, your newsgathering or organization?

1. YOUR PRINTER OR OTHER FACTORS HAVE MANDATED A CHANGE IN PAPER SIZE.

This is an easy one. If you are facing a noticeable reduction in the width or depth of your page, for cost savings or other reasons, you should consider redesign. Particularly for papers shrinking from broadsheet to compact or tabloid, like my client the Cincinnati Enquirer, it just makes sense, but even a trim of an inch or two may warrant a new design. It's like losing 40 pounds and not updating your wardrobe – the old clothes just look weird.

A new smaller page size in particular is very likely to raise suspicions among advertisers that you are giving them less value. (Readers of paid circulation papers also think this; for free papers it may be a non-issue.) How to counteract this thinking, without lowering your ad rates? You might add column inches or pages, but you could also reorganize the information you currently publish, make your logo or section headers cleaner or bolder, or add content. Even repackaging existing content into new destinations may be something to consider. In my experience, nothing counteracts the concern about a smaller page like the direct message that additional content will accompany the new look.

2. YOU'RE SUBSTANTIALLY SHAKING UP THE MIX OF INFORMATION YOU OFFER.

Does some of your content seem a bit stale by the time the paper comes out, perhaps based on how it or similar content is published on the web, or promoted on social media? Or has it come to strike you as obvious or dull material, stuff the readers can find elsewhere? Might be time to have the staff brainstorm about new types of stories, columns or even listings. If you can come up with at least six substantial new destinations for content, I'd suggest coming up with a new look to signal the added value for readers and advertisers.

3. YOUR LOOK AND BRAND HAVE BEEN THE SAME FOR 5-10 YEARS.

Let's say you are totally happy with your content mix. You might even be comfortable with the look of your paper, and you might be the dominant force in the market. Still, you might consider a redesign. Why? A redesign, executed and marketed correctly, signals to your advertising audience in particular that you are staying ahead of the game – that your company knows branding, marketing, and how to package and present and sell information.

Get that message out there, and it

might even open up new business opportunities for you to offer your clients – perhaps a rebrand or refresh of their website, marketing efforts, social media strategy or other promotional material.

4. YOUR PRINT ADVERTISERS ARE LEAVING, THREATENING **TO LEAVE OR JUST CUTTING BACK THEIR BUY.** "Our advertisers are telling us we've gotten stale." This was the message from the publisher of the Chicago Reader, Alison Draper, when she hired me to do what she called a comprehensive "rethinking" rather than redesign. And with print still providing 90% of her revenue, compared with digital, she wanted to do everything possible to re-energize the product. Her mandate: "We need to create some buzz."

For the first time, I approached the redesign challenge from the standpoint of the advertiser, not the reader. What can we do to provide new content or package it in new ways that will serve advertisers better, draw more attention to their ads, but not interfere with our editorial integrity? Sure enough, we prototyped, listened to advertisers, and came up with a freshly rethought product (and additional products, partnerships and events) that for a time, resulted in new advertising written. contracts being new advertisers coming on board and new revenue coming in the front door.

Another way to approach this question is to ask: "Which businesses (new or otherwise) in our community,

BEFORE REDESIGN: The editors of the weekly Arkansas Business felt they had fallen into a rut. Due to a lack of planning or visual mindset, the covers always looked the same, there were few to no graphics throughout, and main art was always a business person (usually a man) posed in front of their office building.

AFTER REDESIGN: The first cover post-redesign for Arkansas Business shows a more modern, colorful, cleaner logo, a crisper selection of typefaces, and a more graphic presentation to centerpiece stories where warranted by content. During the prototyping process, it was debated whether the weekly business publication might become more of a magazine in tone. The idea was that the publication could easily convert it's "look and feel" from a newspaper to a magazine; the publishers opted to not immediately go this route. Note the very different approach to the logo, as well as photo and type placement.







who have not been advertising with us, should? How can we get them on board?" If your sales agents are telling you there are ad contracts left unsold out in the street, for whatever reason ("we don't have enough sports coverage, they'd like to see more business coverage, or more positive news," etc.), it's time to have an honest, open conversation about what it would do to bring those ad dollars in house. New content, destinations, or even attitude for your publication may be the answer.

5. YOU WANT YOUR GROUP OF PUBLICATIONS TO LOOK MORE HARMONIOUS, OR TO SHARE PRE-DESIGNED PAGES MORE EASILY.

The newspapers of Sound Publishing Inc. contacted me early in my consulting career to create an easy to produce, consolidated look that all of their papers could share. They felt it would send a signal to advertisers that the brand was more professional and cohesive, and reinforce the perception that their products really blanketed the market. (Especially important in a region where people worked in one town and perhaps lived in another one some distance away - seeing the publications and news boxes from one town to the next made a border statement than seeing randomly designed papers here and there.)

If you are buying up additional papers, or expanding your stable, a consolidated new look may make sense, especially to broadcast to advertisers the expanse of your reach into the communities you serve.

