

# **40 Ideas in 40 Minutes**

**Plus 12 bonus ideas followed by Q & A**

## **American Horse Publications**

**Annual Meeting**

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<p><b>On MAKING MONEY ONLINE</b></p> <p><b>Rob Hendrickson</b> Strategic Executive Godley, Texas <a href="mailto:robhendrickson@gmail.com">robhendrickson@gmail.com</a></p>	<p><b>PANEL MODERATOR</b></p> <p><b>Maureen Gallatin</b> Inspired by Horses Lexington, KY and Tryon, NC (home base for "An Extra Flake") 864.457.6268 <a href="mailto:maureen@inspiredbyhorses.com">maureen@inspiredbyhorses.com</a></p>

1. **Old content is gold** –  
a. You probably have a treasure chest full of evergreen content. Rework and digitize it for use.

b. Compilations such as Best-Of, How-tos, Guides (i.e. Preparing Your Horse For Summer - Compile all the stories you've ever run on the subject onto on searchable DVD and offer for \$19.95) Your current content is your value in the information age. You can compile eBooks, Audio books, DVDs etc. for sale.

– Rob Hendrickson (Making Money Online)

2. **Learn to use Twitter and Facebook effectively.**

a. Facebook is a place to interact with friends and fans—not a place to force info at them.

b. Twitter is not so much marketing platform as a mass communication channel.

– Nicole Kraft (E-Media)

3. **Images** - Numerous free image resources are available online. These vary in quality and relevance. Sites such as Flickr and Wikimedia Commons have image search capabilities with rights info included. Print out and save the page, including rights info.

– Erin Ryder Hsu (Content Use)

4. **Encourage readers to recycle your magazine** once they're finished reading it by placing the "Please Recycle" logo on your publication.

– Emily Koenig (Going Green)

5. **Gossip** about coworkers, management and business partners.

– Summer Best

(10 Ways to Destroy Team Morale :-)

6. **New content is gold** - Create a Content Protocol - Make sure you have a short, medium and long-term content plan and teach your writers how to. Your group should always be working on a story for the magazine (short), an ebook (medium) and a compilation DVD (long).

– Rob Hendrickson (Making Money Online)

7. **Make friends everywhere and treat them well**—your accessibility to your followers will build brand loyalty, and be sure to personally answer any comment, email or question sent your way on any of your channels.

– Nicole Kraft (E-Media)

8. **Logos** - Are available as useful free images to break up text and enhance SEO. Verify company permission, trademark requirements prior to use.

– Erin Ryder Hsu (Content Use)

9. **Create clean mail lists.** Having a clean mail list saves on distribution costs and reduces the amount of labels that have to be printed. Cutting back on the amount of paper and ink used also reduces print counts and wasted copies.

– Emily Koenig (Going Green)

10. **Take credit** for other's successes.  
— *Summer Best*  
(10 Ways to Destroy Team Morale :-)

11. **Shopper's Guide** - Banner ad aggregator can be gold - Place the banner ads in a directory. Feed the ads just as they are into the shopper's guide and arrange them by category for searchability. Sell this as a low-cost alternative to the higher priced page banner ads. Also consider experimenting with ad sizes. Some sites have seen an increase in revenue by offering smaller ads with more on a page.  
— *Rob Hendrickson* (Making Money Online)

12. **Get a flip camera and make it your friend**—bringing multi-media and multi-sensory access to your readers will make them follow your coverage better. Don't worry about making slick videos. Make sure that the audio is good.  
— *Nicole Kraft* (E-Media)

13. **Text** - There are lots of resources for free content, including AHP releases. Other sites to monitor include industry groups (USEF, FEI, etc.), State Vet office, USDA, etc. Set them as favorites for efficient Web navigation.  
— *Erin Ryder Hsu* (Content Use)

14. **Print on paper with recycled content.** Even though recycled may cost more, the retail price will only be affected a small amount, and studies show consumers will be willing to pay a

little more if they know you're helping the environment.  
— *Emily Koenig* (Going Green)

