



# Community Papers of Michigan

# INFORMER

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

CIRCULATION  
VERIFICATION  
COUNCIL

OUR DATA  
SPEAKS VOLUMES





By Jack Guza

## Newspaper and Shopper Paper Carriers ARE Independent Contractors, Right?

After a recent audit by a CPM member's insurance company, they've found themselves defending that the people they contract to deliver their weekly publications, are in fact Independent Contractors. This member's current insurance provider wants them to add all paper carriers and route drivers to their Michigan Workers' Compensation Insurance coverage and considers them employees. The issue is not that this community publication has contracted independent carriers and drivers to deliver their weekly publications for many years, or that all have the necessary carrier contracts on file for each person showing them as an independent contractor; apparently, some insurance companies are looking to classify carriers as employees, which would increase the workers' compensation premium and bring other associated costs changing the status would bring.

This company, who has provided insurance coverage to our member since they began operating years ago, has new owners. The agent indicated he will be contacting the State of Michigan's Workers' Compensation Division to get a ruling that paper carriers and drivers are independent contractors and exempt of workers' compensation coverage or employees. It's never good to involve the state to make a determination that could have negative ramifications on an entire industry.

# Executive Director Updates

An isolated incident? Perhaps; however, this member has sought quotes from two other insurance companies both of whom have declined to take their business without adding current independent carriers to their workers' compensation coverage. It appears some insurance companies have newspaper and shopper independently contracted carriers squarely on their radar screens.

Regardless, if a company writes a delivery contract outlining that the person they are contracting is an independent contractor with supporting documentation, and the contract is signed by both the publication representative and the 'independent contractor', the definition of what constitutes an independent contractor lies in the interpretation of the State of Michigan's Workers' Compensation Division.

In researching this subject, on January 1, 2013, the Michigan legislature enacted the Internal Revenue Service's 20 factor test to determine if an employer/employee relationship exists for workers' compensation liability. After reviewing the 20 factors, I believe that 13 of the 20 show independent paper carriers and drivers meet Michigan's definition of an independent contractor. The other seven factors can be argued in our industry's favor. However, all 20 factors are subject to interpretation with many 'gray at best' as written, at least in my opinion.

The purpose of my noting this is to alert our members, who have independently contracted paper carriers and drivers, to review the 20 factors test the State of Michigan uses to make their determination of an independent contractor. I have included a link below for

the test and related information, which is also used for the State of Michigan's Talent Investment Agency/Unemployment Insurance:

See the fact sheet "Independent Contractor or Employee - The IRS 20-Factor Test" here <https://bit.ly/2LSGKkd>

While I will continue to research this issue and share findings with our members, there are a few things that may help your cause if your company is faced with a similar demand from your insurance company:

If you are not already doing so, have carriers and drivers sign new contracts annually; do not establish any employee/employer relationships by referring to the pay for independent contractors as (carrier payroll); and do not recognize anniversary dates or pay anything over and above the contracted amount.

Please let me know if you are experiencing any issues regarding the status of your contracted carriers.

### Q-2 Coming to an End

In a few short weeks we will reach the end of the second quarter of business, the midway point of the year – where has the time gone?

We have been busy working on advertising buys into our members' publications from various Michigan - based businesses that include retail, auctioneers and several advertising agencies in and outside of the state. (Continued on page 4.)

# Congratulations DON RUSH Clarkston's 2018 Business Person of the Year!



*Don Rush pictured with sons Sean left and James right.*

By the time you all read this, the 33rd annual Clarkston Community Awards banquet will be just another event that is over and done with, only to be recalled by honorees and those who read about it in their local newspaper. (Yeah, I got an award — Biz Dude of The Year — and here are some of the thoughts I shared about local business to those in attendance at the Clarkston Community Church.)

It's true, I thought my life of fame and recognition peaked in 1981 when I was voted by classmates at Clarkston High School as Class Clown. So, I was sorta' surprised to learn this year I had been nominated for and then chosen as Business Person of The Year. Thank you. (And, for those who nominated me, your check is in the mail.)

You know, in the 33 years I've been in the community newspaper business, sharing my pithy commentary and unassailable logic, I've been called stupid, mean, homophobic, narcissistic, self-centered, a sexist, yellow journalist,

misogynist, been cut and pasted into a cartoon as a monkey to an organ grinder that was taped on our front door and called fat . . .

. . . I'm glad Clarkston still appreciates these qualities in her sons and daughters . . .



Nothing says you're a community leader like having your face cut & pasted into a cartoon depicting you

as a monkey being led by the grinder.

Did you know one of our goals at your community newspaper is to get each and every kid who goes to school here in our pages at least once before they graduate? The first time my mug appeared in the ever-lovin' Clarkston News was in March 1972. I was in the third grade at Bailey Lake Elementary. The stupid look on my face back then is kinda' how I have made it through life.

I started working for a real paycheck in the 7th-grade, delivering The Oakland Press to my neighbors in the ghettos of Clarkston, in the township near Walters Lake. By high school I moved up to cleaning up after concert-goers at Pine Knob. Good times. To help pay my college tuition, I worked summers at Lakeview Cemetery and man, I dug that job! Even though I was young, I had a lot of people beneath me. It also gave me insight to where our community secrets are buried.

*(Continued on page 4.)*

## Don Rush

*Continued from page 3*

Running your community newspaper is a great honor, I've always thought this. Nobody else in the entire universe reports more on your community than your community newspaper — unless, of course you consider the running commentary you find on social media as “news.” As long as we can, local sports, local news, wedding announcements, birth, obituaries and other items of interest you can't read anywhere else will always be in our pages.

