



**A Dynamic and Exciting
Business Proposal For
Newspaper Owners,
Managers, Staff To Increase
Sales & Revenue in 2015/2016**

Presented By Anthony Alborn Advertising

www.advertisinganthonyalborn.com.au



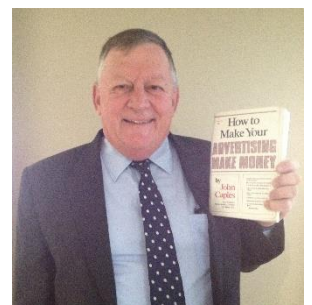
The 3 Key Major Benefits Of Taking Up This Proposal

1. Your newspaper advertising clients will love you, as you unlock and share with them the 'Secrets' of How To Create Effective Advertising Marketing & Selling That Works'-something they might not have known or fully understood before-see client feedback comments attached
2. Your staff will love you as you, as you give them the tools and show them how to create more powerful ads for their clients that work harder, and produce better results for their efforts
3. Your newspaper clients and newspaper staff will have the knowledge, confidence and enthusiasm to do bigger, better more powerful ads, that result in more long term sustained sales revenue for your newspaper

Presented By

Anthony Alborn Advertising

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July 2015

Time Is Ticking Away!

Dear Newspaper Owner-Manager

I hope you, and all the team at your newspaper are having a good 2015

In newspapers new sales opportunities are always around the corner, but today we have to look smarter and work harder to get them than ever before-nothing is as easy as it used to be, but advertisers are in some cases confused by the proliferation of media, and will turn to those that they know and trust-so the past proven history of your newspaper is critical to your future success

As always a lot of your newspaper success rests on the amount of profitable advertising that you can generate from your sales team, and the amount of new and repeat business you can achieve

Over the last three years I have been honoured to work with small regional newspapers and groups in Victoria and NSW and South Australia to help them achieve these goals, and I would like to offer you the same level of dedication, enthusiasm, knowledge and passion that I provided to those newspapers –see next page for complete overview of what you can receive if you utilise my special advertising training offer

- The aim of all of this is to provide your sales staff and newspaper advertising clients with the knowledge and tools to produce effective advertising in your newspaper that works
- Today's media market is more competitive than it has ever been and advertisers are crying out for help to make their media selection, and make their ads work.
- I believe nobody in Australia can offer you the level of expertise and knowledge that I can bring to your newspaper, your clients, your staff
- As a newspaper advertising sales veteran of 39 years I will offer you everything I know to make your newspaper more successful this year, than last year-

Please see the list of attached sales and advertising subjects, references, my advertising rates, including a special offer for your newspaper group if training is booked in the next 3 months, and from only \$750 a day, which I believe represents the best value newspaper advertising sales training in Australia

I look forward to hearing back from you, and hopefully working with you and your team this year-feel free to call me anytime on my mobile 043 313 2172

Have a great 2015/2016

Send for a FREE Moccona Mochaccino by emailing my address listed

Warm Regards Anthony Alborn

Here's What Newspaper Advertising Staff Think To Anthony's Training:

" I am completely inspired and motivated-Amazing Brilliant 10/10" Gavin Riley-WA News

"I came from Rural Press, I now feel ALIVE-Thank you 10/10" Denise Heller-The Busselton Dunsborough Herald

" Absolutely fabulous, I feel it has helped me enormously 9/10 " Daniel McDonnell- Geraldton Guardian

"Everything was pretty perfect, I can't believe I went 9 months without it!! 10/10" Ashleigh Kerr-Kalgoorlie Miner

"Anthony, you were fantastic. Thank you for everything 10/10" Jaymie Wearmouth-The Countryman

"Really enjoyed, I can't wait to go and become an excellent sales executive 10/10" Simone Lowe-South West Times

"What a valuable tool for selling advertising-Thank you 10/10" Michael Rose-The Countryman

