

# PAPERCLIPS



the official newsletter of Midwest Free Community Papers

**Time-sensitive Distribution**  
**Roundtable Tuesday, March 5<sup>th</sup>, 11AM**

Meeting ID: 895 3672 7860  
Passcode: 626106

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## 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 REGISTER!](#)**

**Simply go to Event Registration for General Public and sign up today!**

**Please remember to add your activities.**

# President's Corner



**Mike Kolbe**

## “Mission Possible” Every Day

Composing this column from home during a sick day (I'll spare you the details), I'm reminded how important it is to function as a team at work, and how lucky I am to have solid back-up when needed. It's not a surprise that things are under control during our busiest day of our week (Monday), because we communicate well every day and trust each other's abilities. No matter who is missing in action, our mission of delivering quality news and advertising will again be possible.

Today also reminds me why it is important to NOT put off until tomorrow what can be done today. While not 100% successful, I tie up as many loose ends as possible at the end of each day, especially on Friday. That way I, or whoever is covering for me, is not encumbered with "left-over" tasks to begin a new workday.

In this case, I asked my colleagues to take care of a couple of tasks this morning that had developed over the weekend and needed immediate attention. Because we are all well versed in each other's day-to-day tasks, little direction was needed. It's a good feeling to know my Tuesday morning will be relatively uneventful.

Another important practice that helps when a staff member is out of the office is organization. I try to keep my physical desktop and my computer desktop as clutter-free as possible so that anyone needing to access information, forms, ads, email, etc. can do so with relative ease. This allows others to spend as little time as possible attending to my work, and more time attending to their own. Respecting one another's time is appreciated by all.

We all should continue to hone our efficiency in the office, so please begin improving your communication, procrastination and cross-training skills toward task management. If successful, you and a few of your staff members will be on solid footing while attending the MFCP Spring Conference April 4-5 in Mankato, MN. [Click to Register!](#)

If you are not successful in this endeavor, you REALLY need to attend the conference and network with others about how to keep on top of your game. The theme of the conference is "Mission Possible". I hope you choose to accept this mission and join us.

Mike

# From the Office



## Roaring into March- MFCP-Style

*We've done the legwork ...you won't want to miss anything!*

### Lee Borkowski

March is roaring in like a Lion.... and so is MFCP!

If you feel like things are moving fast – let me assure you – you're not wrong! We have been quite busy building out content for the conference and creating tools to help you be more productive in your day-to-day duties.

Let's start with some of the tools we have available to help you make more money (and save some, too!):

**DISTRIBUTION ROUNDTABLE – Tomorrow!!** That's right. We put this together very quickly and I'm sure you're going to love it. This session came about as a member reached out to say they are having a terrible time finding carriers and wondered what others were doing in that regard. I figure the best way for all of us to problem solve this challenge is to jump on a Zoom call and talk about it! Please feel free to have any member of your team join in. The call will be Tuesday, March 5<sup>th</sup> at 11AM.

The Zoom link is: [Join Zoom Meeting](#)

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

Meeting ID: 895 3672 7860

Passcode: 626106

**GRAPHICS TRAINING** – We held a one-hour training session with Russell Viers last month. It was very well attended and scored well in our recap survey. So well in fact that we have invited Russell to speak again. You can catch him at the Spring Conference, April 5<sup>th</sup> (not able to attend you say....no worries.... you can login via Zoom. Just reach out and I'll get you registered). And, he's coming back for additional session later in the year, too. Mark your calendars for June 20<sup>th</sup> and October 17<sup>th</sup>. I guarantee you will not want to miss these sessions!

**SALES TRAINING** – We have Ryan Dohrn on deck to lead us during several virtual training sessions. The first one will take place Friday, May 10<sup>th</sup> at 10AM. We'll have two more in September – the 6<sup>th</sup> and the 20<sup>th</sup>, both at 2PM. Again, mark your calendars...Ryan will not disappoint!

