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November 2021



President's Corner



Time is a Precious Commodity

Lisa Miller

We all have the same amount of time in a day. No matter how hard we try to change it, there are only 24 hours in a day. If you stop to break that down, your perspective may change on your time management. How many hours a day do you devote to work, family, sports or even yourself?

We have flown into the fourth quarter strong. Heck it is only six weeks until Christmas! How have you spent your 2021? Are you happy with the time you have devoted to all areas of your home or work life?

Now is the time to set goals for the upcoming year. Your first goal to be set should be to attend the MFCP Spring Conference in Ames March 3-4. [Click here for more information.](#)

The MFCP conference committee has been in full swing planning. We are bringing in big speakers this year! Russell Viers and Ryan Dohrn are both confirmed!

We are still working on the details, but I already know that it will not be a waste of your time.

Take two minutes of the 1,440 minutes in a day and mark your calendars now. Remember to take the time for yourself and your publication. You won't be sorry.



From the office



Lee Borkowski

Make Your Membership Pay!

Make your membership pay!

So far this year we've paid out over \$5,020 to five member publications. That amount is their commission for selling ads into our display ad network. And, I think everyone at those five pubs will tell you – the MFCP staff makes it so easy to do!

Do you have a client that would benefit from a larger reach but not have the time to do the market research and secure cross-sell agreements? Good news...we're happy to handle that for you!

All you need to do is let us know what areas you want to cover, what size the ad will be and whether or not it will run in color. We'll pull the numbers and supply you with a quote. The whole process takes just a few minutes! You confirm with your client that they want to move ahead, send us the camera-ready ad and we take it from there.

One call, one bill. It doesn't get much easier than that!

Want to know more? Give me a call at 888-899-6327 and let's discuss how you too can profit by cross-selling into other pubs!

Prepare to show us your best work!

We're kicking off the 2021 Ad Design competition. An informational packet complete with rules and entry coupons will be sent to you no later than November 15th. We're hoping that by sending materials early you will all have sufficient time to enter this year's competition.

For a complete set of rules and entry coupons that you can download and print [CLICK HERE](#).

Otherwise, watch your mail – for a packet coming your way very soon!

2022 CALENDARS – 2021 is almost over and it's time to turn our attentions to 2022. For those who ordered wall and strip calendars you can expect them to arrive no later than November 20th. If you didn't order and would still like a calendar please send an email to director@mfc.org. We will do our best to get one to you. But note: Supplies are limited – so first come, first served.

We have two unique opportunities for you to strengthen your 2022 promotional calendar.

#1) **Publisher's Roundtable call** – November 18th at 9AM. Plan now to participate in this upcoming call. We will run the call in a Round Robin style and everyone will be invited to share a brief overview of their most popular (or profitable, or highest readership, etc, etc) promotion.

If you don't want to share that's OK! Members are invited to sit in on the call just to pick up some new ideas. We guarantee it will be a fast moving, fun call. Plan now to join via Zoom. [Click here for login information.](#)

#2) 2022 Cabin Fever Cash promotion. We ran this same promotion in January 2021 and the members that participated felt it was well worth their time. Several advertisers shared that they appreciated the opportunity to call attention to their business during what is normally a slow time. The best part of this promotion is that you will garner email addresses for your location that can be put to use with newsletters, direct marketing campaigns, etc. Also, MFCP is funding the large prize package. \$1,000 will be awarded to a total of 11 people. Shouldn't your readers have an opportunity to win? For more info on the promotion [CLICK HERE](#). If you still have questions just send an email to director@mfcpc and we will contact you to schedule a time to talk.

Lee Borkowski is inviting you to a scheduled Zoom meeting.