6. NEW COMPETITION HAS ENTERED THE SCENE.

Are you hearing plans for a new print or digital news product in your market? Or is someone planning their own brand refresh or expansion? Might be good for you to get on top of that and introduce improvements for readers and especially advertisers before they do.

And remember, it's not just the debut of a new look that will "create buzz" for your products. Surveying readers or advertisers about your strengths and opportunities, convening focus groups to give additional feedback or review prototypes, creating in-house/ email/ direct mail/ social media preview and launch promotions – all parts of a comprehensive redesign process – will flag for your audiences that you've got some great stuff cooking.

Ron Reason is a journalist, consultant and educator who has worked with news organizations large and small around the globe. His blog contains case studies, tips, and visual inspiration about news design and reinvention: ronreason.com/ designwithreason/ He can be reached at <ronreason@gmail.com>.

Jotted by Jane



When there are two or more publishers in a conversation, challenges are identified and problems get solved. This last Publishers Summit was no different. We had thirty some publishers. Ideas were flying. I took notes – pages and pages of notes.

Even though we did talk about the digital world for a portion of the meeting, I came away so encouraged that the fact our print products will continue to be the strength and many of our members have experienced nice growth with print. (I wrote lots of notes about what those members had to say!) Several publishers are creating glossy monthly niche magazines and have found they have subsidized revenue quite nicely. The thing I found most interesting is some papers have brought back promos we bused twenty and thirty years ago! These promotions ran their course at the time and hence were eliminated from the calendar. They are back! And they are better looking than ever – adding four-color process and an updated design for the 2018 audience.

Tim Bingaman is always a wealth of information. The CVC audit is an extremely valuable IFPA member benefit. The Readership Study that is coupled with the audit gives us the ammunition to sell a lot more advertising. And the "extra" benefits CVC offers are truly priceless. Tim gave us the best tip ever on how to get more inserts customers. CVC has supplied us with the audit reports of our daily competitors. WOW! We are now armed and ready to go after way more insert clients. Thank you Tim!

Even though we all face challenges, it sure is nice knowing we are all there for each other, offering solutions and creating valuable publications in our communities.





Page 8 • March 2018 • The Independent Publisher • www.ifpa.com

EMPLOYEE BENEFIT



Your student can apply for one of four SCHOLARSHIPS



Have your student apply today!



Bob Wright Memorial Scholarship Requirements:

- Parent, guardian or grandparent must work for a community paper that is a current member of the Independent Free Papers of America (IFPA).
- Applicant must be a high school graduating senior or current college student.
- Applicant must be attending a 4 year college, vocational trade school or community college.
- •Application must be received by 3/23/18

To download application: Visit www.ifpa.com Click on "Member Benefits" the "Bob Wright Memorial Scholarships"

Graphic Hooks

I made a mistake... in upgrading a utility to help The Artwork and Borders "protect" my computer. It wasn't difficult, but other applications needed to also be upgraded and, I didn't account for the amount of time that I would need to get everything up to date. Mind you, I haven't even started to work with the "Adobe Creative Cloud" applications!

Anyway, almost all of the advertising that is created consists of a heading, body text and a logo area. This month we will start at the top...

The Importance of a Heading

A headline can be a piece of artwork (photo or graphic), a word, phrase or sentence. It is our introduction to the content that follows, and is usually set off by itself with a larger or bolder typeface.

A photo or graphic can stand alone as a heading, but it can also be open to interpretation, especially if the wrong art is chosen. A word or phrase used with the art can add clarity and emphasize content. The following ads show that different phrases and artwork can be used to convey the same message.

The Luck of the Irish

The three ads on this page can run as a series or even be placed throughout the paper in different locations. The only changes were in the heading and border treatments. These ads are also 2 column by 4 inches and I have reduced them to 75% of their original size (vep, spacial limitations).

The type for the headings I chose were American Uncial Bold for two of the ads and Nueva Standard **Bold** for the third. American Uncial has a slight Irish flair and worked for the headings that were short, but I changed to Nueva Standard when I had more words.

The decision to not use a drop shadow on these headings was determined by the fact that I have too many thick and thin strokes and the typefaces are distinctive enough to use on their own. Plus I used graphics and too much of a good thing can be distracting!



Since these ads were running in March, the theme is obvious, but the graphics and heading were adjusted to make the best use of the space.

I also only added color to one of the graphics. Again, I wanted the heading to stand out and I felt that too much green could make the ad "visually" top heavy as well as making the words less dominant and effective.

The only other color in text was to the logo. I had also considered making the reduced price in color, but decided against it because I felt that color (of the price) would impede readability. All pricing was in black and I wanted the reader to not focus on the just the reduced price right away. Got it?

The borders were also kept relatively simple because there was a lot of copy within the ad itself. Three ads, three different headings, but same content.