15. **Hoard information.**  
— *Summer Best*  
(10 Ways to Destroy Team Morale :-)

16. **Exclusive paid-membership clubs** are gold - Membership clubs are very important online. You must create exclusive content and offers. Try to get 25% of your readers to join your club and then leverage their loyalty. These 25% are typically your best customers. Exclusive Content, Events, Discounts, Free Stuff, Insider's Circle. Exclusive, exclusive, exclusive.  
— *Rob Hendrickson* (Making Money Online)

17. **Manage your time wisely and effectively**—there is too much out there to do everything.  
— *Nicole Kraft* (E-Media)

18. **Here fishy, fishy ...** Search smart—you shouldn't have to fish items out. Set up RSS feeds and news alerts to help relevant leads and content come to you.  
— *Erin Ryder Hsu* (Content Use)

19. **Choose inks that contain soy.** These inks have less petroleum and fewer chemicals than traditional inks and are safer for the environment.  
— *Emily Koenig* (Going Green)

20. **Don't allow flexibility in the workplace.**

— *Summer Best*  
(10 Ways to Destroy Team Morale :-)

21. **Selling customer surveys** are gold - Offer your advertising clients the opportunity to ask your readers survey questions to get more information from their core users. Charge a nominal fee that they find value and want to do it often.

— *Rob Hendrickson* (Making Money Online)

22. **Ask your community what they like.** You'd be surprised. Just remember the demographic of your online community rarely speaks for your entire readership.

— *Nicole Kraft* (E-Media)

23. **Editing** - Free content is good for your budget, bad for consistency. Edit all items to align with your publication's style. FACT CHECK everything—Web site urls, names, dates, even the spelling of the company's name.

— *Erin Ryder Hsu* (Content Use)

24. **Eliminate hard proofs.** In proofless workflows, proofs are uploaded digitally and sent electronically. Cutting back on the amount of paper proofs can significantly reduce the amount of paper wasted.

— *Emily Koenig* (Going Green)

25. **Discourage laughter.**

— *Summer Best*  
(10 Ways to Destroy Team Morale :-)

26. **Webinar training** - Offer online training such as writing and photo classes for a fee. Many of your staff members are good at taking pictures/ writing and people who are interested in reading about and seeing great photography about horses also like to take their own photos and write their own stories.

— *Rob Hendrickson* (Making Money Online)

27. **Give and take.** On social media, don't always ask "friends" to do something—buy product, attend event, give tips for story. Give to them, too—insider knowledge, first access, prizes, etc. And be prepared to take the good comments with the bad. As long as it's not a personal attack, you shouldn't clam up and retreat when the conversation turns to criticism of your product.

— *Nicole Kraft* (E-Media)

28. **Contracts for all.** If you're paying (or agreeing to not pay) for text, images, or services, have a contract that stipulates how much, when (on receipt, on publication, etc.), what rights you have, and process to change to those rights down the road. Freelancers, ask for contracts.

— *Erin Ryder Hsu* (Content Use)

29. **Request invoices be sent electronically.** Most printers are able to provide bills in different forms, especially if the customer requests it.

Also, talk to your printer about electronic payment options.  
— *Emily Koenig* (Going Green)

30. **Have a lot of meetings** behind closed doors.  
— *Summer Best*  
(10 Ways to Destroy Team Morale :-)

31. **Blog aggregation** - Go find bloggers/writers and invite them to have their blog fed into your site. Do an advertising revenue split so that it is a win/win and no out of pocket for the content. Glam.com did this as an entire business model.  
— *Rob Hendrickson* (Making Money Online)

32. **Understand the difference between a community manager and social media manager**, and make sure you address need for both:  
*Community manager* is concerned with building and growth of a community. Increase the community engagement, to support the users. The metrics for him/her are: membership growth, engagement, growing the tightly-knit ecosystem of relationships and customer service metrics.  
*Social media manager* is tasked with generating and sustaining buzz across social networks via content creation (blog, media and macromedia formats). Coordinates content drives conversations in social media, whereas the community itself and its leadership structure leads the conversation in a more traditional community group.  
— *Nicole Kraft* (E-Media)