Topic: MFCP MASTER ZOOM LINE -

Time: This is a recurring meeting Meet anytime

Join Zoom Meeting

<https://us02web.zoom.us/j/89536727860?pwd=bjVzTlpKWl84b1dwTXdjbE4vb05lQT09>

Meeting ID: 895 3672 7860

Passcode: 626106

One tap mobile

+19292056099,,89536727860#,,,,*626106# US (New York)

+13017158592,,89536727860#,,,,*626106# US (Washington DC)

Dial by your location

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 895 3672 7860

Passcode: 626106

Find your local number: <https://us02web.zoom.us/j/89536727860?pwd=bjVzTlpKWl84b1dwTXdjbE4vb05lQT09>

Member News

Susan Colvin, wife of former MFCP Director Dick Colvin passed away November 3rd, 2021. Dick and Susan were highly thought of by the members of MFCP. Our sympathies go out to their family.



MVP'S AT WORK

Office Relationship Can Impact Stress

by Carrie Fowler

We don't always realize the impact of office relationships.

In our MVP October meeting, we discussed how we go about building relationships in our own office spaces. It's amazing how much time you spend with the people you work with, and it's important that conflict stays at a minimum.

We talked about how respecting each other's time and personal space is vital; and that following office etiquette makes everyone feel more comfortable. It's also important to go out of your way to make others feel comfortable in your office space.

Keeping spirits high and showing others that you appreciate the work they do and that they're presence in the office is a breath of fresh air, makes working together easier and makes coming to work pleasurable.

We all have people that we work with that our personalities tend to clash with. We can't change people, but providing a welcoming atmosphere may change how they approach you and the work that you do. You don't have to be best friends with your co-workers, but having a friendly atmosphere helps keep the workplace relaxing and keeps the stress levels down.

The newspaper business can be stressful, and having a relaxing workplace helps relieve some of the heavy stresses from our lives. And we all know, less stress keeps everyone happy.

Kevin Slimp



Workspace Matters

Create a desktop that maximizes your creative output

or buying a home

Kevin Slimp
kevin@kevinslimp.co

Today, I'm going to invite you into my office to see how I work and some of the tools I use. Many folks reading this column have been to my webinars and seen the printers, lights, and wall decorations behind me. Today, we will reverse the lens and see what I see when I'm sitting in front of the camera.

We live in a deadline-driven world, and time is crucial. A few minutes saved while working on a project might mean the difference between profit and loss. Whether I'm redesigning a newspaper, creating a book cover, or editing a manuscript, you can bet I'm going to find the fastest way to get the job done without any loss in quality.

If you were sitting in my chair, you'd see three very large monitors. Two are directly in front of me. The other is on my left. Until three or four years ago, I was a "one monitor guy." That was before I met four young men who started a company just down the hallway from my office.

In two years, their little business had grown into one of the largest businesses in the self-storage industry, with offices all over the world. The first time I walked into their office – yes, they still shared one large office – I saw each of them, standing in front of three large monitors. They were writing software code, overseeing sales, and doing all the other tasks involved in owning a business like theirs. I asked them about their monitors, and they explained they didn't have time to switch between applications. Everything they needed on their computers was always in front of them.

I went right back to my desk and ordered two 34-inch, hi-def monitors. My output increased so much, I added a third monitor, 32-inches. The 32-inch monitor had an aspect ratio of 16:9, versus the 21:9 aspect ratio on the 34-inch monitors. What does this mean? It means the 32-inch monitor is much better and even seems bigger, than the 34-inch monitors. Lesson learned. I bought a fourth monitor, a second 32-inch version, and settled on two 32-inch monitors and one 34-inch monitor.

When the pandemic began, I moved everything home. I soon learned I could get more done at home than at the office. So, while there is usually someone at our company office, I rarely stop by there. I purchased hydraulic monitor arms for my desk, allowing me to move the monitors higher, lower, or side-to-side with the touch of a finger. I bought a much wider desk, allowing me plenty of room to work and space for the computers, monitors, drives, etc.

On my desk are two computers. One is a new Mac Mini, upgraded with the maximum amount of memory and hard drive. The other is a Macbook Pro, which I use when I go out to speak. I like to keep everything on both computers, so there aren't any surprises when I'm in front of an audience. The Macbook is connected to the 32-inch monitor on my left. I often have a movie, tv-show or ballgame running on that monitor while I work. The necessity for background noise results from working a lot of hours, often until 2 or 3 a.m.

