

[illegible]



## Easy Design Tips

by Mellisa Finch Hedges, MMNC

The most important thing about a newspaper is keeping it simple to read. Don't get too complicated with graphics and keep your articles separated and with bold Headings.

1. Decide on a name for your paper and make this large and on the top of your newspaper. Make sure that it is the name of your business or at least suggests what your business is about (for instance, if you own a hair salon, you want to avoid names like "Harry's Newspaper" or "JoAnne's Times" as those names have no message as to the content of the kind of paper you are producing.
2. Make sure you have your business name, phone number, address, email address and any other pertinent information also somewhere on top of your newspaper.
3. Include what issue this is that you are printing near the top. (Issue One, or March Issue, or something along these lines)
4. You may want to include an index of some kind near the top of your newspaper (New Technology for Hair Coloring...Page 3).
5. Don't get complicated with your advertising! Make sure your own content is very easy to find and read! The simplest place to put advertisement is along the bottom of each page, or maybe even along the top of each page. You can decide this for yourself.
6. Content must be easy to find and have strong "Headings."

(Visit our Website & [Content Tips](#))

## MAKE MONEY On Your Newspaper!

by Martin Co'Apthnit, MMNC

Running a newspaper has historically been one the most profitable, and easiest, businesses ever to exist. You do not need a retail store or warehouse. You do not need inventory nor keep track of inventory. You are not reselling anything. And, over all, your cost and profit ratio is extremely easy to understand.

In the last few decades, the "Newsletter" was invented and widely used solely because the "Newspaper" was not made available, nor affordable, to the general public. With MakeMyNewspaper.com, the short-run newspaper is now not only possible, but the cost of an actual newspaper is much, much cheaper than a tabloid sized newsletter. And, because it's an actual newspaper, people in general immediately accept the concept of advertising in your newspaper.

So, how would you like to pay nothing, or even make money, on your newspaper? Even if it's just a sideline to your existing business, or replacing an expensive yet necessary newsletter, recouping your costs and making a profit is not only completely feasible, but extremely easy to do!

- You order 5,000 newspapers from MakeMyNewspaper.com.
- The cost of a 4 page paper is \$349.00
- The cost of your content is nothing, as it is your own.
- The cost of your distribution is perhaps the cost of some gas as you take them to friendly merchants to carry your paper (the rest is distributed in your own store!). So let's say the cost of gas is \$10.00. (by the way, these same friendly merchants are some of the people that you might ask if they would like an

(continued next column)

## Content Tips For Your Newspaper

by Paul Gorshwin, MMNC

Keep your content simple, easy to find (bold headings), easy to read (don't use extremely fancy fonts) and keep some space between articles. Also, don't try to include too much information as your font size (the size of your letters) in your articles need to stay at least the size of 12 or larger for everyone to be able to read easily. Strategic pictures and photos can also be wonderful to attract the eye to an article, though don't get crazy and use too many because it will dilute the strength of each photo. The content in your paper is solely yours to decide. For the most part, it should coincide with whatever your paper is supposed to be about. For instance, if you are a hair salon, you probably don't want articles on the latest technology of lawn fertilizers, or of the recent discovery of microorganisms in Egyptian tombs. Keep your articles related to your business.

Talk about yourself and your staff. Talk perhaps about specials, when and how much, that you offer. Talk about solutions or tips in your specific field. Talk about some of the reasons why some of your services are important. You may include games or comics or puzzles if you so choose, as it gives everyone a reason to keep or use the newspaper longer. These can be very popular and enjoyed. Overall, just keep it simple. Let your customers enjoy your newspaper without working hard to do so.

### DESIGN SERVICES

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Let's now add up the cost of printing, \$349.00, the cost of content, \$0.00, the cost of distribution, \$10.00, and your total cost is \$359.00 to own your own newspaper.

That means if you sell just five ads for only \$75.00 a piece, YOU HAVE PAID NOTHING FOR YOUR PAPER and are already showing a profit! If you sell 20 ads for a hundred dollars apiece, you will profit over \$1,600.00! (Here's how to download advertisements into your newspaper: just scan business cards and place into your

newspaper or have the advertisor make an ad for you and give you a jpeg format file, which you download into your paper. You may also choose to make them an ad if you know how).

No matter what kind of newspaper you decide to pursue, it is basically only the cost of printing, the cost of content and the cost of distribution that you need to understand. The amount of ads you sell and how much you sell your ads for will decide the profit (the industry norm is to use about 40 to 60 percent of your paper for advertising space, which is a whole lot of ads—you can decide how much you use.



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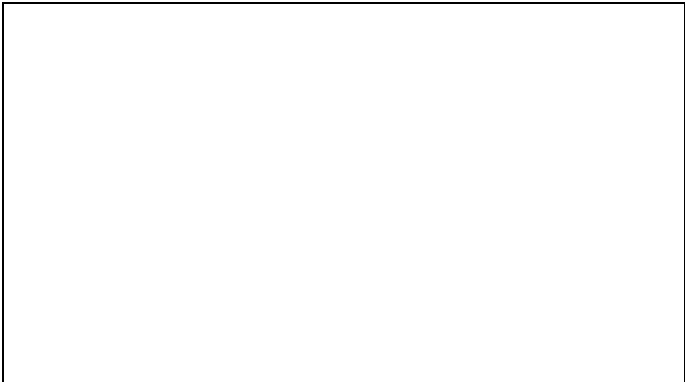
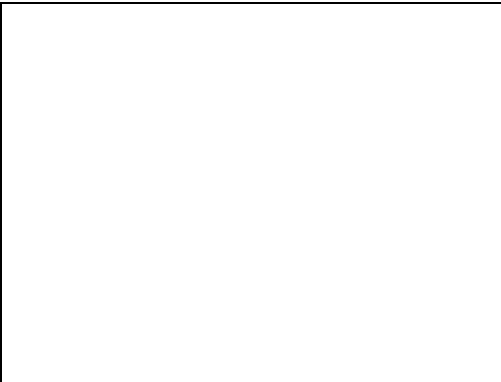
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