**DIGITAL AD SALES TRAINING** – The ability to offer digital ad sales via the MFCP affiliation with iPromote is showing a lot of promise and much interest from many members. We recently gathered on a call to share selling tips and answer questions. Our next call will be held on Wednesday, March 13<sup>th</sup> at 9AM via Zoom. During this call we will do an actual presentation via role play. Please join us!

The Zoom link is: [Join Zoom Meeting](#)

<https://us02web.zoom.us/j/89536727860?pwd=bjVzTlpKWj84b1dwTXdjE4vb05IQTO9>

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**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. I just got off the phone this morning with a member that has an auctioneer looking to place an ad in multiple states. They have a huge sale coming up and need to have a far reach. Of course, they want it at a very low cost. The sales rep will be offering them a combination of the 2x2 and the MCN classified ad. This will provide excellent coverage for their sale at an extremely low cost. Who do you have that would benefit from this combination?

**POSTAL SAVINGS...**For those members that are in the mail we have a lot going on! If you are not taking advantage of the following promotions and incentives you are leaving money on the table: **Video in Print** (4% savings for six months), **Marriage Mail** (10% savings whenever you are under the maximum weight requirement), **Containerization discount** (every week – you save for doing what you're already doing – just need to claim the discount).

Navigating all things postal is a challenge. Fortunately, we have friends in high places (I was on a Zoom call last week with 4 people from the US Postal Commission. They explained the Informed Delivery discount for me. News flash: You likely don't qualify).

And, we have friends right here in the region: Peter Schultz the Marketing and Mailing Specialist of Woodward Printing Services is always willing to help you understand the ins and outs of every postal promotion. You don't even have to be a customer (of course, they'd love to have you as one...but there's never any pressure on their end...they are just happy to help and to showcase their skills).

Peter makes every promo easy to understand. Email me ([director@mfcf.org](mailto:director@mfcf.org)) for a link to a training video Peter and I created. It will help you with all of the discounts.

**READERSHIP SURVEY** – Thanks to every member publication that promoted the classified survey these past few weeks. We're almost ready to wrap it up and analyze the responses. I can tell you that we have well over 800 completed surveys and so far the data looks quite good! Tim Bingham will be presenting to us in person April 5<sup>th</sup> at the Spring Conference in Mankato and we'll roll out the results at that meeting.

**CONFERENCE – APRIL 4<sup>TH</sup> AND 5<sup>TH</sup>** – The committee has been working for months to pull together another quality conference. I am confident you will not be disappointed when you attend. The room block is closing soon – please login now and register so you don't get left out. <https://charlie.amberplains.com/fmi/webd/mfcp?homeurl=https://www.mfcp.org>

So, like I said at the start of this column.... we're coming in like a lion....and, we're not planning to slow down. Join us and put the power of MFCP to work for your business.

Lee

# MVP at Work



## MVPS on a Mission

By Cory Regnier, Board Member  
Graphic/Composition  
Citizen Publishing, Windom, MN.

Hello. My name is Cory Regnier and I am a current member of the MFCP board of directors. I have also recently taken on the role of chairing the MVP (Most Valued Professional) young professionals program for the association.

This program is very near and dear to me. I was a Rising Star with ACP (Association of Community Publishers) from 2019 to 2023. The Rising Star program is also a young professionals group meant to further educate and train the future of the publishing industry. Upon the completion of my tenure, I reflected on what it had done for me and decided that it was my turn to give back.

For those who may be unfamiliar with the MVP program, let me tell you a little bit about it. The Most Valued Professionals program is designed to honor individuals who are emerging leaders in the free paper industry and 40 years old or younger. Each year we recognize up to five individuals who represent the best of our up-and-coming industry professionals. These individuals exemplify good character, leadership and professionalism not only at work, but in the communities they serve.

Our mission statement is as follows: We exist to add value and training to young professionals, their companies and the Midwest Free Community Papers association as a whole.

Here is how we plan to execute our mission.