On top of the Mac Mini, you will find five backup drives. Yes, you read that correctly. I have five backup drives connected to my main computer. Having multiple backups has saved me more times than I can remember. At the cost of \$80-\$150 each, I'd be foolish not to have them.

In addition, my computers are connected to Backblaze, which creates a continuous backup of all my files "in the cloud."

Besides backup drives and cloud backups, we use an online service called box.com, which holds essential files on a server. It allows everyone to work together from home as if we're in the same building. It's not cheap, but it's well worth it for the type of work we do. We also have several dropbox accounts. We've learned there are times when box.com works better (when we want to allow outsiders to gain access to our workflow) and times when dropbox works better (keeping huge files available online).

You will also find a Nexigo webcam on my desk. It has much higher video and audio quality than cameras built into computers. That's what you're seeing and hearing when you attend one of my webinars. I created a camera stand out of three round peanut containers glued together, which I keep on the floor and use when leading a session online.

All my keyboards (there are three of them) are Apple keyboards. Even if I were working on a PC, I'd use an Apple keyboard. They are much more responsive than other keyboards, which leads to fewer errors. Yes, they're more expensive.

There you have it. That's pretty much everything on my desk. Throw in a few coasters, a couple of pairs of glasses (yes, I learned I work better with special computer glasses), and a light, and you know what's on the other side of my camera.

How much has my output increased since getting a bigger desk, larger monitors, and newer computers? I'd guess I'm getting more than twice the work done than I was a couple of years ago, definitely worth the investment.

Kevin Slimp has been a popular consultant and speaker in the newspaper industry since developing the PDF remote printing method in 1994. His upcoming webinars on design, circulation, and software can be found at newspaperacademy.com.

Ad-Libs



Free Offers Can Generate Big Results

John Foust, Raleigh, NC

Generally speaking, there are two types of advertising. Image advertising, which is often referred to as institutional advertising, is designed to create a positive overall impression. Response advertising's objective is to generate immediate results.

Let's take a few moments to examine a category of response advertising – the free offer. “Free” is one of the most powerful words in advertising. Here are some idea starters:

1. Free sample. This usually applies to a small portion of a particular product. Imagine an ice cream shop that offers customers a free taste of a seasonal flavor. Or a new bakery that runs a coupon for a complimentary doughnut.

2. Free trial. This is not a money-back guarantee. It's a way for consumers to take temporary ownership of a product, without an upfront cost. Premium cable television channels often use this tactic to introduce viewers to their shows.

3. Extra product free. Think of a restaurant that offers a free dessert with a meal. A variation of this tactic has become so popular that it has its own acronym: BOGO, as in “buy one, get one.” The “get one” could be the same or similar product for no cost or half price.

4. Free gift. This offer goes beyond samples, trials and extra products. Some companies give away products that may be unrelated to what they sell; for example, “Buy a widget and get a \$25 gift card from XYZ coffee shop.”

5. Free demonstration. Although most product demonstrations are available at no charge, many businesses don't like to make that offer. Maybe they think it's too much trouble. On the other hand, there's the powerboat dealer in North Carolina that invites serious prospects to test drive their boats in the lake behind their showroom.

6. Free information. “Write for our free brochure” used to be a common line in ads, but it has been largely replaced by “visit our web site.” There are other ways to provide free information. Think of an investment firm that offers a free book on retirement or other relevant topics.

7. Free service (analysis, consultation, etc.). Real estate agents frequently offer free, no-obligation listing evaluations. Can one of your advertisers provide something similar?

8. Free training. When I was in the tenth grade, I saved up for a long time to buy a used guitar. The store won my business, because: (1) the guitar was a real beauty and (2) they offered three free lessons with the purchase.

9. Free installation. Free assembly or installation can be a big selling point. Several years ago, I was on the verge of buying a chair from an office supply store. But when I learned they had a \$25 assembly fee – even for the chair I wanted, which was already assembled – I went somewhere else.