I believe a community with its own community newspaper is a better community. A better-informed community. A more involved community. I think of community newspapers as the “glue” that binds a community together. We are not just cheerleaders promoting the positive; we are also a leader who helps start public policy debate.

A community newspaper like this one also fosters a sense of community with calls to action.

Also, a community newspaper encourages local economic growth. Now, why is that important, you may be asking yourself. I like to think of this newspaper as a match-maker — weekly we introduce readers to business owners.

Why is it important area residents support area business? One, they often provide entry-level jobs for our kids, setting the stage for our youth to be productive members of society. These entry-level jobs, while low paying, help kids understand what life is like in the real world.

Local brick and mortar businesses also pay more in taxes to schools. Homestead properties — through



their property taxes — are taxed at about 6 mils for schools. Commercial properties (including rentals and vacation properties) are dinged at a rate three times higher than ma and pa — 18 mills.

Imagine, if you will, what would happen to your home's property taxes should local business wither up and blow away because locals shop elsewhere.

Local brick and mortar businesses are also the businesses who donate to your kids' local charity drives, support school team endeavors and little league programs. Local business owners give back to your community!

How much do you think social media websites, the Amazons and mega corporations of the world you now shop (over the locals) invest back into your community? Do you think they even care about your community, or just about taking local dollars out of your pockets to line their already deep pockets in Seattle, or Little Rock or wherever that ain't here?

Nate Neiman of Nemain's Family Market shared with me a new program some school kids way up in northern Michigan started — it is only one line, and as 2018 Biz Dude of the Year, I leave this thought with you: Support local, so local lasts.

## Director Updates

*Continued from page 2*

This spring, CPM was chosen to place out-of-state print ad buys for a Michigan auction company who has the contract to liquidate Sam's Club warehouse locations across the country. I have enjoyed working with this auction company for many years and am honored that they have the confidence in me and CPM to entrust the placement of their liquidation auction advertising all over the nation on their and their client's behalf.

**Accentuate the Positive – While Making a Point!** Featured on page 6 of this edition, you will find a promotional ad shared by the View Newspaper Group entitled, We Put Our Money Where Our Heart Is. The ad showcases the many non-profit and charitable groups within their community that View Newspapers support monetarily, in-kind, hosting events, along with countless volunteer hours. The purpose of this ad, and related editorial, is not to toot their own horns, rather to show their readers how vital their publications are to the success of the communities they serve. You can do the same and add the question, “How much has Facebook, Amazon and Google donated locally?” Shop Local All Year Long and Strengthen Your Community!

*Good Selling!*

*Jack*



# John Kasich: "Clicks for Hits"

*Governor says audiences are interested in stories, not clicks*



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**Disclaimer:** I have neither voted for, nor endorsed, any political candidate mentioned in this column.

Spring has come to an end. I could have come up with that brilliant assumption from the sounds of the birds as I walked my neighborhood this morning, or the noticeable decrease in the number of students on campus at The University of Tennessee today. But no, I know it's summer when my list of consecutive newspaper conventions comes to an end.

I would be lying if I said it wasn't nice to wake up at home and take a walk through my neighborhood, but the truth is I love convention season. There's something about meeting so many old friends, making new friends, and visiting with journalists that gets my blood flowing. And, if you believe the doctor I visited for a physical yesterday, my blood is flowing quite nicely.

In addition to publishing four, count 'em four, books over the past five weeks, I've keynoted, emceed, led workshops, celebrated hockey victories (who knew I would become a hockey fan?) and attended gubernatorial debates at conventions all over this great land.

I've met more senators, congressmen (and women), legislators, MLA members,

premiers, and governors than I can remember. As I sat in my chair, minding my own business in South Dakota, an attractive woman walked up to me, smiled, and said something about all the work I was doing. When she walked away, I turned to someone sitting near me and said, "She's got to be a politician, because that never happens."

He was quick to inform me she was, indeed, running for governor. Just my luck.

Governors flock to press conventions like, well, a lot. I heard several speeches by several governors, and a lot more by gubernatorial candidates. Earlier in the convention season, I even got to meet the 16-year-old candidate in Kansas, the same day he was making national news as the nation's youngest candidate for governor this year. Not to worry, two other teenagers, also running for the same office, were also present during that forum.

Let's face it. It's hard to beat a speech that begins, "I bag groceries at the HyVee back home." But one politician did.

Of all the speeches given by all the politicians at press conventions I attended this year, the best, in my humble opinion, was given by Governor John Kasich, of Ohio. Making it even more interesting, I heard him at the Michigan Press Association Convention.

I'm used to watching Governors walk into banquet rooms with their entourages of communications staffs, public relations interns, and bodyguards. Watching the governor of my home state walk into a room, you'd think a major celebrity had arrived.



Governor John Kasich, Ohio, answers questions from the audience at the 2018 Michigan Press Association Convention in May.

There was something refreshing about watching Governor Kasich walk into the room. He left his two bodyguards at the door – I didn't see any other staff – as he ignored the podium on the stage and stood in the middle of the tables where hungry journalists anxiously awaited the governor's speech and, later, lunch.

"Where's the food?" he asked. "You've got to be hungry."

He was right. You see, at most conventions, the governor speaks, then is rushed away to more important business while the audience is served their meal.