Each month the MVPs jump on a video call. On this call there are two parts. The first part includes going over any new association/program business, current plan updates and assigning tasks for any upcoming projects. Some of these tasks may include writing a column for the monthly newsletter Paperclips, designing ads or flyers for MFCP events or volunteering to help in some other way with association projects. This gets the MVPs involved, starting to network and to see how the association functions.

The second part of the call consists of some sort of discussion or training. This portion may be led by myself, MFCP publishers, other outside professionals or even, on occasion, the MVPs themselves. We focus on honing soft skills, idea sharing and personal development. Some of the topics planned for this year include: community power, SMART goals, personality assessment, emotional intelligence and more.

In addition to the calls, you will also notice the MVPs helping out around this year's annual conference. This year, as a fundraiser for the program, the MVPs will have a station to update your professional headshot for a small freewill donation. They will also be selling 50/50 raffle tickets. Funds raised through these events help with the cost of bringing the MVPs to the conference and other materials needed throughout the year such as books and other resources.

Please help support this program and get to know the MVPs. They are the future of this industry and you can have a hand in helping to welcome them in; and to become mentors. I've had the pleasure of talking with these bright and eager individuals and I believe you will be just as impressed with the energy, the ideas and enthusiasm that they bring to the table.

Cory

# Members Helping Members



## Metro Webinars Free for You

We're fortunate to have a number of vendors that support our organization with their membership dollars and their willingness to freely share their knowledge with us.

One such member is Metro Creative Graphics, Inc.

Metro has been a member of MFCP for many, many years. I was recently in contact with Jennifer Steiner, Vice-President of Sales and she shared that METRO has created several webinars that may be of great use to you and your team.

A small sample of what you can access includes:

### **NEW! SearchBook 2.0 How-To & Highlights**

See how the new and improved SearchBook can help you save time and sell more! Click [here](#).

### **Creating Kick-A\$\$ Ads**

Whether you're new to the field or a seasoned designer, this helpful webinar provides a comprehensive overview of effective ad design and copywriting techniques to create and sell stellar ads that benefit both your publication and your clients. This workshop also demonstrates how Metro's subscription resources can help sales and design pros grow revenue with local business-driven advertising, event-focused promotions, and campaigns incorporating digital and social media content.

### **Launch Your Own Events Commerce Business With Evvnt & Metro**

Get ready to launch your Events Commerce Business in 2024! Discover new revenue opportunities by joining our Evvnt & METRO webinar. Explore innovative strategies for publishers to thrive in the \$16 billion events industry through event discovery, marketing and ticketing. Seamlessly connect with event marketers in your local markets using digital calendars that convert to print, boosting your ticket sales revenue. Explore the versatile tools and customizations of our all-in-one events commerce platform, designed to fit any publisher and market. Richard Green, CEO of Evvnt, will guide you on how to successfully kick-start your event commerce venture, generating recurring monthly revenue and invaluable consumer purchase data. Don't miss out on this opportunity!

### **10 Minutes to Digital Success (full video)**

Delve into all the digital offerings a Metro subscription provides! This 10-minute live webinar will cover digital-friendly content available to help publications save time, enhance sites and social media, drive online traffic, and build revenue. From web and mobile ads to social media posts, email marketing tools, web-ready editorial features and images, and more, learn where to find them, how to use them, and best practices for making them profitable.

You'll find these and many more on their site. All **FREE** to you to use, compliments of METRO!

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# Member News



## Happy Retirement Mona Garwood

VINTON — After a distinguished and successful 46-year career in the print industry, Mona Garwood created her last ad this week. Her lengthy career saw many changes in the print industry and Mona adapted her skills and rolled right along with the presses. Over the years she has held many titles, from Sales Representative, Sales Manager, General Manager and Special Projects Coordinator at The Gazette where she worked for ten years of her career. Her favorite title though, and one she will not be retiring from, is Grandma.

