

## From the President

*What does your website need to have to make it successful for you?*

The Internet is all about information. A website needs to have good, current information and something that brings people back to the site. You do not need to have the flashiest website - just one that is easy to navigate and organized.

The Ad Wizard is a new MFCP member benefit and is a way to get visitors to your site to create their own ads. You only have to run promo ads in your papers and on your web site and you can make money. Sound too easy? The Ad Wizard will supply everything that you need. They customize the rates and column sizes to your specific paper. When the advertiser places the ad, it is charged to their credit card and the funds go automatically into the MFCP bank account. The process follows the existing Midwest Display Network guidelines. The advertiser pays the local open rate and the paper receives 70%, The Ad Wizard receives a commission and MFCP receives the rest. All that is left to complete the transaction is to send MFCP a statement and tear sheets.



**Linda Hawk  
President**

At the Lakes News Shopper in Milford, Iowa after getting all set up putting several links on their site to The Ad Wizard module and running the promos, they sold 3 ads in the first week. I wanted to see just how easy it was to place an ad from their site, so I visited [www.lakesnewsshopper.com](http://www.lakesnewsshopper.com) and easily found my way to the creating an ad page. I was amazed as to how easy the ads could be built whether it is a personal or business ad.

Another member benefit that will bring people back to your site is horoscopes, gas prices, weather and more modules on the way. This is provided by a service called TinBu. This outstanding content will draw people to your site on a regular basis. It is a free service. To see this service in action check out the examples on [www.mfcp.org](http://www.mfcp.org). Have more questions still, then contact the MFCP office for more information.

We always look forward to hearing from you with ideas or concerns for our association.

## There Is Gold In Them There Hills (continued)

would surely ring.

They all chuckled at my ridiculous proposal, but I insisted that we give it a try. Sure enough, the phone rang. I answered it, and I stated that it was the competition on the line, making sales calls. I kidded, "At least somebody is out there trying to get new business." (Actually, I had the sales manager go in the other room and call in).

The lesson was well received, and within the next hour, I had everyone on the phone making ten dials each, using my suggested telephone script (see below). We had forty people in the room, and the calls resulted in over eighty appointments. For less than thirty minutes of effort, we had enough appointments to bring in over \$250,000 in new business,

based on their typical closing ratio.

My next question to the group was, "What if you made those ten dials every day?" WOW! The potential results are mind boggling. Why is it that even though you know what to do, you don't want to do it? It is called fear: fear of rejection, fear of failure, fear of success. When you are having trouble making cold (warm) calls, ask yourself the following question, "What is the worst thing that can happen to me if I make this call?" Once you have answered that question, go for it. Pick up the phone and start panning for gold.

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## Round Table Discussion

*This is your chance to tell us what is on your mind. Just send us your comments by fax, telephone, e-mail, snail-mail or in person and we will let the rest of the MFCP members know what you have to say.*

### It's Not Too Late

If you are like all publishers, there are often little spaces to fill on a few pages of your publication. Your employees scramble around trying to find something to fit. Why not get paid for this space. MFCP now has a 2X2 network. This voluntary program pays you \$1.00 per thousand of circulation. To participate, call the MFCP office and we will send you the network information and a form to complete and send back. In the first month 1.2 million in circulation have signed up.

### High Gasoline Prices Bring Opportunity

Deb Weigel suggests that you do a special section about day trips and exciting things to do in your backyard. People will not be driving as far as in the past but they want to know about close to home activities. It is a great way to find new advertisers. Check with your local Chamber of Commerce offices and your State Department of Tourism for things happening in your area.

### Free Gift Enclosed

MFCP is happy to send you the DVD of the 2007 Ad Contest. This is a great training aid for composition and sales. You will even get to see this year's "Super Bloopers." This is another member benefit from MFCP.

### MFCP Summer Office Hours

MFCP summer office hours 7:30am to 4:00pm Monday through Friday. Effective through August 15th.

### This Month's Quote

"You cannot control what happens to you, but you can control your attitude toward what happens to you, and in that, you will be mastering change rather than allowing it to master you."

-- Brian Tracy, Author