Here's What Is Included In This Advertising/Seminar - Training Package



- ✓ **Unlocking The Secrets Of What Makes Advertising Work For Clients, backed up by 'Case Histories' and 'Before and After Examples' from around the world, with proven results-Products and styles might change but buying motives don't!**
- ✓ **Inspiring Excitement and Passion in clients and staff for producing advertising that works**
- ✓ **Advertisers and staff will learn 37 Key Business Success Strategies to run their business by, and 25 Essential Advertising Layout Components that produce successful selling ads**
- ✓ **Your staff will have access to the best most comprehensive Newspaper Advertising Sales Training in Australia –see list of topics attached-you can chose what you need and want**
- ✓ **A Dedicated 96 Page Staff Sales Training Manual for permanent reference after the training**
- ✓ **A 4 Hour Advertising/Marketing Sales Seminar for your clients and staff (Morning or Evening)**
- ✓ **A Dedicated 64 Page Advertising Manual for permanent reference after the seminar**
- ✓ **A Personal Individual 75 Minute follow up session after the seminar for clients with their sales exec to fine tune and improve their advertising results**
- ✓ **A Bonus 36 Page Advertising Ideas Manual for all clients attending follow up sessions**
- ✓ **Free follow up sessions for clients 6 months after the seminar by phone or email when requested**

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If You Would Like It To Be Easier Sitting At That Newspaper Desk...

If you come in to the newspaper every morning and think what are we going to do today to generate new ideas for ads, and keep our existing clients on board, then here is some good news...

We are now ½ way through the year, and it looks like being a challenging one, and one where newspapers will need to pull their resources together to maintain page counts, advertising sales volumes, revenues and profits. Does this sound familiar? In fairness it has probably never been tougher than now, and advertisers more than ever are seeking answers on which media to use, and more importantly how to make the media work for them.

Newspaper advertising veteran Anthony Alborn has put together an exciting advertising sales training package for newspaper newcomers and sales professionals alike, that will create enthusiasm and passion for their roles, and result in bigger and better ads that work, and clients who will want to do business with you, because they see you as being on their side of the fence, and there to help them

Combining research from what works and what doesn't in newspapers, this programme offers your sales staff and clients advertising knowledge and skills that have been proven to work and produce results. Rated by newspaper advertising staff as one of the best training programmes they had ever undertaken, this is now available to you and your newspaper through a hands on advertising sales training programme delivered right to your newspaper in person

I am very lucky in the past three years to have been involved directly with three newspaper groups where making the ads work for clients, was a focus, not just selling space in the media. (The Elliott Group in 2011/Leader Group/Courier Group 2013)

As big newspaper publishers are coming to realise selling the ad is only one half of the equation, the other half, and the most important one for advertisers, is getting the ad to work and produce results

If the ads don't work advertisers are loathe to commit more funds to a medium they see as being under threat from social media. Unfortunately advertisers in many cases don't realise their local newspaper is still a very powerful way of getting their message out to existing and potential customers. They are relevant, content driven and highly cost effective compared to any other media.

My field of expertise is in getting those ads to work, and enthusing clients and staff along the way. If the advertiser gets excited about spending money because at last they can see how to make their ads work, and the staff know how to produce ads that work, you have the perfect combination for sustainable growth and sales and revenue increases. It is not just selling ads, it is selling ads that are going to sell!

In Narrabri NSW in the last week of June 2013 and in September with The Courier newspaper this is exactly what happened, as advertisers and staff, maybe in some cases for the first time, the lights have come on and they are excited about placing ads again in their local newspaper-See following Feedback Summary Sheet, Staff Appreciation and an email from Owners of The Courier

If you would like this happen in your newspaper with your staff, and with your clients, it can

[I can come to you at your newspapers in anywhere in Australia for a day or a week whatever you chose. This is available to you right now, and from only \\$750 a day plus expenses, represents exceptional value](#)