33. **Content marketing** - So you're amassing all this great content. It doesn't do any good if people don't know it's there. Tell the world.  
— *Erin Ryder Hsu* (Content Use)

34. **If your publication is printed on recycled paper**, make your readers aware by using the appropriate symbol and stating, "Printed on recycled paper."  
— *Emily Koenig* (Going Green)

35. **Grumble and complain** about your job and your company when you leave the office.  
— *Summer Best*  
(10 Ways to Destroy Team Morale :-)

36. **Improved Enewsletters and Ebooks** - You're supposed to be content creators. Now, with the latest in digital publishing, you can experiment with a variety of topic ideas. Offer two types of newsletters - Really slick and nicely laid out in an e-reader fashion, and down/dirty plain text email covering one - three topics. Offer the down/dirty as a daily or weekly.  
— *Rob Hendrickson* (Making Money Online)

37. **Create your own "news-paper"**— blog away and get out all the news you feel is fit to print.  
— *Nicole Kraft* (E-Media)

38. **Social media for content marketing** - Social media utilities like Facebook and Twitter can help bring

people into your site and expose those “buried treasures” they might not find on their own.

— Erin Ryder Hsu (Content Use)

39. **Go Digital but don't sacrifice quality.** Make sure your reader's experience in a digital format is a good one.

— Emily Koenig (Going Green)

40. **Never compliment others** on a job well done.

— Summer Best  
(10 Ways to Destroy Team Morale :-)

41. **User-generated content** - This has been around for a long time and never wears thin. But, think beyond photo uploads. Try t-shirt design contests with the monthly winner being printed and sold online. Best trail ride recipes from submissions and compile into a book/eBook.

— Rob Hendrickson (Making Money Online)

42. **Build your personal brand,** along with your company—your readers really do want to know you! That means, however, it is really hard to have a private and public “you.”

— Nicole Kraft (E-Media)

43. **Newsletters** - Use newsletters to highlight new content and great items hidden in your archives.

— Erin Ryder Hsu (Content Use)

44. **To conserve in office interiors,** the Green Building Council created a LEED certification rating for making certain modifications. These include installing automatic shutoffs for lighting and setting computers to power down automatically after 15 minutes of idle time, cutting the machine's energy use 70%.

— Emily Koenig (Going Green)

45. **Don't thank** your administrative assistant.  
— Summer Best  
(10 Ways to Destroy Team Morale :-)

46. **Expand your ecommerce** - Ecommerce allows you to make some retail revenue. Make sure you partner with vendors who can drop-ship and fulfill. You need to concentrate on developing content. Let others concentrate on pick and pack.

— Rob Hendrickson (Making Money Online)

47. **Online/Virtual Tradeshow** - With new technologies, you can develop a virtual tradeshow. Low overhead. Allow for sponsors and speakers. This is a developing channel and one to watch.

— Rob Hendrickson (Making Money Online)

48. **365, 24/7**—social media does not take a break, and stagnant sites and materials are almost worse than none at all. And remember, whatever goes online, stays online—forever. Just remember that when posting snark.

— Nicole Kraft (E-Media)

49. **Set up RSS feeds** - RSS feeds broaden your exposure. They provide content for other people's Web sites, but bring the traffic back to you. It's a win-win.

— *Erin Ryder Hsu* (Content Use)

50. **Employees working from home** helps to cut back on car emissions and energy use. Use flex time to have employees only come into the office 3 or 4 days a week.

— *Emily Koenig* (Going Green)

51. **Email addresses are gold** - Offer contests, memberships, free giveaways, get those email addresses. This is a direct path to communicate with your core constituents and it can be very valuable.

— *Rob Hendrickson* (Making Money Online)

52. **Don't pull your own weight.**

— *Summer Best*  
(10 Ways to Destroy Team Morale :-)