Savín' O' the Green All NEW ONE YEAR LEASES \$100 OFF CURRENT PRICE*			
2 Bed, 1 Bath \$555 \$455/month for one year			
2 Bed, 2 Bath \$ 585 \$485 /month for one year			
3 Bed, 2 Bath \$655 \$555/month for one year			
Features central air, window blinds, oak cabinetry, dishwasher, washer and dryer, ample closet and storage space and private entrance. Movie rentals also available. <i>"Some restrictions apply.</i>			
Reserve yours today! 500-555-5555 lithostone@qg.com OFFICE HOURS: Monday and Friday 8am–4pm, Tuesday and Thursday 7am–4pm, Wednesday 8am–5pm			
Call anytime to set up an appointment			
Lithostone Meadow			
LOCATED 10 MILES SOUTH OF FOND DU LAC • LOMIRA			

Whor	5/ P	little green
goe	sa	long way
	ONE YE	EAR LEASES
2 Bed, 1 Bath	\$555	\$455 /month for one year
2 Bed, 2 Bath	\$585	\$485/month for one year
3 Bed, 2 Bath	\$655	\$555/month for one year
		,
Features central dishwasher, was	her and te entran	ow blinds, oak cabinetry, dryer, ample closet and storage ice. Movie rentals also available.
Features central dishwasher, was space and priva *Some restrictions Reserve yours too 500-555-555 OFFICE HOURS: M	sher and te entran <i>apply.</i> day! 55 lith Monday a	low blinds, oak cabinetry, dryer, ample closet and storage
Features central dishwasher, was space and priva *Some restrictions Reserve yours too 500-555-555 OFFICE HOURS: M Tuesday and Thur	sher and te entran <i>apply.</i> day! 55 lith Monday a rsday 7ar	ow blinds, oak cabinetry, dryer, ample closet and storage ice. Movie rentals also available. Nostone@qg.com and Friday 8am–4pm,
Features central dishwasher, was space and priva *Some restrictions Reserve yours too 500-555-555 OFFICE HOURS: M Tuesday and Thur Call any	sher and te entran <i>apply.</i> day! 55 lith Monday a rsday 7ar	ow blinds, oak cabinetry, dryer, ample closet and storage ice. Movie rentals also available. Hostone@qg.com and Friday 8am–4pm, m–4pm, Wednesday 8am–5pm

by Ellen Hanrahan

American Uncial

This is a very distinctive typeface, and is not suitable for every situation.

It also comes in Open and Initials, as seen below..

ABCDEFGHIJKLMN **OPQRSTUVWXYZ** abcdefghijklmno pqrstuvwxyz

Zabcdergbijk lmnopqrstavw

abcoetepijkr mnopqrstuvw xyz

Final Thoughts

The heading has to be strong enough to draw in the reader's attention. A combination of words and a graphic, in most cases, are all you will need.

Also note that the artwork is fairly simple, depending on the size of the ad and supports the wording.

Graphic design is a careful balance of the elements and principles of design. The information I presented last month is true in these ads...

Design with a purpose — to support the message and enhance content. Ads with distinctive graphics (photos and/or line art or interesting type handling), layouts and copy experience greater readership- if they support the message.

Use a Simple Design Layout Too many typefaces, graphics or decorative borders can turn attraction to distraction. Simple does not mean boring. The reader's eye should move in a logical sequence: headline or illustration to copy to price to the advertiser.

Have a Definite Focus —Use text or graphics to emphasize your message.

Design should be Unified — The relationship of graphics and text should combine to create a clear and concise message.

Avoid Congestion: —Don't overcrowd the ad, but be sure there's enough space for all the information to fit!

Until next month... Ellen Hanrahan hanrahan.ln@att.net ©2018



To keep you on your toes, TIP (The Independent Publisher) will include several photos from Gary Rudy's vast photo library. Try to identify each person and email those names to Douglas Fry (douglas@ifpa.com)



www.ifpa.com • The Independent Publisher • March 2018 • Page 11

5 Tech Tools to Grow Your Publishing Business

Publishers continue to face new challenges in the evolving industry of print publishing. However, new technologies are now giving publishers opportunities they never had. Here are a few technologies and services that can help you grow your business in 2017.



SiteSwan

What is it?

Super easy-to-use platform that lets you build beautiful, fully responsive websites for your advertisers and other local businesses.

How can it help you grow?

Open up a brand new revenue stream by offering affordable web design to your clients. Set your own prices and charge an upfront setup fee followed by a monthly service fee. Clients edit their sites themselves using a site editor branded for you. Sales training and marketing material is included, taking the guesswork out of how to sell digital. You even get your own marketing website to promote your services. Less than 50% of businesses have a website...you can change that and make money all at the same time.

How much does it cost: Plans start at \$99/mo www.siteswan.com

Ideal Directories

What is it?

Turn-key business directory websites that can be branded for your publication and market. Choose from different directory "themes" including a general business directory, restaurant directory, wedding vendor directory and more.

