



***in this issue >>>***

***President's Corner- Where Do You Find Inspiration?***

***From the Office- No Winter Naps at MFCP!***

***MVP at Work- Frosty Mornings, Blooming Afternoons***

***Members Helping Members- Mailing Discounts- Don't Miss Out!***

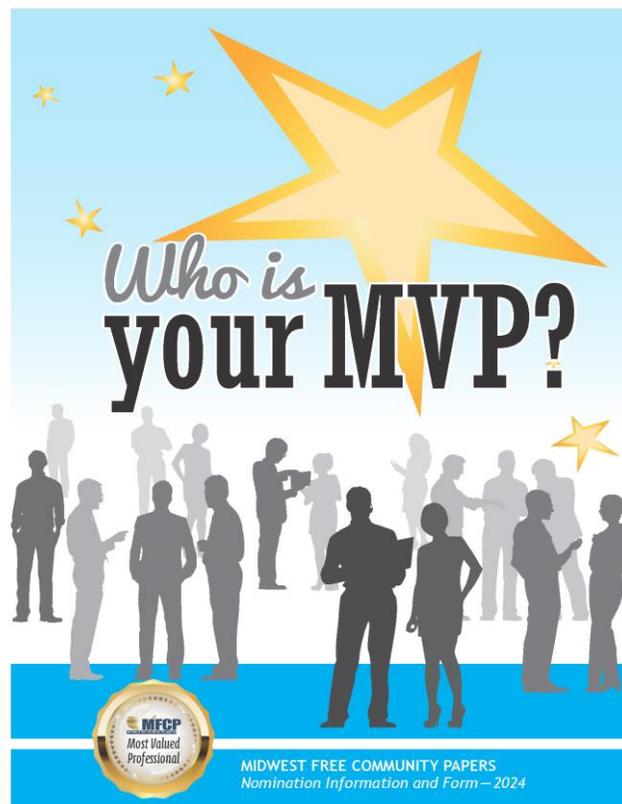
***Member News -MFCP Says Goodbye to a Good Friend, Gary Rudy***

***Industry Pioneers- John & Michelle Adams- The Lakes News Shopper***

***Kevin Slimp- More or Less***

***John Foust – Treasure Hunt for Ad Ideas***

***Ryan Dohrn- How to Avoid Giving Up***



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# President's Corner



**Mike Kolbe**

## Where Do You Find Inspiration?

Many people set new personal and professional goals for themselves as the calendar turned to 2024 last month. This month is when most of us will seek inspiration to continue to reach them.

After 63 years, I have decided to learn how to cook something other than mac & cheese or meat on the grill. I know that sounds a bit lofty, but I'm going to give it a shot. A couple of my camping friends unknowingly gave me a bit of inspiration New Years Eve in the form of a new cast iron Dutch oven, so I'm well on my way!

It can be strange when and where inspiration strikes, but we should never dismiss it. Whether it's something profound that comes from a business seminar or the pulpit, or something as conventional as a Dutch oven, make it work to your advantage.

Inspiration may come from your family, through the naïve eyes of a toddler or the experienced eyes of a parent or grandparent. Most of mine comes from my wife, usually after I propose a not-so-brilliant idea for a "needed" purchase or vacation.

It may also come from within your work family, again through the inexperienced rookie or a seasoned veteran.

MFCP offers many sources of inspiration through online training sessions and in-person conferences. The organization also provides a platform for you to send out a question or problem to all members, hoping for inspiration or a solution. Contact the MFCP office and Lee will share your concern with the membership.

One of the best sources of inspiration lies within your paycheck. Whether it's food, new shoes for the kids or a pontoon boat (remember my "needed" purchase?), those things are great inspiration to work a little smarter, harder or longer for a few extra \$\$ in your account.

I don't know if this column qualifies, but I hope these words will encourage you to seek out sources of inspiration every day, or at least recognize them when they present themselves.