Mona grew up in Vinton and has fond memories of growing up here as a “River Rat.” When she was in High School, her family moved to Minnesota, so Mona graduated from Brainerd, MN High School. After attending fashion merchandising school in Minneapolis, Mona returned to Vinton and married her junior high school sweetheart Gary Garwood. At first, she tried to work in the fashion field at Black’s in Waterloo, but the winter commuting had her looking for a job closer to home. She heard from Gary’s mom about a job at the Vinton Livewire, and after an interview where she was hired on the spot, Mona began her print career at the age of 19.

“I joke a lot about having ink in my veins now. Once the passion for print gets in your blood, who you are and what you do is forever changed,” Mona said. With her passion for print ignited, Mona soon found she had an innate skill for ad creation, and a love for working directly with people. “I’m a better fit in the people, sales, and the ad design world. People that have creative talent of putting words in prose, well ad design people have that in a different, visual way. And that’s what I can do. I can see it in my head. Somebody can tell me kind of what they want, and I’m already picturing it. I’m already doing it in my head, and I know what I want it to look like,” Mona said.

Over the span of Mona’s career, technological changes have drastically altered how ads are created. In the earlier years, before computers and cellphones, being a sales rep looked very different than it does today. “In my beginning there were no computers or cell phones. I was hired at the Vinton Livewire shopper as a salesperson and was put on the street day one with very little training. I never pictured myself as the “outgoing” personality type that doing sales requires, but for some reason, it became a good fit.

I had a regular sales beat and walked or drove to see my clients every week. We hand wrote ad copy and sketched layouts to take back to the layout department. Pictures and artwork were cut out of books to be pasted on layout sheets with rubber cement or glue sticks. Borders were drawn around ads from an inkwell and pen, or fashioned from a border tape roll. Ads were put together like pieces of a puzzle to fill paper layout sheets and once done we hand delivered these pages to the printer to have negatives made into plates for the press.

We often had 32-page papers with anywhere from two to eight inserts with multiple breakdowns that were separated into piles and labeled with a top sheet for each carrier or mail route. We had just one somewhat large production room where everything happened that became the mailroom every Wednesday.

All papers had to be hand stuffed by our small staff, with the carriers responsible for doing their own. And the mail route papers had to be bundled, bagged, tagged and hand thrown on the dock at the post office. Other than our manager, we were an all women crew and it was hard work. Deadlines existed then the same as they do today and I still think it is why I always feel the need to go, go, go and have a hard time sitting still for long," Mona said.

Mona attributes much of her success to an organization she joined early in her career. Formerly called Shoppers Guides of Iowa, the association is now called Midwest Free Community Papers. Mona has been a member, and has served on the board for most of her career, even as Board President for a few years. "In the beginning it was just a job and a paycheck, and maybe would have gone in a different direction if I hadn't met my SGI/MFCP family. I was such a rookie, a newbie baby. I didn't know anybody, or anything, and I was a nervous wreck. What propelled me in this business was becoming a part of that organization more than anything else. Honest to God, I will give them kudos for that. And I talk about it all the time to the young people that come in and say, 'I don't have time for that.' If you only knew what and how that could change your career going forward," Mona said.

The relationships she made over the years are treasures that Mona will take with her into retirement. She also has fond memories of her first boss. "Rich Gifford is the person who hired me. I would say that he really was the launching pad for me. He was a good boss. And he had a hen house. It was an all-women crew, and we had to do a lot of heavy-duty work. For him to put up with all those girls was quite a challenge. And he did a pretty darn good job. We had a thriving business at the Livewire, and an office supply store business that was really, really a lot of extra work on top of that," Mona said.

Another fond memory for Mona was the creation of the 150-page Sesquicentennial edition of the newspaper in August, 2019. "The Sesquicentennial edition obviously was the topper. That was a community wide effort, and it was exciting. It was so cool that we had the resources at the newspaper to go back in time, and pull that information from way back when, and bring it all together for people to see. For those who maybe had no idea that this is where we came from, and this is how the town grew, and the people and the businesses that shaped this community. It was really fun to work with other people in the community and put that together," Mona said.