Take the pressure off yourself, and let skilled hands guide your newspaper staff and clients to future success
See my attached proposal and please take the time to read, and if you would like help this financial year to make it better than last year, contact me by email: advertisinganthonyalborn.com.au or by phone 08 6296 6210, mobile 043 313 2172, or go to my website: www.advertisinganthonyalborn.com.au

Introduction



At The Heart Of Everything You Do Is An Ad That Appears In Your Newspaper

- The end result of your sales teams efforts are ads that appear in your newspaper (Or website)-good or bad, they work or they don't
- Many state and national newspaper owners and managers are learning to their detriment that having an organisation that only focuses on just selling the ad, and not what goes into the ad will come back to bite them, as advertisers want sales results not just company branding in a media
- Local regional newspapers are a powerhouse media that can deliver big results for advertisers especially with their content strength over any local TV/Radio/internet provider
- When local newspapers harness the power of creating effective advertising that works for their clients, in their market, they will truly have a Win-Win situation to build their future sustainability, and sales growth

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Hypothetical



Consider This:

“How many hundreds of salesperson hours last year went into conversations with clients, where if the advertising outcomes were better the newspaper would have gained more business, more often, and had more successful clients?”

Now help is at hand from one of the most experienced and knowledgeable newspaper advertising sales professionals in Australia who can help turn those sales conversations around, and give you and your staff, and clients, the tools to make their advertising more productive than ever before

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Feedback From Newspaper Owners-The Courier- Narrabri NSW From Anthony's Advertising Sales Training In June 2013

“Anthony Alborn recently visited The Courier newspaper in Narrabri where he presented his inspirational seminar and workshop “How To Create Effective Advertising, Marketing and Selling That Works”.

Anthony's professional yet practical approach to creating effective ads gave us and our staff a clear insight into the possibilities available to make a difference in advertisers' lives, and to help their businesses prosper.

Anthony's information is relevant and timeless, easy to understand and implement.

Anthony practises what he preaches in giving exceptional service. The week was excellent value. No one knows more about effective advertising than Anthony and he has the ability to impart his knowledge in an easy to understand way. He really gives of himself and the results are nothing short of amazing.

Thankyou Anthony”

**Ian and Wanda Dunnet
Proprietors
The Courier, Narrabri, NSW**

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Feedback From Newspaper Clients Attending Advertising Seminar Narrabri NSW 25-06-13

Company Name Comment- Best Thing from Today- Rating

Narrabri Shire Richards "How to layout ads most effectively" 10/10"

Narrabri Mitre 10 Joshua Logan "Essential Marketing knowledge" 10/10

Narrabri Mitre 10 Tim Logan "Layout of a good ad-interesting" 10/10"

Campbells Hire Jenny Campbell "Made me mindful of the 'prospect' viewpoint" 8/10*

Campbells Hire Lisa Patterson "Education on layouts & wording on ads" 10/10"

Campbells Hire "Very easy to listen to" 9/10

Massage & Therapies Janine Nedley "So much more info than I had even thought of" 10/10

Cropjet Aviation Tamsyne Harlen "Thank you" 9/10*

Narrabri Tourist Hotel Graham Richardson "Excellent reinforced principles" 10/10

Joblink Plus Gemma Tann "Good helpful tips and information" 9/10

Joblink Plus Nikki Shields "Very engaging enjoyed listening to Anthony, interesting points"

Joblink Plus Katie Phelan "Very good knowledge-looking forward to the one on one"

Power Beyond Hydraulics Matt Sanders "Really good at explaining layouts" 8/10

NRMA Lynne Large "Very interesting, gave me a new way to look at advertising" 8/10

Kaputar Motors Jay Godden "Good value, well spoken and clear" 8/10

Narrabri Bowls Club Tony Freeman "New outlook" 11/10"*

Cameron Davidson R/E Kim Rozendaal "Very good, enthusiastic and informative" 9/10"*

Ray White Narrabi "Very interesting seminar, liked design & format section" 9/10"*