Mike

# From the Office



## No Winter Naps at MFCP! *Always looking for ways to help you save and make money!!!*

**Lee Borkowski**

You would think the dead of winter would be a bit slower but that is not the case for the team at MFCP. We've been super busy on a number of fronts: preparing for the **2024 Spring Conference**, setting up **online training sessions** (separate tracks for both sales and graphics), working with Tim Bingaman and our friends at CVC to establish the first ever **MFCP Readership survey**, and conducting online and one-on-one **postal training**. Phew! That's a lot. But that's not all! Here are a few more things we're doing that you will be interested in knowing about:

**GRAPHICS TRAINING** – A training session with Russell Viers is scheduled for Wednesday, February 14<sup>th</sup>. This course is entitled *Bossing Your Clip Art Around with Illustrator!* It's perfect for beginners and veteran users alike. The training will be held via Zoom. Pre-registration is required. [Click here to register.](#)

**CLASSIFIED SPECIAL** – New in 2024 we have an updated classified special. As you will recall, you receive two free classifieds when you renew your membership. This year we are allowing you to apply one of your free classified coupons to the cost of an MFCP 2x2 Network ad – and, in doing so, reduce your cost of the 2x2 ad by \$174.00.

And, if that weren't enough, we have the following special, too: Receive a free MCN classified ad to run in conjunction with any full priced MFCP 2x2 network ad sold during the first four months of 2024. So, there are two additional ways to get your advertisers extra coverage

**CONFERENCE** – We're headed to Mankato, Minnesota for the Spring 2024 Conference. The conference will be held on Thursday, April 4<sup>th</sup> and Friday, April 5<sup>th</sup>. Things are really shaping up nicely. Be sure to watch your email for all of the registration details in the next few days. [Click here to download the brochure.](#)

**NEED A NEW PICTURE?** Most of us do! And, the MVPs are going to take care of that for us at the Spring conference. For \$20 you can get a professional headshot taken (with a little touch up thrown in to boot!). I think that's the part I'm most excited about.... goodbye wrinkles and double chin!

That's a lot to look forward to. Please be sure to watch your emails. As always if you need anything don't hesitate to reach out. Sue and I are here to serve you!

Lee

**MFCP is pleased to welcome**  
**MANUEL KARAM**  
**KEYNOTE SPEAKER & ADVERTISING SALES**



Manuel Karam is the General Manager of Genesee Valley Publications/Featured Media and Penny Lane Printing in Avon, New York. Prior to serving as GM, he was Director of Advertising sales at the company where he led a team of 12-15 regional sales reps. He is the current President of the national Association of Community Publishers (ACP), a licensed attorney, and a passionate advocate for the future publishing and printing industry.

**TIM BINGAMAN**  
**KEYNOTE SPEAKER**

Tim Bingaman, CEO of Circulation Verification Council (CVC), believes that necessity is the mother of invention. Tim spent the 1980's; early 1990's analyzing struggling community newspapers, shoppers; niche publications. While studying the feasibility of a publication in California Tim realized that he did not have the kind of data he needed to make important decisions and the idea for CVC was born. CVC processes were designed to give an accurate picture of publication's circulation and readership so that publishers and advertisers can make informed decisions. CVC now audits over 2,000 editions nationwide with a combined circulation over 50,000,000.

**RUSSELL VIERS**  
**GRAPHICS AND NEWSPAPER INSIDER**

Since 1981, Russell Viers has made a career in, and around, the publishing and printing industries. He began sharing his expertise of production techniques in 1997, since that time traveling to 23 countries as a speaker and trainer, teaching Adobe and Quark software to graphic designers and photographers. In addition to live training, Viers offers training online through his website, Digiversity.tv. He has also published videos for Adobe, Lynda.com, and Total Training.