How can it help you grow?

Offer your advertisers the best of both print and online with a listing on your local directory website. Businesses can even sign up and manage their listing themselves allowing you to generate a monthly revenue stream that is practically hands-off. You can create different pricing plans based on what features you want to offer, and money automatically gets deposited into your bank account.

How much does it cost: Plans start at \$99/mo www.idealdirectories.com





PageFlip Pro

What is it?

A digital publishing platform that transforms your boring PDF's into high-definition, fully-responsive interactive Page-Flip Digital Editions.

How can it help you grow?

PageFlip Pro allows your readers to view your publication wherever they are. Now featuring a new responsive design for tablet and mobile viewing with lightning fast page load speeds, your website is always up-to-date with the latest version of your print publication. It's hands-off for you and advertisers love the added exposure the digital edition offers...plus it's all branded for you. You can also extend the shelf life of special sections. Recent updates to the platform include subscription management and banner ad integration.

How much does it cost: Pricing starts at just \$1 per page (based on volume). <u>www.pageflippro.com</u>

Exchange Classified Ads Platform

What is it?

An incredibly robust, but simple-to-use software platform that powers your publication's website and classifieds system that can instantly boost classified ad sales.

How can it help you grow?

This system will act like an additional classified salesperson! People who place Classified Ads get reminded to renew their ads before they expire and miss the deadline. Automated upsell opportunities to add a photo to an ad significantly boost average ad cost. Your staff all have separate logins to proof incoming ads and customer credit cards are stored for more efficient renewals and re-orders. Save time, boost efficiencies, and put your publication's website & technology on par with major classified websites without making a huge investment.



How much does it cost: Plans starting at \$685/mo www.classifiedads.software



Mailchimp

What is it?

An easy-to-use email marketing system that lets you send out thousands of emails at once.

How can it help you grow?

With a few clicks you can put together great-looking emails and blast them out to your readers and/or advertisers. Announce the latest Digital Edition is online, or feature a seasonal print promotion. You can even sell sponsorships inside of the email blasts!

How much does it cost: Paid plans starting at \$10/mo (based on subscriber list size) <u>www.mailchimp.com</u>

5 Ways To D.R.I.V.E Your Sales Numbers!

To win the Daytona 500 is one stop on your quest toward auto racing greatness. To win is more than just going fast. It requires a plan. Perhaps you think that auto racing is just a lot of circles at a fast speed. Nope. Everything from tire pressure to the air temperature contributes to crossing the finish line first. Race crews test for days and days to get their settings just right. There is a very specific plan for each race and each race track.

As a sales training coach and sales trainer I am seeing more and more salespeople that are going fast in circles and not realizing that their lack of a plan is costing them race after race. Or, more precisely deal after deal. Let's use the acronym D.R.I.V.E. to focus in on a potential plan for sales success.

1. THE "D" IN D.R.I.V.E. STANDS FOR DIFFERENTIATE.

You need to differentiate your product quickly from all others in the sector. Price will always become the deciding factor if two products seem similar. As a salesperson you need to work very hard to show the unique differences between your product and your competition.

This is especially important if your product is more expensive than the competition. You need to do this while prospecting, hosting sales calls, closing deals and when retaining your client. You need to create a clear and stark difference between you and your competition. Create an apples to salmon comparison and don't allow an apples to apples comparison to exist in your potential client's mind.

2. THE "R" IN D.R.I.V.E. STANDS FOR RUN.

You need to run and not walk in today's competitive sales environment. Today your clients are not willing to give you much time. Many sales training companies will tell you that you need to walk before you can run. Not me. Run. You need to run or you will lose to those that do.

Ask yourself this question... Besides their family, what do most clients value above all else? Most of your prospective clients value their time above nearly all else in their life. Here is the actual issue. You are seen by most prospective clients as a time stealing sales person. You promise to be brief and then you show up with a 30 minute Power Point. So, cut to the chase. Promise to not waste their time. Then, don't.

I am often criticized for this philosophy because so many sales professionals rely on relationship building to secure deals. Don't get me wrong, I am all about building relationships. There is just not enough time in most sales environments to create the relationships required to close a deal quickly. Very rarely do I come across a Sales Manager that says to his sales team, "I am going to give you 12 months to build relationships with your clients. I need no sales for the next 12 months." Because of this you need to RUN! Consultative selling is not dead. You just need to speed up the process. Go to your next meeting prepared to present great ideas. Do not wait for the meeting to then go back to the office to come up with a good idea. Be prepared to run with great ideas that can be tweaked on the fly.

3. THE "I" IN D.R.I.V.E. STANDS FOR INVEST.

Invest in your next meeting with serious and solid preparation. Consultative selling is fine, but that often means you gather information in meeting #1 and then prepare a proposal for meeting #2. Then you chase the client for weeks. Be prepared to come to the meeting with great ideas. The days of walking into a meeting to gather information from a client are gone. This approach is dead.