Max Orman Toyota Rodney Kirk "How to set out ad space" 10/10

Allen Baines Jewellers Robyn Baines "Loved info on what makes good ad work" 9/10

Namoi Dental Surgery Andrew Chan "Very informative, very concise & to the point" 9/10*

Emma Gunter Richards "Fantastic, good speaker, relevant & helpful, very well done" 10/10

Amanda Wales "Best way to set up an ad for business success" 8/10*

Crossing Theatre Paul Shelley "Fantastic, very informative, lots of ideas, not long enough"

Building Co Dick Fagan "Magnificent , I don't really know everything" 11/10*

S. Ridley "Excellent, great to learn from an experienced advertiser, thoroughly enjoyable"

The Courier Helen Bell "There's a lot more to advertising than I thought" 10/10

The Courier Tahnee Laycock "Very thorough and educational -you are a genius" 10/10

Feedback Comments From One On One Sessions Narrabri NSW -June 2013

- *"Great points, good help" Dick Fagan -Narrabri Patios & Fencing*
- *"Excellent, great help. Thanks" Amanda Wales -Jeremy Wales Plasterboard Fixers*
- *"Great info, great help. Very worthwhile" Jenny Campbell - Narrabri Plant & Party Hire*
- *"Some terrific ideas to op on with" Tamsyne Harlen - Cropjet Aviation WEE WAA*
- *"Thanks Anthony, Great Fun" Tony Freeman -Narrabri Bowling Club*
- *"Great aspects to future advertising, both inhouse & media" Stephanie McColley -Narrabri Bowling Club*
- *" Excellent information, it's opened my eyes about what can be achieved with advertising" Andrew Chan -Namoi Dental Surgery*
- *"Great ideas, energetic, much appreciated" Chris English-Ray White Narrabri*
- *"Thanks for the tips, nice to meet" Rob Southwell -Ray White Narrabri*
- *"Thank you, very inspiring and worthwhile!!" John Barden-Barden Pumps*
- *" I enjoyed hearing the format of good ads" Tim Logan - Mitre 10 Hardware, Leading Edge Electrical & Narrabri Funeral Home*
- *"Absolutely fantastic! I truly enjoyed every minute of it" Alex Sebastian -Narrabri Dental Practice*

Benefits To The Sales Staff Of An Advertising/Sales Training Programme

Benefits You Won't Get With A Sales Only Training Programme



- ✓ **Opens Up A Whole New Skill Set For Your Staff**
- ✓ **Provides New Opportunities For Personal Development**
- ✓ **Builds The Confidence Level Of The Sales Staff To Deal With Clients And Be Perceived As A Valuable Asset To Their Clients Business**
- ✓ **Allows Sales Staff To Become More Creative, and Not Just Selling Only**
- ✓ **Makes The Sales Staff Role More Satisfying and Rewarding***
- ✓ **Provides New Opportunities To Build Long Term Client Relationships**
- ✓ **Gives The Sales Staff New Areas To Learn About The Clients Business, As The Sales Staff Are Now Part Of The Selling Armoury Of The Business**

- *** Clients love an ad that works, they might never say-"Thanks for selling me that ad" but they will say "Wow that ad worked really well-thanks! "**

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Feedback From Newspaper Staff For Training Provided By Anthony Alborn In Narrabri June 2013

Your advice has been
invaluable! Jess

Thanks alot Anthony
Up to Dockers!
Zaac.

The advertising
team is buzzing,
thanks for all your
help. Ben

COURIER STAFF GRATEFUL TO ANTHONY ALBORN

- 100% EFFORT
- SCINTILLATING SPEAKER
- WISDOM PERSONIFIED
- APPRECIATIVE CUSTOMERS
- TAHNEE, RENAE RAPT

The Courier staff
this week
experienced a
life changing
event with the
presence of
Anthony Alborn
(pictured right)
in Narrabri and
look forward to
his return soon.