*Your mission if you choose to accept it...*

NETWORK | LEARN | DISCOVER | SHARE



**SPRING CONFERENCE**

April 4-5, 2024 Mankato, MN | Hilton Garden Inn

[Click here to download brochure](#)

**MANUEL KARAM** ROOM 241

**10:00 A.M. Digital Sales 101.**  
 Discover the art of seamlessly integrating a supplementary revenue stream without compromising your core print product. In this course, we delve into the essentials of digital sales, guiding you through the process of selecting, marketing, and fulfilling digital marketing products. From identifying the ideal digital offerings, to mastering effective sales strategies, this course is your gateway to the vast opportunities in the digital realm. Don't miss out on this transformative class-your digital future awaits!

**1:15 P.M. Putting the FUN in Sales Fundamentals.**  
 Join us in this engaging course where we uncover the keys to effective account management. This session will provide a detailed breakdown of how to handle a high volume of accounts and do it well. Both new and seasoned sales reps will discover techniques that can be applied right away to improve performance and help your customers succeed. Learn and refresh real world skills that are tailored to the print advertising sales profession.

**RUSSELL VIERS** ROOM 245

**10:00 A.M. – Making Masks for Selective Image Adjustment and Knockouts**  
 Sometimes to make a photo really pop, overall adjustments just don't work. We have to dig a little deeper and make selective adjustments. But if you go old school and use the Lasso Tool, or the Magic Wand Tool, not only do you quickly lose hours of your life, but the results can be disappointing. In this session, we'll step into the modern age of making selections and see how quickly, and easily, we can select specific areas of an image to adjust color, brightness, contrast, and more, or even knock out to transparency, or other colors. We'll be using Photoshop, but also Lightroom, Lightroom Mobile, and Bridge with Camera Raw.

**1:15 P.M. – InDesign Power Tips that Really Work**  
 When I'm on a tight deadline, or, well, just lazy, I like to reach into my bag of tricks to build my InDesign documents quicker. In this session, I'll share some of my faves with you, ones that relate to newspaper production, and gladly answer questions as we go along. I'll show you ways to build ads and pages faster, manage documents, and more. Hopefully, when we're done, you'll be as lazy as me, if not more so, and work faster than you do now.



**THURSDAY SCHEDULE**

- 1:30 P.M. – MVP session .....Board Room
- 2:30 P.M. – 4:30 P.M. – Publisher Roundtable ..... Meeting Room 303
- 5:00 P.M. 6:30 P.M. – Social Hour .....LocAle Brewing Company

**FRIDAY SCHEDULE**

- 7:30 A.M. – BREAKFAST iPromote roundtable.....Banquet Hall West
- 8:30 A.M. – Misson Briefing .....Banquet Hall West  
**KEYNOTE Mission Possible - learn from the experts.**  
 Manuel Karam and Tim Bingman will give you an insider's view of what's happening in publishing today. You'll be equipped with the knowledge and tools you need to make every goal a "Mission Possible"
- 9:45 A.M. BREAK
- 10:00 -11:30 A.M. – BREAKOUT SESSIONS  
 SALES TRACK: Manuel Karam .....Room 241  
 Digital Sales 101  
 GRAPHICS TRACK: Russell Viers .....Room 245  
 Making Masks for Selective Image Adjustment and Knockouts
- 11:45 A.M. MEMBERSHIP MEETING .....Banquet Hall West
- NOON AWARDS LUNCH .....Banquet Hall West
- 1:15 -2:45 P.M. – BREAKOUT SESSIONS  
 SALES TRACK: Manuel Karam .....Room 241  
 Putting the FUN in Sales Fundamentals  
 GRAPHICS TRACK: Russell Viers ..... Room 245  
 InDesign Power Tips that Really Work
- 3:00 P.M. Readership Survey Results Tim Bingman .....Banquet Hall West
- 3:30 P.M. 3-MINUTE IDEA EXCHANGE .....Banquet Hall West

The MFCP board of directors and staff thank you for coming and sharing time with us!

# MVP at Work



## Frosty Mornings, Blooming Afternoons

**By Taylor Smith, Graphic Artist, Fillmore County Journal**

Can you believe it's almost 50 degrees in January?