Not this time. Someone mentioned to the governor that they were waiting on him to speak, so he wouldn't be interrupted by wait staff and clanging glasses.

"It's as quiet as a church in here," he quipped. "Go ahead and serve these people. It won't bother me."

There was something different about this guy. He spoke of his previous stint as a journalist. "Something I might do again after I leave office," he noted.

He had no prepared speech. No notes. He jumped right in, immediately discussing the importance of journalism and a free press.

"Journalism isn't about clicks for hits," he said. "If it is, I'm not interested."

He had my attention. He spoke of the need to get back to increased investigative reporting. He talked of giving the reader something worth reading. According to Kasich, it's about the story.

Speaking of writing a new

future for newspapers, he forcefully said, "This industry will be saved by writing interesting stories."

Honestly, I don't get excited about politicians. I guess I've must met too many of them in my time. But I couldn't hold my enthusiasm any longer.

"That's right!" I shouted. He turned, pointed at me, and yelled, "You and me. We're on the same side!"

I long for the day when everyone in my industry has the same passion for journalism as John Kasich expressed in May in Lansing, Michigan.

## Cambridge, Minnesota never disappoints

I made what has become a semi-annual trip to Cambridge, Minnesota to visit with the Wade Weber and the staffs of his newspapers in Cambridge, Mora, and a few other nearby towns.

I love the excitement of this group. Every time I visit, they remind me of the importance of local journalism. Their newspapers are successful. I didn't hear any doom and gloom talk while in Cambridge. We discussed great things they were doing, new ideas they were working on, improvements to their printing process, and more. I even met another consultant who was working with the press crew while I was there.

The next time someone tells me newspapers are dying, I'll think of my friends just north (and northwest) of the Twin Cities (and Kansas, and Manitoba, and South Dakota ... the list could go on for a while).



There's never a dull moment when visiting with Wade Weber and his newspaper staff in Cambridge, Minnesota.

# VIEW *Newspaper* Group

We put our money where our  is

## PROUD SPONSORS OF:

- ♥ **Lapeer County Emergency Services**  
First Responders Gala
- ♥ **Love INC.**  
GenerOscars
- ♥ **Kiwanis Club of Lapeer**  
Kiwanis Kapers
- ♥ **Child Advocacy Center**  
Cheers for Children Golf Outing
- ♥ **Families Against Narcotics**  
Spring Fling
- ♥ **Family Literacy Center**  
Camel Races Annual Benefit Dinner & Auction • Nov. 2
- ♥ **Banbury Cross Therapeutic Equestrian Center**  
Derby Day
- ♥ **City of Lapeer Parks & Rec**  
Team Sponsor
- ♥ **Lapeer Optimist Club**  
Douglas A. Henley Memorial Golf Outing
- ♥ **Lapeer Area Chamber of Commerce**  
Food Truck Mondays Starting ~~May 14~~ **Sept. 10**  
Fourth of July Fireworks Light Up Lapeer • Dec.
- ♥ **Lapeer County Hockey Association (LCHA)**  
Golf Outing
- ♥ **Bear Lake Camp**  
Golf Outing Wine & Dinner Fundraiser • Nov.
- ♥ **LEADER Fund**  
Par 3 Shootout
- ♥ **Habitat for Humanity**  
Grape & Grain • June 8 Annual Auction Dinner • Nov.
- ♥ **McLaren Lapeer Region Foundation**  
Charity Golf Classic • June 25
- ♥ **Lapeer Art Association**  
Summer Art Camp • July 16-21
- ♥ **Lapeer Rotary Club**  
Golf Outing • July 24
- ♥ **Lapeer Days**  
August 17-19
- ♥ **Metamora Chamber of Commerce**  
Metamora Country Days Aug. 24-25
- ♥ **Lapeer City Police Officers Charitable Fund**  
Golf Outing • Aug. 25
- ♥ **Lapeer County Health Dept.**  
Senior Celebration • Sept.
- ♥ **LACADA**  
Taste of Lapeer • Oct. 4
- ♥ **Zeeman Strong**  
Golf Outing • Oct. 6
- ♥ **Voiture 1536**  
Fantasy Forest • Oct.
- ♥ **Lapeer DDA**  
Downtown Pumpkin Festival • Oct.
- ♥ **Center for the Arts**  
Annual Sponsor
- ♥ **Imlay City Police Dept.**  
Annual Sponsor – House of the Month



## PROUD HOST OF:



**July 21** Proceeds benefit Lapeer County Robotics



**August 23**  
Proceeds benefit LACADA



**September 15**  
Proceeds benefit Lapeer County Hockey Association

[www.mihomepaper.com](http://www.mihomepaper.com) 810-664-0811



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



Local and even metro newspapers print very few new or used car display ads anymore. Automotive advertising, once a huge part of every paper's revenue, has all but disappeared.

Even those multi-page metro paper weekend automotive sections, packed full of car and truck feature stories and loaded with ads from every area dealer have mostly disappeared.

Those weekly sections — and the used car ads published throughout the week — helped hundreds of local families make personal automotive purchasing decisions every week.

Automobile advertising also was a major revenue source for community and metro publications. Car ads produced necessary income needed to underwrite the paper's salaries, make it possible to pay the newsprint and ink vendors and to pay local utility bills and property taxes.