ANTHONY ALBORN



Sharyn

Thank you so much for
your encouraging +
inspiring words! Mfloss



in Dunnet. Wanda Dunn
Thanks to Anthony!

Thanks!
- Monique
Thank you
Robyn

all the
best from
Heleen

ACT NOW! TO BOOK A RETURN VISIT!

Fantastic Value!
Thanks!!
Thank so much Anthony, its been inspiring! Sue.
Anthony, you changed my life + thank you Renae to

Feedback From Newspaper Clients Attending Advertising Seminar Horsham Tuesday 3rd September 2013

Company Client Comments (Best Thing From Seminar)

Morrow Motor Group –Gavin Morrow “Concrete methods on how to write ads that work” 10/10
Morrow Motor Group-Rachel Tadman “Understanding the power of newspaper & the layout” 9/10
Horsham Plaza S/C Lisa Mannix A better understanding on how advertising in newspaper works 10/10
Horsham Plaza S/C- Allison Roberts “Clear speaking and book good” 8/10
Norton Motor Group-Nick Wilson “Formatting” 8/10”
Horsham Auto Electric -Doug Exell “Well presented, very relevant-a fresh approach to our ads” 10/10
Barbeques Galore –Kevin & Greer Dellar “Great material to help us in our advertising” 10/10
Meritum Financial Group Tracey Rasmussen “ Very interesting, comprehensive & great ideas” 10/10
Meritum Financial Group Ashley Rowan “Great topic, very informative and knowledgeable” 10/10
Hip Pocket Horsham - Jeff Bartlett “How to layout ads” 9/10
Wilson Bolton Auto –Matthew Sharp “New perspective on advertising” 10/10
Wilson Bolton Auto-Brian Thomas “Thanks Anthony ,well presented, enthusiastic, good information”
Rowes Removals –Gary & Wendy Rowe “Insight into advertising” 10/10
Horsham RSL –Bree “Awesome seminar, learnt lots! 9/10
Horsham Off Road- Tiffany Hateley “Fantastic-how to better my business” 10/10
Horsham Sports Community Club Chloe Frankham “Learnt heaps of valuable advice regarding layout design, more than in my graphic designers degree” 10/10
Carey Covers-Telecia Walters “ Knows what he is on about, enthusiastic and helpful” 10/10
Wimmera Development Assoc-Sue Boddi “ Very worthwhile, very knowledgeable, good points” 10/10
Wimmera Development Assoc –Tammy McDonald “Turning ads from boring to action” 10/10
Jerram Auto Parts- Darren Jerry “goods info” 9/10
Kings Cars-Michael Smith “Informative advice on advertisement layout”
Horsham Hydraulics-Eddy Nagorcka “New ideas” 8/10
Horsham Hydraulichs-Richard Nagorcka “Lots of new & different information” 10/10

Feedback Comments- From One On One Sessions Horsham Victoria 4th & 5Th Sept 2013

- ***“Thanks for all the great info”***
Tiffany Haley Horsham Off Road
- ***“Thanks Anthony, fantastic information”***
Ashley Rowan-Meritum Financial Group
- ***“Thank you Anthony, given me a lot to think about and get excited”***
Matthew Sharp-Wilson Bolton Auto
- ***“Even at my age I found there is always another approach, Thank you”***
Brian Thomas-Wilson Bolton Dealer Principal
- ***“Very enlightening-reinforced many things”***
Doug Excell –Horsham Auto Electrical
- ***“Fantastic, Truly Enjoyable-Very Informative, learnt heaps”***
Daniel Hounsell-Chloe Frantham Horsham Sports & Community Group
- ***“Very awakening”***
Anthony Brook –Horsham RSL
- ***“Informative & reassuring about paper advertising”***
Jeff Bartlett- Hip Pocket Horsham
- ***“Very helpful”***
Gary Rowe –Rowes Removals & Trailer Company
- ***“Many though provoking ideas”***
Gavin Morrow –Morrow Motor Company
- ***“This has been wonderful, really appreciate the information & help”***
Prue Beltz & Greer Dellar-Barbeques Galore
- ***“ Very informative & helpful, Thanks very much”***
Richard Nagorcka-Hydraulics
- ***“Great session, very helpful Thanks”***
John Hadley-North West Real Estate Warracknabeal