The unseasonably warm weather has turned the usual winter chill into a mild breeze, creating an atmosphere that feels more like early spring than the heart of winter. From lighter jackets to the absence of snow-covered streets, the contrast with typical January conditions is striking.

This premature spring also brings a unique twist to familiar activities. Typically, in late January, I'm found in the house enjoying a book snuggled underneath cozy blankets. But, with this unexpected warm weather, I've been able to enjoy time outside like going for walks and watching my puppy and ducks play around the yard that appears more green than last summer with the dry spell we experienced.

Since this warmer weather disrupts the usual rhythm of nature, I can't help but think about how it could potentially impact businesses that thrive in the winter months. Snow removal services, winter prep at an auto body shop, and sporting goods, to name a few. With this disruption of winter activities, I've noticed a particularly lighter advertisement load.

With that being said, the early signs of spring are not only rejuvenating nature but also revitalizing the spirit of collaboration and innovation within the professional realm.

Taylor

# Members Helping Members



## Mailing Discounts... Don't Miss Out!

Peter Schultz, the Mailing and Delivery Specialist of Woodward Printing Services was the featured speaker during a recent Publishers' Roundtable.

Peter shared his computer screen and walked us step-by-step through the process to qualify and secure the Emerging and Advanced Technologies – Video discount. Once approved mailers will receive a 4% discount over a consecutive six-month period of time in 2024.

In addition to that Peter made sure the group was aware of the 10% Marriage Mail discount that is available and what the restrictions are for that program.

If you would like access to the webinar materials and a link to the recording send an email to [director@mfcg.org](mailto:director@mfcg.org) and I'll send them your way.

And, special thanks to Peter and the team at Woodward Printing Services for heading up the roundtable. Everyone appreciates your ability to demystify the postal services programs!

# Members News

## **MFCP says goodbye to a good friend, Gary Rudy**

Gary Lewis Rudy, of Rio Grande NJ, died peacefully in his log cabin on February 2<sup>nd</sup>, 2024 with loved ones at his side. He had been in hospice care since January 2<sup>nd</sup> after battling late-stage cancer for the past several months. He was 84 years old.

Gary was born on March 27, 1939, in Verona, Pennsylvania. He graduated from Penn High School in 1957 and served in the US Army. He began the first chapter of his career designing window displays for G.C. Murphy & Co., leading him to move to Cape May County, N.J. to manage their namesake retail store in Wildwood and later the Murphy's Mart flagship store in Cape May Court House. After 25 years with G.C. Murphy & Co., he managed The Cape May County Herald newspaper for 10 years and later served as Executive Director of the Independent Free Papers of America organization for 15 years.

He was a great friend and beloved family member to so many great people in Cape May County and beyond, having built strong and lasting friendships all across the country – from the sunny skies of Florida to the wilds of Alaska. He was known for his warmth, generosity, honor, trustworthiness, and humor; within minutes of meeting him, with his trademark Western hat and impish smile, he made you feel as if you had been his best friend for years.

But his real best friend was his wife of 52 years, Bea, who passed away in 2016. They met at Murphy's and worked together side by side for all those years when they weren't traveling to Hawaii or hosting legendary Christmas Eve Parties. Many who attended their Christmas parties were fellow firefighters from Rio Grande Volunteer Fire Company, where he served as firefighter, chief, and commissioner for 54 years.

Of course, it wouldn't be Christmas without a visit from ol' Saint Nick, and Gary made sure of that: for over 57 years he donned the red and white and visited kids all over the county to let them know they were on his nice list. He would even play Santa at Beachcomber Campground for Christmas in July, filling his suit with ice packs to keep cool during the 2+ hours he would spend taking early orders from kids in 90-degree heat.

While he touched so many people throughout his life, he's primarily survived by his brother, Robert Rudy, his nieces Arlene Reckard, Patty Kennedy-Raffloer, and Tara Patrizi Galman, his nephews John Lawton & Steve Patrizi and Sherry Meenan, his companion of the last 3 years. Instead of flowers, they ask that donations be made to the Rio Grande Fire Company Building Fund, which can be sent to PO Box 672, Rio Grande NJ, 08242.