## Are the automotive dealers being blindsided by the manufacturers?

But automotive advertising — even simple used car listings — are absent from the majority of today's print publications. Not because local dealers were unhappy with the results they were getting but because the automotive manufacturing companies decided they wanted all their dealers promoting themselves exclusively on the internet. So, almost like they pre-agreed on the date to do it, the Big Three and other car and truck manufacturers stopped providing their traditional 50 percent "co-op" portion of the cost of all print ads. Instead, they told their dealers, they'd only pay for ads on the internet.

But who benefits by that? Certainly not the local franchise dealer. Every time he turns to the internet to list his inventory and boast of his unique services and values he sends his message far beyond the local market and off into an unknown that includes at least three North American countries if not the entire world.

The question is, however, how many buyers from Oregon or Maine are going to want to buy a vehicle from Kansas, Iowa or South Dakota. Just the logistics of getting it delivered make it difficult and expensive.

Plus, where does the buyer turn when the car needs service or guaranteed maintenance?

But most important of all, by advertising exclusively online — as some car manufacturers are requiring — the small community local dealer is putting his smaller inventory selection up against the promises and almost endless inventory of huge corporate groups with sales offices located in cities across America.

How can a local dealer stand up head-to-head against multi-line, multi-location competition stocking every model in every color and with every conceivable option?

But while small dealerships can easily get lost among the internet wheeler-dealer promotions online, they easily stand out in their local paper. There, they don't have to worry about being undersold by a distant operation with sometimes questionable ethics. In the hometown paper they reach a market that knows, trusts and admires them and all they mean to the local community. Local buyers recognize the hometown dealer's commitment to service and to maintaining a continued relationship.

When clearly advertised in a local publication, free from long-distance hoopla and promises, the dealership's message stands out for all to see.

*(Continued on page 8.)*

## Are the automotive dealers being blindsided by the manufacturers?

(Continued from page 7)



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

If local dealers continue to listen to the car maker's command to only advertise on the world wide web we could eventually see all vehicles sold direct to the buyer by the manufacturer. Buyers would order online and a transport truck eventually would deliver the vehicle to their driveway.

Still the automotive industry isn't the only one forcing dealers to advertise on the internet.

Recently I visited with a local Hunter-Douglas dealer about advertising in my N'West Iowa REVIEW.

"The problem," said the dealer who has advertised with me regularly for years, "is Hunter-Douglas told us this year they will only help pay for ads on the internet."

The dealer went on to say he was upset with the change since he knew our five-county area was still committed to reading newspapers.

"Worse than that," I reminded him,

"the manufacturer is using your money to teach buyers to buy factory direct online. Manufacturers can easily copy a local dealers email mailing list when the dealer promotes a sale or new item. Eventually they could eliminate local dealers completely."

Internet shopping, a blessing to some, can be a major problem to others. Even the major box stores, so popular just a few years ago, are falling victim to digital sales today. Sioux Falls, SD, a town of 180,000 and long-time regional shopping center saw the closure of two of four of the anchors in its multi-wing mall this past month. The closings were attributed to the nation's increased buying on-line.

Finally, the trend to internet shopping and digital advertising is hurting the economy of even the largest communities.

The loss of sales tax dollars and the reduction of the number of visitors who buy locally produced items, attend movies, concerts and ballgames and

eat at local restaurants is cutting into the local government's ability to maintain infrastructure let alone grow. Maintaining an active main street can make the difference in remaining a vibrant community and becoming a ghost town.

The internet will be a strong part of the future — worldwide. And there is a role for internet shopping and even internet advertising. But all things come around and there also always will be a place for the printed publication. The community newspaper still remains the best way to reach the greatest number of residents in a community at the cheapest per-individual cost. More importantly, the printed word continues to be the best way to create consensus in any community. managers – even already stretched regional publishers – and replacing them with oversight from an office one or two states away.

It's always been my belief the heart of any publication is local leadership with a passion for both the publication and the market.

Peter W. Wagner is founder and publisher of the award winning N'West Iowa REVIEW and 13 additional publications. This free monthly GET REAL newsletter is written exclusively for State and National Press Associations and distributed by them to their members. To get Wagner's free PAPER DOLLARS email newsletter for publishers, editors and sales managers email him at [pww@iowainformation.com](mailto:pww@iowainformation.com). The two monthly email newsletters contain information completely different than found in Wagner's monthly Publisher's Auxiliary column. Wagner can be contacted by emailing [pww@iowainformation.com](mailto:pww@iowainformation.com) or calling his cell at 712-348-3550.



We use a lot of headings in our ads, which got me thinking about all the other "heads" in ads—the advertisers include photos for real estate, financial, insurance, etc—so here's to...

# Head Shots



Most often, we use a photo in an ad to create a familiarity... a personal approach to establishing an on-going relationship with potential clients. And it works! So photos become part of the ad every time it runs... and runs... and runs.

I have done many of these ads and the good news is that once the photos are placed they become part of the ad itself. The bad news? They sort of look the same. Let's see what we can do. I used stock photos because it was easier, but most of the time your customer will provide you with a photo. In most cases, they are professional photos, but if not, make sure that backgrounds are light-colored and free from distraction—solid backgrounds are good. Keep the focus on the face as much as you can.

## A BRIEF HEADS UP

They're everywhere, but you're bound to notice—eventually—all those little headshots of real estate brokers, physicians, insurance agents and others, sitting in a corner of the ad, usually at the bottom. They appear to be the same, mostly squarish in size, but a few are rectangular with a half point or one point border around them.



Escapeses from a toothpaste ad?

## I AM ALLOWED TO CHEAT

My photos are clear, straightforward shots. My intention is to show different ways to handle these "mug" shots. Some effects require more work, but these photos usually run week after week, so the time is worth the effort.