10. Free delivery. Take a hint from online sellers who sometimes provide free shipping. They know the persuasiveness of no-cost delivery. A local brick-and-mortar advertiser can attract attention with a phrase like: “Can’t pick it up? We’ll deliver it to you for free.”

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

Bob Berting



Small Advertisers Can Be Profitable

Bob Berting,
Berting Communications

How many publishers feel that their small advertisers are not worthy of their high priority attention? How many feel their small advertisers are being serviced by 50% of their staff and find that 25% of their business is coming from them?

Small advertisers are important

If small advertisers can be profitable, then we need to think about having creative salespeople work these accounts. There are different ramifications in developing them to a more dominant role in your publication.

Here are things that can be done to strengthen the small advertiser base:

1. Provide co-op help. If your salespeople can find co-op dollars for their smaller retail accounts, they are not just selling ads but helping the advertiser get into a stronger and more dynamic ad program with you.

2. The small advertiser spends money in your publication and deserves expert ad design and copywriting. If their ads are part of a provocative ad campaign that keeps readers looking for their ads each week, maybe the results can stimulate a more dominant and profitable ad program with you.

3. Special promotions that have small advertisers in the same business category are effective. These collective page promotions can have spot color in each ad and the promotion participants can share the color cost.

4. Your website can be a great place for smaller advertisers who can't afford larger dominant print ads but could agree to a well placed ad on your website. A well designed ad in this format could have significant exposure.

5. Rates? How hard have you made it for the small advertiser to exist in your publication? Are you pricing yourself out of the market? Your print competition will be glad to take care of your small advertisers who can't afford your rates.

6. Sponsor a seminar for your small advertisers. I have conducted 30 seminars for the customers of newspapers and they are extremely effective. Invite your inactives, regulars, and prospects to a morning seminar. Even an all day seminar with an afternoon hands on workshop, can be very educational and entertaining. Participants are always very appreciative of this event.

7. How can your pre-print insert service help the small advertiser? Can they buy zoned coverage or do they have to buy your entire circulation? Will you let several small advertisers share a common insert? Could you create a booklet of small advertiser coupons that could be inserted in your publication?

Start thinking how your staff can do a better job with your small advertisers. How your small advertisers can grow into more dominant, high profile advertisers that will get more response in your publication.

Bob Berting's new e-book #4 for advertising salespeople

Bob is the author of 4 best-selling e-books for the newspaper industry Bob's newest e-book "**Smart Customer Connections For Advertising Salespeople**" is a publication that is very relative and helpful for print media salespeople dealing with their customers in today's CoronaVirus atmosphere. You can order any of Bob's books on his website: www.bobberting.com. Read Bob's e-books and discover how his vast experience and know-how can help you achieve much more business for you and your publication. You'll greatly benefit from the wisdom of one of America's top advertising sales experts.

Bob is a professional speaker, advertising sales trainer, publisher marketing consultant, and leading columnist in many national and regional newspaper trade association publications. He is the President of Berting Communications and can be reached at bob@bobberting.com or 317-849-5408.

Industry Press Releases

Indiana publisher The Papers, Inc. selects SCS to provide an integrated, front-to-back Advertising, Production and Editorial solution

In October 2021, The Papers, Inc., a Northern Indiana based publishing company, signed contracts with SCS to implement the Community Advertising System and Community Publishing System to standardize the advertising, production and editorial workflows across its 16 weekly and monthly newspapers and magazines.

SCS's systems will provide The Papers with a tightly integrated workflow as well as automation in the layout and pagination areas. In addition, the SCS package includes Managed Services for not only the software, but also for the back-end servers and operating systems.

"Our CAS and CPS solutions with Managed Services are the ideal package for any publishing company looking to focus less on infrastructure and IT management, and more on local journalism and being an important part of their community," says Phil Curtolo, Director of Sales at SCS. "The team at The Papers searched long and hard for the right solution, and I'm pleased that they recognized the value that SCS brings to the table."