Per his wishes, services will be private.

# Industry Pioneers

*The free-paper industry has a rich history. And, many people from the Midwest played an important role in its development and growth. The caring, sharing and support members offer each other make this an industry like no other. In this section we will share features from people past and present who helped create the unusual dynamic we enjoy today.*

*If you know of a person or company that should be featured, please contact Lee at [director@mfcf.org](mailto:director@mfcf.org)*

**This month we are featuring John and Michelle Adams from The Lakes News Shopper.**



**Celebrating  
50 Years  
of  
Connecting  
the  
Community**

Exactly 50 years ago today, on December 12, 1973 the first-ever Lakes News Shopper was distributed to 7,000 homes and businesses in Dickinson County. My parents, John, SR and Mary had taken a huge risk with three young children all under the age of five, and steady jobs as teachers at Milford High School and Spirit Lake Elementary School to start this new brand of “Shopper” that also featured local news and current events. With a loan from my Grandma Adams, my mom and dad went all-in and gave up their teaching jobs to start The Lakes News Shopper, and what a journey this has taken the Adams Family and our wonderful community on!

My first job ever was delivering The Lakes News Shoppers with my dad driving as a 4<sup>th</sup> grader at Milford Elementary. It didn't seem much like a job though, as we got paid to deliver papers with a group of friends, and even got an additional \$.50 to spend at Super America in Spirit Lake after the route. We also got to travel every summer with all the carriers and drivers to Valley Fair and a Twins game, which was always a highlight of the summer, and helped make up for the cold days of delivering the paper. When I "retired" from delivering The Lakes News, I figured that would be the last time I worked there. However, back in 2006 as I started to think about getting out of college coaching to spend more time with Michelle, Shaelyn, and Tyler, as well as getting closer to home, I visited with my mom and dad about the possibility of buying The Shopper from them. We made that big leap in the spring of 2006, and purchased The Lakes News Shopper from my parents in June of 2007.

There are so many people to thank for the 50 years of success that this publication has enjoyed.

First and foremost, we must thank my parents, John SR and Mary for taking the leap of faith that they did back in 1973 to start something new in this area, as well as for having faith in us that we could continue the strong tradition that they started. The countless hours of hard work and sacrifice that they put into The LNS is what this paper and our current staff is built upon.

The biggest thing that I appreciate about the job that they did was it never interfered with our family life, as dad coached many of my sports teams growing up, mom hauled us around to all of our activities, and they were at all of my games as well as my sisters' Heather and Julie. The family-first attitude that mom and dad held true was carried over at work, as they treated their employees like family and always made sure that their employees put their families ahead of their jobs. This is one main reason that we have had such little turnover at The Shopper, with many of our loyal employees working for 20-40 years at The LNS.