Although Mona is looking forward to not living "under a clock" anymore, she said that she will miss her customers and the relationships she has built over the decades. "I just can't thank them enough for being so great to work with. Many customers with stores here, I've worked with three generations of their family. From the day I started, to the person that's managing the store today. And, so I've seen a lot of changes, but yet at the same time, I've made some lifelong friendships with some of those people. And certainly, has made my job worth it. And I mean, I wouldn't be doing this if I didn't love it. I love what I do. And I care about the people that I take care of, and I hope that we've done a good job of helping their businesses as well. I mean, that's what our job is," Mona said.

With plenty of children, grandchildren, and sisters in the area, Mona anticipates a pretty active retirement. She hopes to play more golf, travel with the family, and do more gardening, but her first goal is to just be. Stillness has never come easy for her, so she knows this may be a challenge. “Even at home, I don’t sit very long. I’m up and down, up and down, up and down. But I keep joking with everybody right now when they ask what I’m planning to do, to just give me a chance to get bored first.” “March 1 will be the first day of the rest of my life and I am really looking forward to living it.” Mona said.

Mona will certainly be missed at the Vinton Newspapers office. Her wisdom and expertise are assets that we will never replace. On a personal note, I cannot thank Mona enough for the help she’s given me since I started my career here. We will all do our best to continue her legacy of excellence.

# Kevin Slimp



## Where Did My Emails Go?

*Five ways to help make sure people get your messages*

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

When checking my email a few days ago, I came upon a curious message from a publisher in Missouri:

Kevin:

Just checking in to see if you received my previous emails.

Bill

You guessed it. I hadn't. Thankfully, Bill sent this latest message to an alternate email address, which appeared in my inbox. Taking a quick look at my email host server, I located Bill's earlier messages in spam folders, meaning they never even made it to the spam folder on my computer. I'd like to say I was surprised, but nothing about email surprises me anymore. As someone who receives hundreds of emails each day, not to mention thousands of messages in my spam folder, I spend a lot of time trying to make sure I see the messages people send to me and, just as important, trying to be sure the messages I send are received.

I've gotten a lot of positive feedback about lists in my recent columns, so I will strike while the iron's hot. This month's list is *Kevin's Five Ways to Keep Your Emails From Ending Up in Someone's Spam Folder*:

**Don't use JPG or other graphics in your email signature.** I can hear some of you now. "But my newspaper logo looks so good under my name!" A few months ago, when I had hundreds of emails returned by spam filters on the same day, I contacted my email host, one of the world's biggest (and best). I wanted to know how this happened. There were two potential problems. One was my email signature, which included a JPG version of my company logo. I quickly learned that spam filters don't like those. Or maybe they do. Either way, the result can be a message in a spam folder.

**Don't use email shorteners in your email messages.** I learned this during the same phone call with my email host. That was a bigger problem than my signature, and I didn't realize it. I had used a shortener – [msb.press.com](http://msb.press.com) – for years with no problem. Suddenly, almost every message I sent with a URL that included [msb.press.com](http://msb.press.com) was returned from a spam server, meaning it never made it to the intended inbox (or even the spam filter, for that matter). Even though URLs can get long, I resist the urge to use a shortener.

**Create an alternate email address to use with essential messages.** Now, when I have a crucial message to send out to someone who isn't a frequent email correspondent, I send the same message from my standard and alternate email addresses. Most often, I use Gmail for my alternate addresses. This means the receiver might receive two identical messages, one from [kevin@kevinslimp.com](mailto:kevin@kevinslimp.com) and one from [kevinslimp@gmail.com](mailto:kevinslimp@gmail.com). Sure, it's an extra message in the inbox, but it's a much better option than the message getting lost on a spam server. I've yet to receive a complaint from someone who received two messages.