The photos above work as a group because the head sizes are about the same size so they seem similar. I aligned the eyes of each person to be on the same level so the look from one photo to another is consistent. I cropped the photos slightly below the neck area. When you have small photos, try to keep the face large, and crop a little below the neck.

Below, faces are enlarged. The cropping is a little tighter, but I don't have to show the top of the head for the photos to be effective. Eyes are still on the same level.



## RIGHT OUT OF THE BOX

There are a couple of ways to take our photos out of the box. One example is to *vignette* the photo. Before, I would take a photo into the *Photoshop* application and *feather* the edges following the contour of the head. Now, because the photos were so light to start with, I just made a *clipping path* in each photo in the *InDesign* program. I then created a soft outer glow (Object>Effects>Outer Glow). The resulting effect seems to create more space around the photo and I do not have to exit the *InDesign* program.

The photos at the top of this column are the same size as my originals but a little more open, less busy and easier on the eye.



## THE MORE THE MERRIER

Since these photos were saved as .psd files, it is easy to add the clipping path (Object>Clipping Path>Options) and choose the best path or follow the path I made in *Photoshop*. So if a new member is added, it's easy to put them into the lineup. Try to organize the individual photos, keep them about the same size and line up a distinctive feature—in this case, the eyes. Our eye tries to perceive visual "balance." It's that fundamental "Gestalt" thing.



It was easy for me to take this new group and apply an outer glow to the entire group.

I then went back into *Effects* and applied a directional feather width of 9 on the bottom to try to eliminate the "glow" on the bottom edge and to get rid of the "outline" effect... not too effective, however. But this again, easy to do without changing my layout program.

There are other effects you might try also since *Photoshop CS5, CS6 and CC* offer a variety of choices in their Filter Galleries.

## IN A DITHER

Using the same photos, I've gone a little more "artsy" to show you don't always have to stick to the usual half-tone image.

The top photos had the *Threshold* modified and they look more like *bitmap* images. The bottom group of photos were *posterized* and changed to a *bitmap* image with a *Diffusion Dither* applied.

The effects *Photoshop* can provide is amazing (these were done in CS6 and I'm still learning CC). So once you have found a distinctive look for the photos, you can generate a consistency in all the photos used. By the way, "distinctive" isn't necessarily good! Look for photos with a nice contrast, but even light photos can be used effectively.



## IN SUMMATION

Using a box to contain small photos can be effective, but because space is limited, try to eliminate details and make the face as large as you can.

Eliminating the picture box for photos opens up more options that may help to eliminate clutter and distraction in the ad, especially in the case of realtors who usually have a number of homes featured as well.

The idea is to work efficiently and the more time you can spend in your layout program, the better. With the new arsenal of tools packed into *InDesign* (and *QuarkXPress* too), revamping older ads and photos can be a whole lot easier.

Some effects will just work better than others. Most of my ad experience began with photos that were black and white. Colored photos, at this size, can become *muddy on newsprint*, so double check the printed piece.

And when you have found the right combination—save them into a Library. I can't stress that enough!

...Until next month!

I started as an art teacher and changed to a graphic design career in the 1980s. I write for *IFPA TIP*, 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 **Bob Berting**  
*Berting Communications*

# 7 Reasons Why Advertising Salespeople Irritate Their Customers

*At most of my newspaper customer seminars, I hear various comments from some of the attendees about their negative relationships with advertising salespeople from their local paper. Here are 7 of the most talked about comments:*

## • Being too aggressive and pushy

Sometimes, there is a fine line between being excited and enthusiastic about the publication—and being aggressive and pushy. Advertising prospects are sensitive to this approach. Advertising salespeople should be trained to understand good human relations, recognizing that most selling is based upon it. All the sales training programs in the world won't help if salespeople don't understand what I call "First Brain Communication", which stresses emotional connection over hard sell logic. One example is to show your creative spec layouts for a campaign and get the prospect's ego emotionally involved in the process, before discussing any facts and figures.

Even today, I'm still surprised at salespeople who push logic with facts and figures before getting the prospect emotionally involved in the layout presentation.

## • Wasting too much time

Failure to keep appointments, providing unnecessary information, taking too long to get to the point, and failure to ask for the order, are some of the time wasting situations that irritate many advertisers in their relations with advertising salespeople.

## • Running down competitor publications

Though salespeople must be knowledgeable about their competition, they many times irritate their customers if they use that information to down them. Sometimes faced with the objection about a competitors lower rate, a simple "they know the value of their services" will suffice. Then proceed to show why you can give them more value with your services and your rates.

## • Talking too much

A classic complaint is that salespeople ramble on and on about unnecessary detail. Salespeople must know when to stop, listen, and be prepared to ask for the order. This is perhaps one of the biggest problems in communicating while selling.

## • Attitude of indifference after the sales is made

After a campaign is planned and the

contract is signed, the salesperson has to maintain the same level of helpfulness and caring that he or she made before the sale. Indifference can create a negative relationship and can be a real word of mouth problem for the salesperson in the future.

## • Poor presentation

When I go out with salespeople in a coaching capacity, I am sometimes appalled at their presentation strategy. Many merchant prospects have complained that salespeople show features, but seldom demonstrate how their product will benefit the buyer's business or help solve a problem. A good closing comment might be "I'm here to solve your marketing problems, not just spend your money".