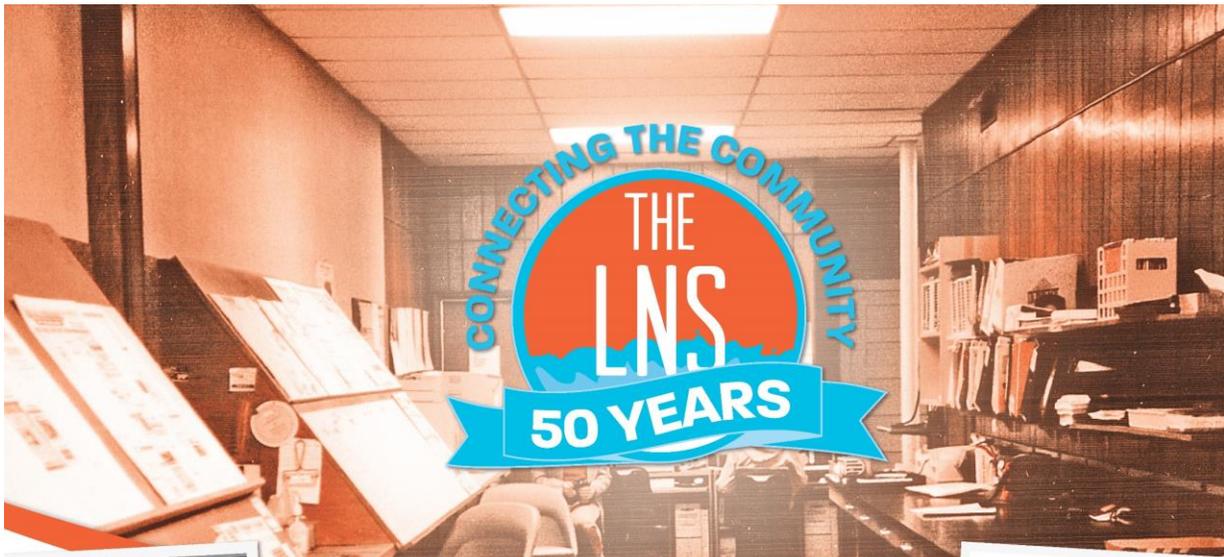
We must also thank all of the fantastic employees who have worked here, and who are currently working here. This group of people work(ed) hard every week to put out a product that we are all so very proud of. Every employee takes great pride in publishing The Lakes News Shopper and making it the most read paper in the surrounding area. We truly have the best employees that anyone could wish for and could not do what we do every week without them!

A huge thank you goes to all of our loyal advertisers, as without them we would not be able to offer the free paper to our readers and would not be in existence. We have a great relationship with many of these merchants and greatly appreciate the fact that they trust us with helping grow their businesses.

Last, but certainly not least, we thank our loyal readers. You are the people who get out and support our local businesses who advertise with us. You are the ones who are waiting for The Shopper every Tuesday, and who make it so enjoyable for us to publish it. We love hearing the stories of how much you enjoy the ads and news stories in the paper and you help push us to publish the best product that we can.

Here's to another 50 years for The Lakes News Shopper.

It is truly a privilege to publish The Lakes News Shopper every Tuesday and we do not take one day for granted. We realize how blessed we are to be a part of this paper and this area, and can guarantee that we will work hard every day to continue the tradition of connecting the community that started 50 years ago!



LNS Design Team - 1976



John Sr. Working - 1978



Mary Adams - 1995



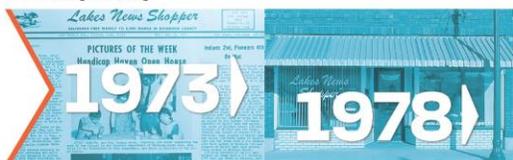
Shopper Awards - 2008



LNS Team - 2023

## OUR HISTORY OF MAKING MEMORIES

**FIRST LNS PRINTED** It contained 12 pages and was all black and white. The first circulation was approximately 7,000 and covered all of Dickinson County as well as Harris and Fostoria. Prints at Emmetsburg Publishing.



**FIRST LOCATION** 1002 Okoboji Avenue in Milford.

**SECOND LOCATION** Moved from 1002 to 918 10th Street in Milford.

**USPS LOCAL DELIVERIES** Started using the US Post Office for all of their residential deliveries, ending a nearly 40-year tradition of having Milford / Okoboji 4th-6th grade students hand-deliver the paper.

**DIGITAL** The LNS goes digital with our first online edition.

**FIRST COLOR PAPER** The LNS switches to House of Print for printing due to the large amount of color ads. The LNS still prints at House of Print today.

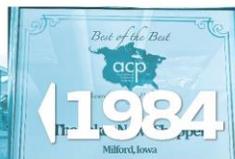
**ADDED MORE ROUTES** Due to an increase in demand, The LNS increases their circulation to include routes in Estherville, Spencer, Jackson and Lakefield, MN and Ocheyedan.



**NEW OWNERS** John and Michelle Adams purchase The LNS from John, Sr and Mary Adams, making it a second-generation family-owned business.