Staff Training Topics Prior To The Advertising Seminar-

An Essential 90 Minute Introduction Session For All Advertising Sales Staff:



- ✓ **Welcome and Introduction-Objectives of This Weeks AD Seminar & Training**
- ✓ **Information Exchange-Why Using Questions Is Vital To Success**
- ✓ **The Three Factors That Determine Our Lives**
- ✓ **The Importance of You-The Three Things You Need To Believe In To Be Truly Successful**
- ✓ **The Four Qualities Of Star Performers**
- ✓ **The Three Skill Areas You Need To Develop**
- ✓ **Three Laws To Measure Your Actions By**
- ✓ **How We Communicate -The Three Modalities Of Communication**
- ✓ **The 9 Most Essential Items Every Salesperson Needs When You Are Calling On A Client**
- ✓ **The Only Three Ways A Business Has To Sell**
- ✓ **The 'Iceberg' Principle & What It Means To A Business**
- ✓ **The Prospects Buying Cycle-How To Maximise Selling Opportunities**
- ✓ **The Five Essentials Every Business Owner Needs To Know Before They Open Their Doors To Customers**
- ✓ **A Five Step Strategy Plan For A Business To Achieve Success**
- ✓ **The Two Major Buying Behaviour Motivators**

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30-60 Minute Sales Training Session Topics Selection:



- ✓ **The Three Reasons Why Newspapers Are Still So Powerful**
- ✓ **The Eight Benefits Of A Newspaper Ad**
- ✓ **Product Knowledge –What you need to know about your newspaper, from your clients perspective**
- ✓ **Research & Planning –What you need to know and do before you call**
- ✓ **Six Vital Questions Every Salesperson Needs To Answer Before They Call On A Client**
- ✓ **The Reasons Prospects Buy Advertising (Their reasons)**
- ✓ **The 11 Benefits Of What Advertising Will Do For A Business**
- ✓ **The Three Ways People Communicate Effectively**
- ✓ **The Three Modalities Of Communication- How To Use This Knowledge To Help Your Presentation**
- ✓ **Setting Up For Success –The 9 Essential Items You Need-**
- ✓ **The Three Folders To Build Your Business On-Prospecting Your Way To Sales Success**
- ✓ **The Five Buying Steps A Customer Goes Through Before They Purchase Anything & How Advertising Needs To Link To This-Examples & Case Histories (Minimum 60 mins)**
- ✓ **How To Open The Sale (Five Ways) & Using The 5 Step Success Plan**
- ✓ **The Two Most Important Conditions Necessary For Advertising To Be Bought & Sold -2 Parts**
- ✓ **The Importance Of Questions-Key Questions To Ask-The Three Key Areas**
- ✓ **The 9 Easy Ways To Achieve Advertising Success By Finding The Links In Your Clients Business To Your Newspaper Readers (Minimum 60 minutes)**
- ✓ **The Seven Ways To Sell –How You Can Increase Your Sales Power**
- ✓ **How To Write A Business Proposal From Beginning To End-What To Include (Minimum 60 Mins)**
- ✓ **How To Handle And Answer Objections (A 12 step plan to help you)**
- ✓ **15 Ways To Gain Maximum Impact & Interaction With A Client**
- ✓ **Vocabulary-The Right Words At The Right Time**
- ✓ **The Importance Of Buying Signals & How To Read Them For Sales Results**
- ✓ **How To Handle The Price Question Successfully**
- ✓ **How To Close The Sale-5 Easy Ways**

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30-60 Minute Sales Training Session Topics Selection (Cont.)