## • Dressing inappropriately

Though there is a trend toward informality, this should not be taken for granted. A merchant recently commented that the initial meeting may decide whether they want to see a salesperson again and the wearing apparel of the salesperson was a major factor in that decision. Wrinkled clothing, poor color selection, and out of date clothing style can damage a good relationship with a prospect.

Finally, there is a likeability factor in selling. Selling yourself can be very true.

*Bob has a Tele-Seminar program "Getting New Business and Keeping It." for print media associations. The 5 consecutive week course covers 5 one hour hot topics: 3 Call Selling /Closing System—Understanding Media Competition—Creating Eye Catching Ads—Working With Hard To Please Customers--Selling Merchant Groups and Ad Agencies. Every association member purchasing the course receives a free Bob Berting e-book for the newspaper industry "Advanced Selling Skills For The Advertising Sales Pro". State, Regional, or National Association leadership can contact Bob for more information at bob@bobberting.com, Website: www.bobberting.com. Berting Communications is located at 6330 Woburn Drive, Indianapolis In 46250."*



**Michael Angelo Caruso**

# QUALIFY PROSPECTS

## 8 ways to increase sales

When you qualify prospects, you'll better manage your time. You'll also increase sales.

When you stop calling on people who aren't going to buy, you'll no longer waste time with those who are not interested in your products or services.

This allows you to redirect those meeting minutes to people who are more likely to purchase from you.

Calling only on qualified prospects really gets your sales churning!

**Here are some tips for sharpening the "pre-qual" process.**

### WAYS TO BETTER QUALIFY PROSPECTS WHEN SELLING

#### 1. Busy is not necessarily productive.

Take a good hard look at how you spend your sales time and decide which activities generate revenue and which do not. Top sellers focus on being productive, not busy.

Take time to qualify prospects early in the sales process to reduce your sales cycle and close more often,

#### 2. Decide when you should NOT take a meeting and have the discipline to just say "no."

Salespeople are pleasers so we like to accommodate.

"You want me to drive an hour to come talk about my business. Sure! What

day is good for you?"

It's better to decide on a basic pre-qual process that makes the prospect earn the privilege of a meeting with you. One easy way to qualify prospects is by the number of employees. Another is annual revenue. Read this article to better appreciate the difference between an early "yes" or early "no."

#### 3. Warm up your own leads before traveling to see the prospect.

The prospect is buying YOU, not your company and not your admin. YOU need to make contact and start the parade of touches. Send an email a week before your visit.

Call the prospect a few days before to confirm the appointment and get more information about his or her situation. Text the prospect when you are on your way.

You're now three touches to the good in terms of closing the sale.

### PRE-SELL, PRIORITIZE AND PRODUCE

#### 4. Minimize no-shows and cancelled appointments by pre-selling.

Use the first three touches to "bait the hook." Get prospects to show interest in some aspect of what you're selling and they are less likely to cancel on you.

#### 5. Use a rating system to prioritize prospects.

Many of my new sales coaching clients tell me that all prospects are equal and that there's no particular order to following up.

This is a big mistake. At least have a guess at which prospect might mean more to you.

Prioritizing your sales calls is a fantastic way to make the most of what's in your sales pipeline. Make prioritization an important part of how you qualify prospects.

#### 6. Do forensic selling.

Use Internet searches and social media to learn more about prospects before contacting them. LinkedIn and Google searches are particularly helpful when doing forensic selling.

You'll learn what topics are warm to your prospect and build rapport much more quickly, which shortens the sales cycle.

### GET PERSONAL

#### 7. The magic cell phone number.

Obtain prospects and customers cell phone numbers as soon as you can. Sales relationships are often adversarial and usually conducted on business telephone lines. Friendships, on the other hand, are based in advocacy and play out on personal cell phones.

#### 8. Cluster calling saves time.

When doing outbound calls, do a few of them at a time so you can take advantage of momentum. It's easy to get distracted and not finish your calls if you're doing lots of other things in between calls.

Put these eight tips to work for you and you'll save tons of time and anguish during the selling process.

*Want more help for you and your sales team? Michael Angelo Caruso is a sales coach, author and keynote speaker. Check out his information products and online training menu. Also, check out his YouTube channel for quick selling tips that will get your numbers up.*

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. Learn more at [www.MichaelAngeloCaruso.com](http://www.MichaelAngeloCaruso.com) - Michael Angelo Caruso, Edison House - 333 E. Parent Ave, #4, Royal Oak, MI 48067, Phone: (248) 224-9667


**By Ryan Dohrn**

*President/Founder,  
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# Getting Advertisers to Spend More with You!

*Part one of a two-part series*

“Consider this: You are a busy, dedicated, ad sales professional. Every minute of your working day is committed to doing the best for your advertisers and the media company you work for. When you’re not actually seeing clients or prospects you are researching them or designing effective ad campaigns for them. You literally don’t have a minute to spare. And then... your Ad Director tells you he, or she, needs more from you. Or, they drop a new product on you to sell. This happens time and time again. Month after month. I call this living on the perpetual hamster wheel from hell. So, how do you get off this wheel of doom? Sell more. Easier said than done? I have been there my friends. Truly I have been there. So, what do you do? The answer is possibly something you’ve already thought of yourself or heard on my ad sales training podcast: Make the calls to your current advertisers more profitable. Sell every advertiser more! But, how?

Let’s talk about ‘multi-media’ advertising, and getting our advertisers excited about buying multiple products from us.