**Attachments are big red flags for spam filters**, especially if you add too many. Emails with too many attachments are unlikely to reach recipients' inboxes. To keep this from becoming an issue, I've turned to Dropbox.com to store files, sending the Dropbox link in an email.

**Keep email subjects short without using special characters.** Use only letters and numbers in the subject area of an email. Never use percent symbols, exclamation points, or other special characters. Chances are messages with subject lines using these characters won't make it to the inbox.

It probably wouldn't surprise you that spammers send billions of unwanted messages daily. It sometimes feels like half of them end up in my email folders. Spam filters are necessary to search through emails to protect recipients from malicious cyber attacks. In response to the rise in email fraud and phishing, advances in artificial intelligence have made modern spam filters more sophisticated and accurate. The downside is that they are blocking more messages by becoming more aggressive.

I could have created a list of 10 or 15 ways to keep your emails from landing in someone's spam folder. If I had written a longer list, it would have included hints like:

Don't carbon copy more than a few people on the same message  
Don't use trigger phrases like "Big Sale!" or "50% Off!" in your messages  
Be sure your "From" line includes your name (or company name)

I'm nearing my 800-word limit, so I'll leave you with five. You can thank me later.

*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



## Learn From the Ones That Get Away

**John Foust, Greensboro, NC**

When I was a kid, my family took weekend trip to Atlantic Beach on the coast of North Carolina, which is a popular place for fishing in the fall. One night, Dad took me to the Triple-S fishing pier. After not catching anything for a couple of hours, we walked to the end of the pier, where a little crowd was gathering.

A fisherman was straining against a large fishing rod, which was bent over in an exaggerated U-shape. He was leaning back at about a 45-degree angle, and the fishing line was hissing as it spun off the reel. A man standing next to him poured water onto the reel from a Pepsi bottle. One of the bystanders said that was to cool off the reel.

We heard the man was fishing for shark and had one on the line. Since he hoped he had hooked a record fish, no one was allowed to touch him, the rod, or the reel; that would nullify any record. That was a lot of excitement for my 11-year-old self.

It was obvious that the fisherman knew what he was doing. He used the right kind of bait and tied his line to some kind of float, which carried his hook away from the pier with the tide. And he knew the procedure to pursue a record.

Dad and I watched for a while, then called it a night. The next morning, we went back to the pier and learned that the man had pulled the shark all the way to the pier, but in the wee hours of the morning, the shark had wrapped the line around a piling, broke it and swam away.

Those of us in business understand how that fisherman must have felt. We know what it's like to "almost" catch the big one, only to lose out at the last minute. At times like that, it may help to remember what speaker, writer and consultant Denis Waitley once said: "There are no mistakes or failures, only lessons."

How do we find the lesson in failure? Let's consider two points:

**1. Analyze.** It's been said that there are two types of mistakes: mechanical and judgmental. For example, inadvertently putting an incorrect price on a advertising proposal is mechanical, and texting while driving shows poor judgment. If that fisherman had wanted to reel in the big one next time, he would have analyzed what went wrong at the end of his battle with the shark. And if you and I want to learn from a mistake, we'll analyze what caused the problem.

**2. Adjust.** Once we figure out what went wrong and why, the next step is to make changes to reduce the chances of it happening again. Notice I'm saying "reduce the chances," not "eliminate the chances." There's always an unpredictable human element, especially in selling.

The bigger the mistake, the bigger the lesson. And the more we learn, the bigger the fish we will catch.

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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



## 3 Steps to Increase Your Happiness and Sales in 2024

On this month's podcast, Ryan focuses on the correlation between happiness and sales. His recipe uses just 3 ingredients: Gratitude, Attitude, and Servitude. You will want to check out his podcast to get started on your journey to happiness and see how it affects your sales.

<https://soundcloud.com/user-656196463/3-steps-to-increase-your-happiness-and-your-sales-in-2024-with-sales-training-coach-ryan-dohrn>

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](#)*.