- ✓ **The Importance Of Follow Up & Your Client Management Strategy Growth Plan**
- ✓ **The Five Types Of Calls You Can Make**
- ✓ **The Three Types Of Clients You Will Have**
- ✓ **How To Increase Your Sales Results In The Field-Checklist (Minimum 60 mins)**
- ✓ **21 Time Management Tips For Advertising Sales Professionals**
- ✓ **Planned Advertising-How To Harness Your Advertisers Business Power & Produce Maximum Results For Them-A Four Step Plan For Success**
- ✓ **Key Facts You Should Know About A Business**
- ✓ **Advertisers Questions Answered**
- ✓ **The Only Four Ways To Increase Your Business Results & The Importance Of Good Customer Service**
- ✓ **Co-op Advertising –What It Is & How To Get It For Your Retailers –An 18 Step Plan**

30-60 Minute Advertising Training Session Topics Selection:



- ✓ **The ‘Box’ Exercise –How To Draw Up Ads From Scratch (Minimum 60 mins)**
- ✓ **How To Create Effective Advertising Layouts-What To Do-What Not To Do–An 11 Point Checklist For Success**
- ✓ **How To Write Powerful Headlines & Body Copy That Sells**
- ✓ **How To Use Illustrations, Logos & White Space Effectively**
- ✓ **Summary Of Success Stories Using The Proven Principles (Minimum 60 mins)**
- ✓ **How To Create An Advertising Campaign (The 5 Key Ingredients)**
- ✓ **How To Increase The Response To Your Advertising -6 Factors That Produce Increased Results**
- ✓ **The 13 P’s Of Modern Marketing & How a Business Can Use Each One For Success-**
- ✓ **Important Questions To Ask Before You Run Any Advertising**
- ✓ **Comparison Advertising-The Powerhouse Truth Of Before & After Advertising With Success Stories (Minimum 60 mins)**
- ✓ **Case History Files Of Success Stories By Product Category (Minimum 60 mins)**

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Special Newspaper Advertising Sales Training Offer



Maximise Your Newspaper Resources With This Special Advertising Sales Training Package Offer*

- **Book 1 Days Training In One Week For \$750, Normally \$1,500**
- **Book 2 Days Training In One Week For \$1,500, Normally \$3,000**
- **Book 3 Days Training In One Week For \$2,250, Normally \$4,500**
- **Book 4 Days Training In One Week For \$3,000 and Receive The Fifth Day Free Normally, \$7,500**
- ❖ **Newspapers to provide all travelling, accommodation, meals, car hire, printing and out of pocket expenses from date of departure to return to Perth**
- ❖ **Fees are net payable and due 30 days from date of invoice**
- ❖ *** For smaller newspapers combining together some or all of your 12 newspaper mastheads (under 250kms) a joint rate can be purchased as per above –check with Anthony for any extra special offers**
- ❖ **Book Before Sept 30th 2014 To Receive These Special Rates**

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Summary

What's Next?

- The ability to alter dramatically the outcomes for your newspaper fortunes in the forthcoming year now rest with you
- By doing nothing, nothing will change
- By doing something, something will change
- Providing sales staff (and clients) with the opportunity to improve their advertising, which in turn leads to increased sales results for the client, leads to increased sales results for the newspaper
- The best investment you can make is in your sales staff (and clients) as we are still in the people business
- Make this year one of the best years your newspaper has enjoyed by taking this advertising sales training package on offer here today and see your business improve
- Start turning those client sales conversations around to gain more business and have more successful clients
- To take the next step call me today on 08 6296 6210 Mobile 043 313 2172, or email : anthonyalborn@westnet.com.au
- ABN 70629418798



YES 😊



NOW!

Anthony Alborn Advertising

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My Personal Guarantee



" I Anthony Alborn personally guarantee to deliver the most professional advertising sales training possible to the newspaper I do work for, within the bounds that I am given, and pledge my help and assistance in all matters requested "

Dated July 2015

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“Who is Anthony Alborn, and what can he do for your newspaper today?”