"We are delighted to onboard yet another publisher of community publications," adds Kurt Jackson, SCS's Managing Member and Owner. "Helping them streamline advertising, production and content curation is one of the three pillars of our company."

About SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 2,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. SCS is privately held by Kurt Jackson. You can learn more about SCS at www.newspapersystems.com.

About The Papers, Inc.:

The Papers, Inc. is a thriving printing and publishing operation based in Northern Indiana, publishing 16 weekly and monthly newspapers and magazines as well as numerous circulars, brochures and catalogs. In addition, the company offers Commercial Printing services as well promotional products through its SpectraPrint subsidiary. You can learn more about The Papers, Inc. at <http://www.the-papers.com>

CherryRoad Media selects SCS to provide an integrated, front-to-back Advertising, Production and Editorial solution

At the America's Newspapers Conference in Colorado Springs, CO, CherryRoad Media (Parsippany, NJ) has signed contracts with SCS to implement the Community Advertising System and Community Publishing System to standardize the advertising, production and editorial workflows across its 27 community newspapers.

With titles in seven states each coming from different ownership groups, CherryRoad and SCS will be working closely on an implementation strategy that will provide a clear path toward a centralized and consolidated workflow.

"SCS is proud to work with Jeremy and his team at CherryRoad as the company embarks on its journey to give back to its communities with strong, local journalism," says Phil Curtolo, Director of Sales at SCS.

About SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 300 sites producing over 2,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. SCS is privately held by Kurt Jackson. You can learn more about SCS at www.newspapersystems.com.

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Ryan Dohrn



Stop Being Ghosted by Your Advertisers

6 ways to stop advertisers from simply disappearing after a sales call

Ryan Dohrn

Ghosting is a relatively new colloquialism that refers to the act of abruptly cutting off contact with someone, without giving that person any warning or explanation for doing so. Even when the person being ghosted reaches out to reinitiate contact or gain closure, they're met with silence.

Out here in sales land this phenomenon happens to all of us and, unfortunately, often at a higher frequency than we would like to admit.

Has this happened to you? You had a great meeting with a potential advertiser and they've asked you for a proposal. You go back to the office and you are excited. You create the proposal. You send over the requested proposal with the anticipation of hearing back soon. Then, everything goes dark. You hear nothing. Every day you play a game of what feels like hide and seek. You reach out by email or phone. You hear nothing. In some cases, you begin to stalk the advertiser by driving past their business. You hear nothing. At a certain point, you become frustrated with yourself. You think maybe you did something wrong. Well, maybe you did.

Ghosting is not necessarily a new phenomenon for salespeople, it's just that now the behavior has an actual name associated with it. And since it's really nothing new for a salesperson to experience, why are we surprised when it happens yet again?

But it doesn't have to be like this, generally speaking. So let's look at six ways to avoid being ghosted by an advertiser.

STRATEGY #1: Acknowledge the ghost. At the beginning and end of every sales call with a client, I'm vividly clear about the expectations for the meeting and the expectations for the follow-up. Because typically, there are two awkward moments in every sales call. The beginning. And the end. So, why not just talk about it upfront?

For example, I might say, "Thank you so much for the time today, Bob. At the end of our conversation today I would love to set up a clear plan for follow-up. If your answer is yes ... wonderful. If your answer is no ... that's okay, we can always work together at some point in the future. Or, if your answer is that you need to think about it ... that's no problem. We'll set a very clear plan for following up together. A plan that meets your exact needs and decision-making timeline." When you begin sales calls by setting yourself up for success, you normally end the sales call with success. If you begin the sales call with a bunch of the normal bologna that accompanies the typical rapport-building, then you are destined to end the call with an equal amount of bologna.

STRATEGY #2: You must own the follow-up process or you will lose the deal. Very often salespeople will give control of the follow-up over to the advertiser. And very often the advertiser will say they will call you back. We all know this is a flat-out lie, in most cases. So, why do we allow the advertiser to control the follow-up? Because we don't know what else to do. But know this: there should always be a plan in place to control the follow-up with the advertiser.

minute meeting on the calendar. That way when the follow-up meeting appears on the advertiser's calendar, it looks like a very short meeting and is less likely to be canceled.