Begin your research with LinkedIn, the internet or other industry resources. Create three scenarios or ideas that you feel your prospective client might like. Mention to the prospective client that you spent time preparing for the meeting and have some great ideas to share. Then invent and tweak your ideas/ proposal on the fly. Come prepared with ideas, options and pricing variables. Get buy in on the spot.

My successful sales training clients will build a proposal in front of the client on their iPad or a piece of paper and get the ball rolling. Or, create pricing packages in advance based on common buying scenarios from past customers. Stop thinking your product is too complex for this approach. Even in the SaaS business, be prepared to run scenarios that show potential savings or increases in productivity. Sure, you might guess wrong, but you will gain serious respect from prospective Client for the hard work. Preparation is key to your sales success. INVEST in the time it takes to come to sales call prepared.

4. THE "V" IN D.R.I.V.E. STANDS FOR VALUE.

Value is everything in sales. If you bring no value to the prospective Client you bring nothing to the Client. There are three main things that most business people want. They want to save time. They want to save money. And, they want to make money. Sure I am being generic because each product or service is unique, but you should get my point here. You need to quickly prove what value you bring to the table. Once you have identified the value you offer then you need to focus on the sales call itself. Cut to the chase and drive home value with your talk or presentation. Because we know that customers do not buy when they do not understand, you need to sell the total value you have to offer them in your visuals and sales chatter.

This is a key element in your sales training. Think more like a teacher than a sales rep. Break your thoughts into simple points. Remove the fluff. Keep it simple. Prove to them the value your ideas bring to their business. Proving value also weaves nicely with ROI. Value and showing return on investment are critical. All to often sales people focus on features and not their value proposition. A great example is a washing machine sale. If I only focused on the fact that a washing machine cleans your jeans the buyer might miss out on the fact that the new machines are super efficient, so they save you power, water and ultimately money. Plus, as an added bonus, you are doing your small part to help the environment. See... so much more than just clean jeans.

5. THE "E" IN D.R.I.V.E. STANDS FOR END GAME.

Establish a follow-up protocol so that your end game is crystal clear. This is the most important part of the D.R.I.V.E. sales process. At the point in the sales meeting when the client says they need to "think about it" or "take the idea to the boss for approval" you need to establish a follow-up protocol. Sure you can try all the tricks taught in sales training workshops. Or, you can get real and understand that VERY often you will need to follow-up with a customer. You CAN NOT leave the follow-up protocol to the customer or you are dead.

First, validate that the customer loves your idea/product/proposal. Then, use your phone to set your followup meetings and get the customer on your calendar. Invite them via your calendar to the meeting via email. Promise to not be a "typical" sales rep that will call them 1,000 times if they set the next meeting. However, do promise to call at the given time you agree upon and DO NOT miss the call.

Try three times to establish a followup meeting before you give up. If the customer will not set a follow-

up meeting you need to ask yourself if you actually have buy in on your idea/product/proposal. It is critical that you understand that your follow-up process must adhere to what I like to call the "Magic 48 Hour Sales WindowTM ." What do I mean by that. You have approximately 48 hours to re engage the client or risk losing them. Prospects tend to lose focus in 48 hours or less. So, book your followup within 48 hours. A week is a common request. Nope. Don't fall for that. 48 hours. Trust me friends. 48 hours. This is why I do not pitch new sales proposals on a Friday.

Ok, let's wrap up. Any plan is better than no plan. Think about the components of my D.R.I.V.E. sales plan and figure out ways to adjust your sales plan.

Ryan Dohrn is an award winning sales coach and offers sales training to thousands of sales executives each year. Ryan is the featured trainer at IFPA's own Training Academy. Your entire staff can receive a full year of training by investing just \$149. Take a look at

IFPATRAININGACADEMY. COM



Sales Training Simplified with Ryan Dohrn

IFPATRAININGACADEMY. COM

Sales training has come a long way since the days of VHS tapes and workbooks. We thought that was "high tech" back then. The world of the professional salesperson has changed dramatically since then. Today we need to learn the best practices and techniques from seasoned professionals.

Now, we can simply go to an internet site like IFPATrainingAcademy.com and sign up for on-demand sales training geared to print publishing professionals.

For the low cost of only \$149 for your entire organization, you can train all your sales representatives for an entire year. That's not \$149 per sales rep, it's \$149 for everyone at your publication. And that's not to simply watch it once, that's for an entire year.

But wait! There's more. Included

with each session Ryan Dohrn will supply your people with supporting documents helping them to internalize the techniques and habits he teaches.

Everyone knows that Ryan is one of most respected print industry sales experts. He will give your sales team tactical sales training specifically for the free community paper industry. There's no fluff, just results.

You and your staff can access the sessions any time day or night, weekends, even Saturday morning. The content is for your entire team, both beginners and seasoned pros.