**THIRD LOCATION** Moved from 918 10th Street to our current location.



**FIRST AWARD** The LNS earns the first of many "Shopper Guides of Iowa" First place in General Excellence Award. Since that date The LNS has over 200 awards from The Midwest Free Community Papers competitions.



**40TH PARTY** The LNS celebrates their 40th Anniversary with a concert and party in the Roof Garden.

**BOJI BILLBOARDS** Partners with Boji Billboard to sell ads on the digital billboard.



**UPDATED BRANDING** Updated masthead to the current logo and colors.



**SPENCER** Begins full circulation in Spencer increasing their overall circulation to over 21,000.



**50 YEARS** We celebrate our 50 years of Connecting the Community! Our current circulation is 21,000 with over 47,000 weekly impressions. Our largest paper to date is 50 pages.



# Kevin Slimp



## More or Less

*Knowing when to use more of something or when to use less*

**Kevin Slimp**  
**kevin@kevinslimp.com**

In late January, I had such a good time visiting with the publishers of the Wyoming Press Association at their annual convention. I spoke on a few of my favorite topics: Growing papers, increasing ad revenue, and redesigning pages, among others. During the last session on the convention's final day, I sat around a large table – actually, several tables moved together in a large square – to meet with the publishers and critique their newspapers.

Meeting with publishers to review their papers has always been one of my favorite parts of my work. The nervousness is palpable in the room as participants begin apologizing for how their papers look before I even get a chance to see them. I'm quick to assure everyone I will be kind in my evaluations, even though I rarely see a paper that looks terrible.

Following my return from Wyoming – where it was 10 degrees warmer than my home in Tennessee as my neighbors enjoyed the most significant snowfall in 30 years – I met online with the staff of an excellent newspaper in South Florida. My assignment was much the same as in Wyoming. The Florida group and I would review their paper for 90 minutes as I suggested changes.

After completing my work with the staff in Florida, it dawned on me that much of what I recommended in Wyoming and Florida came down to knowing when to use less of some things and more of others. The lists I included in my most recent columns have been so popular I'm stretching my luck by including a "More or Less List" this month. I feel confident you will find items in the list that might be helpful with your newspaper. For any editors reading this column, feel free to use your red pen to replace the word "less" with "fewer" when necessary.

### **Kevin's List of More or Less for Newspapers:**

**USE LESS words in headlines** (this is the first opportunity for editors to use their red pens). Headlines draw attention to a story. Fewer words often do a better job of drawing the readers' attention. Two years ago, I was working on-site with a newspaper in a state where Marijuana had just been legalized. The front page's primary headline had something to do with where people could make their purchases. Instead, I suggested a much bigger headline with only three words: Cannabis for Sale!

**USE MORE subheads.** While the headline draws attention, the subhead draws the reader even closer by explaining the story's main point. Let the headline gain the readers' attention while the subhead explains something about dispensaries in the area.

**USE MORE big fonts in headlines.** Fewer words leave more room for bigger fonts. While visiting page designers, they often tell me they've been instructed never to use a headline font more than 40 (or 60) points in size. That's ridiculous. If it's a big story, use a big font. Don't let the triple digits scare you.

**USE LESS color on pages.** This one surprises most publishers and designers. It's also a suggestion that can quickly make your pages much more attractive and draw readers to the stories. Too much color on a page confuses the readers' eyes and leads them to look past the stories. My rule of thumb: Nothing color goes on the page except photos and ads.

**USE LESS small photos and MORE big photos.** Placing multiple similarly sized images with a story causes most readers to flip to the next page. Small pictures tend to have faces too small to be recognized, darker ink (a result of the reduced pixel size forcing the press to drop more ink onto the page), and confuse the reader. My suggestion: Instead of two, three, or four small photos, determine which is most important and use it as the dominant photo. Perhaps use one or two other smaller pictures with the story if there is room.