STRATEGY #3: Agree on the best plan for follow-up. A lot of times when you end the sales call, there is not a clear plan nor an agreed-upon plan. Take ownership of the follow-up and be sure that both parties agree that the follow-up plan is crystal clear. You might even ask some questions like, “What is the best way for me to follow up with you? Do you prefer texts? Smoke signals? Carrier pigeon? Or email?”

Now, all kidding aside, my follow-up preference would be by phone. But if you happen to be selling in a local sales environment, you could set the follow-up to be a quick drop-in. You might be thinking to yourself ... what if the advertiser wants to call me back and they refuse to set the follow-up? At that point, I believe you need to acknowledge the circumstance as it has been laid in front of you. I would ask this question: “If this is a marketing idea that you love I would think a follow-up would make a ton of sense, right? If this is not an idea that you love and you're just being kind to me, please let me know. My goal here is to help and not to be a waste of your time.”

STRATEGY #4: Texting may be the best way to follow up. Ugh. Yes, I said it. I consider myself to be a technology expert. I absolutely love technology. I believe that technology has really helped salespeople increase our sales games and be more productive. But I admit that I am not a huge fan of texting advertisers. The reason is because of the personal nature of texting. However, with that said, I have definitely seen a large majority of my clients move to texting as a quick way to follow up. To that end, at the close of a sales call, I want to make sure that I get the advertiser's permission to text them. Sure, you probably don't need to do this, but I just like to have someone's permission before I'm texting to their personal cell phone. Call me old-school if you want. I will wear it with a badge of honor. But please understand, I do recognize that texting is an important part of the sales process.

STRATEGY #5: Be safe, but recognize that face-to-face is still the best way to sell. My comments are not meant to be political in any way. I want everybody to be safe, and as a survivor of COVID-19, I would never wish it upon my worst enemy. I'm finding that most advertisers I'm working with are fine with face-to-face meetings. But be safe out there. Because it is hard to ignore that face-to-face meetings are better than virtual meetings. And yet we know that virtual meetings are always better than phone meetings. So whatever you need to do out there, be safe, but recognize that getting in front of advertisers is a very important part of being a professional in the sales business. It is harder for an advertiser to ghost you after they have a personal, face-to-face conversation and connect with you.

STRATEGY #6: Present ideas on the spot. I have preached about this for years. You are not selling a cure for cancer. You are selling and recommending marketing options. So why are you not going to the sales call armed with a proposal filled with great ideas? Because someone has convinced you that you cannot create a proposal until you know the advertiser's “needs.” This is just not true. Any given advertiser in any given category is going to normally do three to six things to be successful. Period. So look at the past success other advertisers have had in a certain category and make educated recommendations. While on the sales call, tweak what you brought to better fit the advertiser's needs. There is truly no reason to leave to create a proposal. This is an invitation to be ghosted. Why give that invitation?

If you're a reader of my column on a regular basis, you'll know that I'm all about having an organized sales plan of attack. I do like to be a little unorthodox at times, though, because breaking up consistent patterns of failure is very important to success. But still, never forget that failing to plan is planning to fail. And I believe that in the sales business, this quote is more accurate than ever.

In closing, ghosting is just something that's going to occur in the sales business. It's a part of the sales process. Be prepared for it. Any plan is better than no plan at all.

And never forget, if ad sales was easy everybody would be doing it. And they are not. We are the chosen few. We have found amazing media careers that will feed our families for a lifetime.

Listen to Ryan's ad sales podcast, [Ad Sales Nation](#), on [iTunes](#) or on [Soundcloud](#). Keep up to date with Ryan's ad sales training advice on Facebook at: <https://www.facebook.com/RyanDohrnLIVE>

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

<https://360adsales.com/category/ad-sales-training-blog/>