Anthony Alborn is one of Australia’s foremost speakers on advertising.

He is the only West Australian to have been chosen as a keynote advertising speaker for the prestigious international PANPA (Pacific Area Newspapers Association) annual awards.

He ran his own advertising and publishing business in Melbourne and was the state sales trainer in W.A. & Victoria for worldwide publisher Crowell Collier McMillan

He has spoken on many occasions with leading Australian marketing expert Barry Urquhart, from Marketing Focus who sings his praises.

He has worked with leading regional newspapers in NSW, South Australia, Victoria and Tasmania, and has been the Keynote Speaker for the annual Victorian Country Press Assoc. meeting in Melbourne on two separate occasions. He also addressed the annual meeting of the South Australian Country Press Assoc. in Feb 2008

In 2009 he worked as a lecturer for TAFE Central 2 days a week conducting their 6 month Advertising Diploma Course for students.

In April 2011 he also spent 2 weeks working for the Elliott Newspaper Group in Victoria and carried out 4 Advertising Seminars in Mildura, Swan Hill, Kerang and Kyneton and doing 38 follow up sessions with clients after the seminars

In August 2012 in South Australia he conducted an advertising sales training workshop for the Barossa Valley’s weekly newspaper The Leader with clients and staff over 4 days.

In September 2013 he worked for one week at the Mildura Advertiser in Victoria, and spent two weeks at The Courier Newspaper in Angaston NSW

In Western Australia Anthony has carried out literally hundreds of advertising seminars from a handful of people to hundreds of people across WA.

He has delivered seminars across the spectrum from Land Developers, Motor Vehicle Dealerships including AHG, Real Estate Agents, Retirement Villages Associations, Shopping Centre Groups, Travel Agents Groups to Perth’s local Chamber of Commerce members.

For 28 years he provided all the advertising and sales training & business development strategy at The West Australian newspaper as well as conducting all of the tours of the printing site and Channel 7 TV site in Osborne Park. As a result he is very conversant with all aspects of newspaper production.

He worked extensively with the 23 country newspapers in The West Australian newspaper group from Broome to Albany, and carried out regular client intensives/ideas sessions with small to big advertisers.

He has been running his own advertising business for the past 3 years, and has produced individual and campaign ads for Magic Nissan in Perth which have been hugely successful for the dealership in 2014/2015

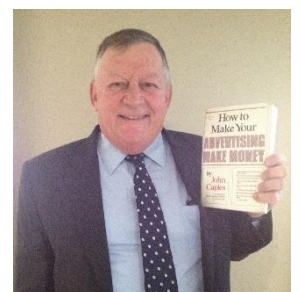
He has also been invited to be a keynote speaker with three sessions for RMA at their national conference in July 2015 in Cairns, and conducting an Ad Seminar for clients and staff, along with one days staff training for the Mildura Weekly in Victoria.

He reads and studies extensively on all things concerning advertising, marketing and newspapers and will dedicate that knowledge and how it can be used to create effective advertising that works for your newspaper group.



See Your Clients Passion For Advertising Take Off In Your Newspaper In 2015/2016 With More Repeat Business By Producing Ads That Increase Enquiries & Sell More!

Presented By
Anthony Alborn Advertising



Booking Form Checklist

Date Booked _____

Date Training/Seminar Booked W/C _____

Arrive _____

Depart _____

Staff Memo _____

Ad Seminar Date & Time _____

Ad Seminar Letter To Clients _____

Ad Seminar Venue _____

Ad Seminar Resources _____

Ad Seminar Workbooks _____

Training Dates & Times _____

Training Room Venue _____

Training Resources _____

Staff Training Manuals _____

Meals Morning/Evening _____

Airline Flights _____

Arrive _____

Depart _____

Extras _____

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