There are 6 sessions broken up into 12 discrete video files. So, if you use one of these sessions a month the investment will last the entire year. Imagine how much your people can gain from 12 months of sessions giving them needed skills, tactics, and methods to help them become more professional and polished. The topics included in these sessions are:

10 Critical Sales Questions

Writing Amazing Emails: Tips to Get Advertisers to Respond

6 Ways to Sell Web and Digital Like a Boss!

Why Buy Now: 10 Reasons to Close the Sale Today

Time Management Mania: Boost Productivity 35% in One Week

Habits of Super-Star Media Sales Executives

Don't wait any longer. Go to IFPATrainingAcademy.com and watch the intro video, then sign up today. The low \$149 investment in your company will pay off with better trained, more professional sales executives. Do it today!



Page 16 • March 2018 • The Independent Publisher • www.ifpa.com

SALES TRAINING SIMPLIFIED



GO TO: IFPATrainingAcademy.com TO SIGN UP

IFPA Training Academy

On-Demand Sales Training Geared to Print Publishing Professionals

Train your entire sales staff for just \$149 – 12 months of unlimited on-demand professional sales training!

Print industry expert Ryan Dohrn leads IFPA's Training Academy with tactical sales training specifically for our industry. No fluff. Just results. Offer 24/7 training for your entire sales team – both beginners and sales pros – for one low price!

You and your sales staff will gain much needed skills, tactics, and methods to help everyone become more professional and poslished.

Topics included in this 6-hour training:

- 10 Critical Sales Questions
- Writing Amazing Emails: Tips to Get Advertisers to Respond
- 6 Ways to Sell Web and Digital Like a Boss!
- Why Buy Now: 10 Reasons to Close the Sale TODAY!
- Time Management Mania: Boost productivity 35%
 in 1 Week!
- Habits of Super-Star Media Sales Executives

Sign up today for this exclusive IFPA offer!

* IFPA member price. For non-IFPA member publications, price is \$399 with a \$250 rebate if you join IFPA within 45 days of signing up for the IFPA Training Academy.



Meet The Postal Product People

By Donna Hanbery

After years of absence from the Postal Organizational Chart, the USPS, under the leadership of Chief Marketing Officer Jim Cochrane, announced the reformation of a reborn, and newly built, Postal Product Management Group. In July, 2017, Tom Foti was named Executive Director of Product Management with the initial task of filling approximately 20 positions of people with responsibilities for development of expertise, and interaction, with various types of mail products, and working cross functionally within the USPS.

Tom Foti is a Postal Service veteran with 28 years of varied experience within the Postal Service. Formerly, Tom was familiar to members of the Saturation Mailers Coalition, and some free paper publishers, as one of the developers of Postal Service promotions and, notably, one of the postal advocates for the adoption and approval of a "simplified" address format for Saturation Mail.

Tom's duties include responsibility for managing all domestic products for the Postal Service and development of a team that will own the vision and product strategies that will help the Postal Service drive contribution, revenue, and volume.

Individual persons in the department, will have assigned product responsibilities. Product personnel will be charged with developing expertise and understanding of their respective industries, ways to solve problems, overcome barriers to postal use, and to explore new opportunities for existing and potential mail customers and the USPS. Tom's senior staff includes three key executives overseeing the separate special services, parcels and shipping, and all other domestic mail including first class, periodicals, and standard mail.

Tom and members of his team will be attending the Baltimore Conference of the Association of Free Community Papers.

The two product people with direct responsibility for saturation mail, including free papers, shared mail, coupon magazines and envelopes, are mail Director, Elke-Reuning Elliott, and Steve Mills, the Product Manager for catalog and saturation mail. They will also be attending the AFCP Baltimore conference and are coming with an open mind and curiosity to learn about the free paper industry.

Although Elke comes from a postal family; her father was a postmaster in a small German town near Frankfurt. her career with the Postal Service happened by "accident". Elke's first contact with the Postal Service was in 1996 when she worked as a contractor in the international business unit. Later, while pursuing her studies, she thought she would do a case study in the international area. The next thing she knew, she was off to a career that has included working with packages, international, first class mail, and promotions.

Elke freely admits to knowing little to nothing about saturation mail or free papers but she is excited to learn. When invited to attend the AFCP Conference, she accepted at once stating she would love to learn more about the people, the products, and the barriers to doing business with the Postal Service. Elke commented that issues with pricing and operations are often perceived as barriers. She is eager to reach out and talk to customers to learn about other issues, and to tackle those problems and issues that can be resolved.

Elke's responsibilities as the Director, Product Management for Mail include overseeing six persons with individual product responsibilities.

When Steven Mills was named as the new Product Manager for catalog and saturation mail. I reached out to him at once. I announced I wanted to be his "new best friend" and described our industry desire for a postal insider that would learn about saturation mailers including shared mail and free papers. I told him the USPS should aggressively seek opportunities to attract more business from the free paper industry. I mentioned the audit work of CVC, and the brand awareness campaign of Paper Chain, collectively showing there were hundreds, and perhaps thousands, of local free papers currently distributed by private carriers or rack that could be postal customers.