Multi-media is something we all offer. Print and digital. Radio and digital. Lead gen and webinars. You name it, we have it to sell. But, the simple fact is most advertisers do not want our traditional media. They want to just want one thing; digital. In my ad sales training workshops, we spend 75% of our time on this point. It’s a real and complex issue. We are further burdened by the fact that

most advertisers know almost nothing about marketing.

Here’s a fact. A recent GFK/MRI study of brands tell us that when an advertiser adds multi-media to their mix, they always increase their return on investment. In some cases 20-30%. That’s important, and it’s a message you should be sharing with your advertisers. Why is using multi-media so effective? It’s a phenomenon I call the ‘familiar factor’. ( I think I may have coined that term. Lol) What that means, and what Nielsen reported on the subject, is that 76% of people are more likely to commit to, more likely to engage with, and more likely to click on, brands they are familiar with. 76%!

So, the reason multi media advertising is so important to your advertisers, and to you as a professional media sales person, is because it increases, exponentially, your advertiser’s ‘familiar factor’. Thus, impacting their ROI. Great ROI equals happy advertisers. Happy advertisers renew.

The secret of getting more ad dollars from an advertiser is convincing them that the familiar factor is real and important to them. Here is what you might say, “Mr or Mrs Advertiser, the secret to maximizing your ROI from your ad campaign is frequency. You need to be seen repeatedly to drive up your familiar factor. Marketing experts from Thomas Smith in 1885 to modern marketer Jay Baer, teach us that unless your product or service is priced like a Ginsu Knife set for \$19.99, the average consumer will need to see your offer or brand 25-30 times before they react. Maximizing your ROI is all about being

seen in multiple ways on multiple days.”

So, what about those advertisers that only want digital? Or, they only want one media product? If someone was to run ads only on Facebook, they are limiting their audience. That’s called being ‘siloe’d’ and we need to talk our own advertisers through that problem. If running siloe’d marketing campaigns worked, that is what all major brands would do to save money. They just do not do that. Period.

On my Ad Sales Nation, ad sales training podcast, I teach my sales reps to say, “You need to cast a fairly big net. That’s the way you get the most exposure for your brand, thus increasing your familiar factor, which leads to increasing your return on investment. Now, with that said, you need to cast your net into the right ocean. We are that ocean. We have the fish you want to catch.”

When I’m selling multi-media to an advertiser, I immediately focus on telling success stories. In my media sales training classes, we practice success stories every time. You must remember there are three things in life nobody really likes; change, committing money, or making decisions. Sharing success stories is the quickest way I’ve found for me to reduce risk for people and help them commit to the change they need to make towards their marketing goals. So, what I often do, no matter the media I’m selling in; radio, TV, event sponsorship, whatever; I dig into the huge bag of success stories I have memorized and share some of them with the advertiser. If appropriate I show examples in person or online. (Continued on page 13.)

## Getting Advertisers to Spend More with You!

*Part one of a two-part series (Continued from page 12)*

I'm careful, though, and this is important, my success stories are never based on 'widgets' sold. That's just too narrow. If I'm sharing a success story with a furniture company, for example, I'm not going to say, "You know Bob Jones Furniture? Every time he runs an ad he sells 50 couches." Or if I'm talking to a company selling medical equipment, I won't say, "Hey, every time GE runs an ad, they move 16 machines." Those kinds of success stories sound great, even sexy, but they are setting up unrealistic expectations in the new advertiser's mind that could become bear traps for you in the future.

Instead, I focus on advertisers that love me; advertisers with longevity. I'll say something like, "Lowell Automotive have been with us for 15 years and shows no sign of letting up. As a matter of fact, Lowell and I have become such good friends I was even invited to his wedding."

Or, if I'm talking about one of the equestrian events I sell sponsorships for, I might say to a saddle retailer, "Every time Diamond Cross Saddles exhibits here, I see people walking away from their booth carrying saddles. I don't want to go into intimate detail about how many saddles, but let me really clear with you, this event has been held in this location for 12 years and Diamond Cross has been here for every single one. They just keep coming back for more."

Multiple media is definitely where its at today. But when you're talking about it to advertisers, you also need to talk about the tried and tested 'marketing rule of three'. Sadly, most marketers don't understand that multi-media can be used

throughout all the stages of the rule of three. Just to remind anyone out there who might have forgotten, the marketing rule of three consists of three elements; pre-promotion, actual promotion, and post-promotion. Here's an example. We've all heard those ads for a car dealer who is running a Fourth of July sale. They pre-promote like crazy weeks in advance on radio and TV, and in newspapers.

"We're having a July Fourth sale! Come on down and play with the clowns! We've got elephants and peanuts and cotton candy – and we're selling cars. Crazy Dave will be moving cars at crazy prices on July 4th."

On the fourth of July the ads change. "It's here! Come on down today! Play with the clowns, ride the elephants, take a free pony ride – and, by the way, we have a load of cars to sell here at Crazy Dave's!"

Then comes the post-promotion, and Crazy Dave isn't so crazy because he knows that by running all three stages of the campaign in multi-media formats, he will increase his return on investment. The third leg, the post-promotion leg might run something like this: "Just in case you missed it, Crazy Dave still has cars! We had a blast on July fourth, and we still have cars. Come on down!" Crazy Dave understands that a boulder is at its most powerful when its rolling down the hill. Pushing it up the hill, its just dead weight pushing back at you. Same with a wave. When is it at its most powerful? When its building? When its cresting? Or when its smashing down the other side? Its common sense, and something we all know, you always get more momentum riding the wave on its

way down, not when its building.