**USE LESS typefaces and MORE font styles.** I know Adobe includes hundreds of typefaces with Creative Cloud, but you probably only need two or three for your news pages (we're not including the ads). One is a serif typeface for your body text. The other is a sans serif that can be used for cutlines, kickers, headlines, etc. The exception to this rule would be to have a second serif typeface, different from the body typeface, for headlines. Instead of using even more fonts for subheads, etc., use the light, semibold, and bold styles of the typefaces you already use.

**Use MORE space and Less text.** Now I've gone to meddling. It's okay, I'm allowed. I've been a writer for a long time, so I'm preaching to myself. Research continues to indicate most readers don't read entire stories. Long stories can take up space that could be used to make the stories easier to read. Cutting a few lines of text leaves room for increased font size and leading. Your readers – and local eye doctors (yes, I've gotten emails from appreciative optometrists) will thank you.

I can think of at least ten more items to include in this list, but I'm way past my 800-word limit. I'll save those for another day.

*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](http://newspaperacademy.com).*

*Kevin Slimp is former director of The University of Tennessee Newspaper Institute and founder of [NewspaperAcademy.com](http://NewspaperAcademy.com).*

# Ad-Libs



## Treasure Hunt for Ad Ideas

**John Foust, Greensboro, NC**

Some years ago, I attended an exhibit of treasure from the Atocha shipwreck which treasure hunter Mel Fisher had located off the coast of Florida. The Atocha was the most famous ship in the Spanish fleet that sank in 1622 in a hurricane near the Florida Keys. The exhibit was at a jewelry store that had made special accommodations for the display. All of the regular merchandise had been stored away to make room for silver bars, gold coins and jewelry. It was an impressive show, and there was a waiting line outside.

When it was my turn to enter, a representative handed a silver bar to me and asked, “Heavy, isn’t it?” As I carefully moved the bar from hand to hand to test its weight, he mentioned that it was worth thousands of dollars. Although I’ve forgotten the exact amount, it was enough to buy a fancy new car. I told him I was just looking and spent about 30 minutes gazing at display cases and pondering buried treasure. “Just think,” I said to myself, “many years ago, these artifacts were lost at the bottom of the ocean. And here they are today, looking as good as new.”

Lost treasures have fascinated people for centuries. But not all treasures consist of gold and silver. For those of us in the advertising business, some are hidden away in file cabinets and company archives.

Take Jessica, for example. She told me about one of her advertising accounts, a local lumber company which has been in business for many years. “For as long as I can remember,” she said, “the company had run generic ‘look at us, we’re in the lumber business’ ads. All of the ads featured non-descript illustrations of stacks of lumber, with the headline, ‘Three generations of service’ and their logo at the bottom. Since a lot of their customers are commercial building contractors, they saw advertising as just a way to keep their name in front of the public.

“I knew there was a better way, so I did a little research on their advertising history. I looked through a file of their old ads, and it didn’t take long to find a series on woodworking projects. I suggested that they: (1) update their image ads to offer specific discounts to contractors and (2) revive the woodworking idea to differentiate their friendly-neighbor philosophy from the big box store across town.

“It was an easy sale, because it was an update of an idea they had previously run. We expanded their advertising to include both approaches – both with the underlying “Three generations of service” theme. The first woodworking ad featured a birdhouse (with building instructions). The second one featured a kids’ playhouse (also with instructions). The next ad spotlighted picnic tables, and it went on from there. The campaign was a real boost to their business, and it added an element of personality.”

Jessica came up with a real winner. And it all started with a treasure hunt for ideas.

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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. Email for information: [john@johnfoust.com](mailto:john@johnfoust.com)

# Ryan Dohrn



## How to Avoid Giving Up

This month Ryan shares his strategy on how to find that “just persistent without being a pest” recipe to avoid giving up on a potential sales prospect.

An simple voicemail followed by an email every 3 business days for a total of 10 touchpoints should do the trick. Check out just how to make this pattern effective and how to create that perfect email in the following link.

<https://www.youtube.com/watch?v=tFgOfCD4y4Q>

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](#).