Steve is new to saturation mail, but has many years at the USPS. He previously worked in the "product area" with responsibility for business reply mail, retail, and sales.

Steve is already doing a "deep dive" of homework on the industry and different products, including the value of print. As we talked, he mentioned studies he was reviewing that showed the more lasting impact of print and hard copy, over the fleeting images and impressions of social media. The neuroscience of touch has shown that print pieces may have a more lasting impact on consumers, and drive better response, in a way that electronic, digital or mobile media do not. Steve was intrigued to hear about some of the work done by the free paper industry to show the readership and response rates of free papers.

continues on page 20

Here's why you need to be in Baltimore... ...it all starts with good ideas!

CRITICAL BALTIMORE CONFERENCE COMPONENTS

education

Two certification tracks (both a management and a sales), numerous TLI classes and a broad spectrum of industry specific presentations.

improvement

Personal and professional growth; revenue building ideas; performance improving concepts, products and procedures - all designed for community publications.

networking

Sharing information with people who understand what you do, why you do it and care deeply about the industry you are in. Joint conference with AFCP and MACPA means more people - more ideas!







A joint conference and trade show with AFCP and MACPA

For additional information about the conference or either of the limited seating management or sales certificate programs that will be available as part of the Baltimore conference - visit **afcp.org** and look at the Key Information Links on the right side of the home page.



May 3-5, 2018 Hyatt Regency Baltimore on the INNER HARBOR

Meet The Postal Product People

Elke and Steve are both in the "soaking up information" mode.

In my role of Association Leader for the Saturation Mailers Coalition, I will be reaching out to both of them for every opportunity I can get for a "show and tell" and to describe the challenges and opportunities for our members, and the Postal Service.

But my best spokespeople are always my members. I am pleased to share that they will be attending the upcoming AFCP Conference. I hope to see you there!

POSTAL PRODUCT PEOPLE AT BALTIMORE MEETING

On Friday morning, May 4, 2018, the annual SMC/mailers roundtable at the AFCP Conference will take place between 7:30 and 8:30 in the trade show area. A table or tables will be blocked off for publishers that are in the mail, or want to learn about the mail. This is your chance to meet Elke Reuning-Elliott, USPS Director of Mail, and Steve Mills, Product Manager for Saturation Mail.

Elliott and Mills will be attending other portions of the Conference, and will be introduced during the Thursday, May 3, 2018, Awards Luncheon. Also attending the Awards Luncheon will be Tom Foti, USPS Executive Director Product Management.

There will be an opportunity before and after the luncheon and, importantly, during the Friday Saturation Mailers/USPS breakfast discussion, for you to bring your questions, ideas, and opportunities to discuss postal concerns and challenges, with the new product people.



Newspapers • Magazines • Shoppers Book Publishing • Directories • Digital Media

On-Demand Access to Tenured Professionals Meeting Multi-Media Business Challenges with Foresight & Precision

APPRAISALS ACCOUNTING BROKERING

Proud to be the Expert Media Financial Valuation Resource for "FORBES 400 List of America's Richest People" 2017, 2016 and 2015

Accounting, Tax, Debt Management, Entity Formation, Valuation & Financial Advisory Services



The Only Way To Reach a Goal is to Have One!

KAMEN & CO. GROUP SERVICES Media Appraisers, Accountants, Advisors & Brokers (516) 379-2797 • 626 RXR Plaza, Uniondale, NY 11556 *info@kamengroup.com* • *www.KamenGroup.com*

DIGITAL PROFITS FOR NEWSPAPERS

Newspaper Apps



Newspaper app increase profits:

- In app advertising
- Advertiser Digital and GPS Coupons
- Business listings
- Newspaper ads
- Add more!

Mobile Redeemable Coupons Try it out! Text IFPA to 90583



Redeemable coupons produce easy profits:

You sell the coupon for a profit like a newspaper ad.

- We set up the Redeemable coupon
- We publish the coupon to your website or delivered via SMS

Direct Mobile Ad Messaging

Gain Profits Selling National Mobile ads: You sell the campaign like a newspaper ad and we take care of the rest.

Service Features include:

- 30 day campaign
- Min. of 50,000 impressions
- Geo & Audience Targeting



Campaigns will appear on sites like:

Ruby Isle Oil Chang

• NBA • ESPN • VIBE

- Extra
 Food Network
 Billboard
 Zynga
 - Auto Trader
 - Kelley Blue Book
- USA Today BET MBL
- People SI CMT
 TVGuide E! Online
- Bravo Cars.com
- Wall Street Journal
- CBS Sports
 Maxim
 - Elle Fox News
 - And many more!

Helping newspapers with their mobile strategy since 2011!