**SPECIAL NOTE:** You can hear more detail on this topic on the Ad Sales Nation Podcast at this link: <http://360adsales.com/ad-sales-training-podcast>

-Ryan

*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 <http://salestrainingworld.com> Sales Training World. Contact information: Ryan R. Dohrn President/Founder 360 Ad Sales Training and Strategy Brain Swell Media LLC [Ryan@BrainSwellMedia.com](mailto:Ryan@BrainSwellMedia.com) This email address is being protected from spambots. You need JavaScript enabled to view it.*

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**SAVE  
THE  
DATE!**

# CPM's General Membership Meeting & John Gaedert Award Presentation



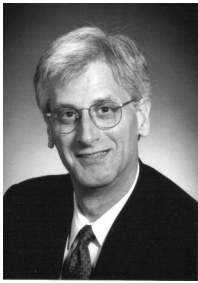
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- Roundtable Discussion
- CPM Updates
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By John Foust  
Raleigh, NC

## See The Other Person's Point Of View

A friend told me about the time his mom took him to the shopping mall to help her pick out a birthday present for his father. He was about six years old at the time, and it was no surprise when he headed straight for the toy store. That gave her a chance to have a little talk with him about the gift selection process: we look for something the other person would like, which is not necessarily what we would like for ourselves. She then guided him to another store, where they picked out a more appropriate gift. All these years later, he still remembers that important lesson.

The adult version of this story happens all the time. I once attended a strategy meeting at a nonprofit agency. The group was discussing ways to express appreciation to donors, and someone suggested framing a list of names and displaying it in a prominent place in the office. The leader of the group said, "That won't work. I don't want my name publicized." Someone pointed out that people could remain anonymous if they wanted, but she stood firm against the idea. It wouldn't have been a shock if an outsider had made that statement, but she should have known better. If you ask me, it was obvious that the wrong person was leading that meeting.

I've heard the same kinds of things in advertising meetings. A retailer refuses to run an ad in the sports section of the paper,

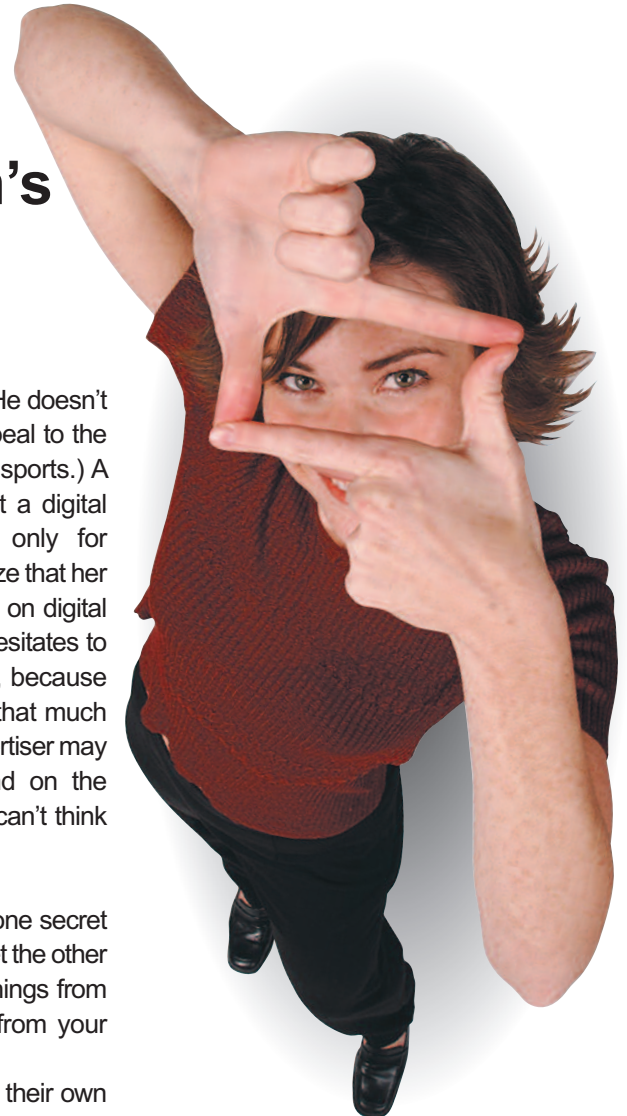
because he doesn't like sports. (He doesn't understand that his products appeal to the demographic group that follows sports.) A business owner decides against a digital presence, because "digital is only for national news." (She doesn't realize that her target audience is relying heavily on digital for local news.) A sales person hesitates to recommend a higher ad budget, because that advertiser has never spent that much money before. (In reality, the advertiser may have plenty of money to spend on the campaign, but the sales person can't think beyond his own perceptions.)

Henry Ford said, "If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

Yes, anyone can see things from their own point of view. But it requires special talent to see things from the other person's perspective.

Advertising requires its practitioners to follow Henry Ford's advice on many different levels. Sales people have to see things from their advertisers' perspectives. Then they have to help those advertisers see things from their target audiences' viewpoints. Along the way, they have to help their production departments create audience-relevant messages.

It's human nature to believe that everyone will like this new business proposal...or that headline...or this ad schedule. That's why it takes discipline to understand what the other



person thinks. In the end, you'll develop better advertising, better marketing partnerships and better internal working relationships.

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#### CREDIT LINE

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: [HYPERLINK "mailto:john@johnfoust.com"](mailto:john@johnfoust.com) john@johnfoust.com



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