Hometown Mobile Solutions 262-238-6397 or Sales@HometownMobileSolutions.com

IFPA Minutes

IFPA BOARD MEETING THURSDAY, JANUARY 26, 2018

Holiday Inn Clearwater Beach, Clearwater Beach, FL

President Jane Means called the meeting to order at 8:00a.m.EST Board Members present: Deborah Phillips, Jane Means, Dan Buendo, Joyce Frericks, Joe Mathes, Eileen Curley, Doug Fabian, Rick Wamre and Executive Director Douglas Fry

Treasurer's Report – Deborah Phillips The December financials were emailed prior to the meeting. Deborah gave an overview of how the 2017 finances wrapped up. Eileen made a motion to accept the financial report. Dan seconded the motion, all were in favor.

Publishers Summit – Katie McNabb Katie reported that everything is set for the Publishers Summit which will begin this afternoon.

September 2018 Event – Douglas Fry Douglas gave an overview of the plans and finances for a September 2018 event, there was discussion about the details and logistics. Doug made a motion to invest \$13,000 in the event to help encourage attendance, Eileen seconded the motion.

SHARE – Doug Fabian Doug gave an update on current attendance of the monthly SHARE groups and discussed some potential future groups.

Sales Training-Rick Wamre Rick gave an update on the new IFPA training sessions with Ryan Dohrn. At this time a few people have registered for the training and the program will be marketed at the Publishers Summit as well as TIP advertising and eblasts. Social Media & AdSense – Joe Mathes Joe shared what content has been drawing engagement with the members/followers. Joe also reported that AdSense revenue has slightly dropped and the group discussed ways to increase participation.

Website – Eileen Curley The website has been updated with information on the September event as well as the training academy info.

Paperchain – Douglas Fry Douglas shared info about Paperchain funding and led discussion on the IFPA investment going forward. Dan made a motion to contribute \$2500 for 2018 and communicate that reporting is expected from SRDS in the next 90 days in order to consider future funding. Deborah seconded the motion, all were in favor.

New Member Solicitation – Jane Means There was discussion on how and who to solicit for membership going forward.

CADNET – Dan Buendo Dan led discussion on the future of CADNET audits and additional revenue opportunities.

Eileen made a motion to adjourn the meeting and Deborah seconded the motion. Meeting was adjourned at 10:58 am

IFPA BOARD CALL, FEBRUARY 15, 2018

President Jane Means called the meeting to order at 9:00a.m. (EST) Board members present: Eileen Curley, Deborah Phillips, Joyce Frericks, Katie McNabb, Joe Mathes, Rick Wamre, Dan Buendo and Doug Fabian Executive Director: Douglas Fry

Finances– Deborah Phillips The January financials were emailed

prior to the call. Deborah reported that January performed better than budget with both CADNET and the Publishers Summit ahead of plan. Dan made a motion to accept the financial report, all were in favor.

September Event – Douglas Fry Douglas reported that the committee made up of Joyce, Doug and Douglas has been pulling together the details of the event and marketing is set to go out in March.

CADNET – Dan Buendo There was discussion on how CADNET audits should be handled going forward. Once the current audit is complete it will be reviewed to provide more/better information on how to proceed.

TIP – Katie McNabb Katie and Douglas will be meeting to discuss ideas for TIP.

New Members – Danielle Burnett Uncle Andy's Digest in Auburn, ME was presented for membership. Deborah made a motion to accept their membership, Dan seconded the motion, all were in favor.

SHARE – Doug Fabian The group met yesterday and had a great call. Douglas will be in touch with all members who have been involved and not participating recently to let them know some of the discussions they've been missing.

IFPA Training – Rick Wamre Rick reported the program is being regularly promoted and registrations are coming in.

Social Media and Adsense – Joe Mathes Joe is going to do some research to see how we can improve Adsense participation and revenue.

Deborah made a motion to adjourn, Dan seconded the motion, all were in favor. The meeting was adjourned at 9:44 am EST.

Recording Secretary Danielle Burnett

We specialize in the art of printing!

DOC OM 90Y OK

70C OM 90Y OK

#109

YOK

700 0

Customer Satisfaction and Competitive Pricing.

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

Keeps Up with the Latest Technologies

Your One-Stop Print Resource.

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

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



205 Spring Hill Road Trumbull, CT 06611 203.261.2548 www.trumbullprinting.com



Experience

104 Westland Drive Columbia, TN 38401 Presorted Standard US Postage PAID Helmer Printing

F-2015 Digital Display Rack

> We're the name you've relied on and trusted for years, but we're not resting on a strong past. We're innovating and pushing for a successful future. One where the value of print, the demand for digital, and the need for advertising solutions are met with products, ideas and service you can count on. The Steel City name is defined by reliability. So know that our focus is on providing you with the best tools for today and tomorrow.

Steel CITY CORP

[800] 321.0350 • scity.com • facebook.com/steelcitycorp