

How Publishing Directories Can Boost Your Profits: □ Secrets of Strategy, Marketing, Sales, and Staffing

Wednesday, September 11, 2013, 1-2:30 p.m. Eastern Time

Your Instructors:

- **Donna Jefferson**, President and Founder, Jefferson Communications
- **Joel Poznansky**, President, Columbia Books and Information Services
- **James Sinkinson**, Publisher, Infocom Group
- **Dan Brown**, Principal, Xponential Publishing Consultants, author, *Book of Models* (moderator)

[REGISTER NOW!](#)

Information drives business. And with the availability of more—and more complex—data comes a growing need for directories that make sense of it all.

The business of publishing directories has changed dramatically, even in just the last few years. And while print directories still exist, publishers are increasingly taking directories online, either as an adjunct to the print publication, or as a replacement of it.

Your directories should provide information that satisfies a need in your marketplace. But they have to be profitable, too. The type of directory you create, which markets you target, who your potential customers are, and how you price your directory, are all key decisions that affect the success of your directory.

There are two distinct publishing models for directories: advertising supported and subscription based. But within these models, there are many other key considerations, including: Is your

directory in print or online? Is your market consumer-based or business-to-business? Do you have the necessary resources to create and sell the directories you produce?

Find out how to answer these and other critical questions about directory publishing when you [register](#)

to attend webinar #9 from

The Book of Models

, “How to

Achieve Directory-Publishing Success: Strategy, Operations, and Staffing Best Practices,” on Wednesday, September 11, 2013. Listen as our panel of directory experts—Donna Jefferson from Jefferson Communications, Joel

Poznansky from Columbia Books and Information Services, and James Sinkinson from Infocom Group—provides best practices for publishing print and online directories that meet the needs of your customers and generate significant revenue for your business. You’ll get proven approaches to the strategies, operations, and human resource issues inherent in publishing directories.

For example, if you’re thinking about migrating a print directory to an online format, the change will significantly affect your pricing model, cost structure, production and sales, and more. This webinar shows you what’s involved and how to make the transition as seamless as possible.

And what about going beyond an electronic directory to something more complex? If you’re looking for real-world strategies to turn your directory into a work tool derived from your data, this webinar is where you’ll find them.

[Register](#) for this FREE (SIPA, SIIA, and ABM members) webinar today, then gather your entire team together to listen, learn, and get answers to your own specific questions. Whether you already publish directories, or you’re thinking about getting in the game, this is one webinar you won’t want to miss.

SIPA WEBINAR AT A GLANCE

DATE: Wednesday September 11, 2013

TIME: 1 p.m. EDT; 12 p.m. CDT; 11 a.m. MDT; 10 a.m. PDT; 5:00 p.m. GMT

PLACE: Your computer

COST: FREE (for SIPA, SIIA, and ABM members); \$125 nonmembers

TO REGISTER: [Click here](#) or call 202-289-7442

Here's just some of the information you'll get when you [register](#) to attend this in-depth, 90-minute webinar:

- How to migrate from print to online, and even further, to a database tool.
- The unique value proposition of directory publishing for information providers.
- The attributes of a market that tell you if it's ripe for your directory.
- How to determine if the trend to free information fits your company's business model.
- How to use the latest technology to improve your directories.
- The various pricing structures for subscription- and advertising-based models and which ones make sense for your company.
- How to minimize the risks in directory publishing that could affect your ability to make money.
- The skills and knowledge to look for in the directory staff you hire.
- How to organize and manage staff in a directory-publishing environment.
- How to set up sales and marketing processes for both ad- and subscription-based directories.
- How to overcome production and technology challenges.
- The problems and opportunities of creating customized directories.
- How to size up your competition and keep it from encroaching on your turf.
- How to win the battle for first-page ranking on Google.

Get all this *and more* when you [register](#) today.

EARN SIPC CREDIT POINTS: For candidates enrolled in the Specialized Information Professional Certificate (SIPC) program, attendance at this webinar is worth 1 credit toward your Specialized Information Professional Certificate. Certificate seekers should read Chapter 9 of *The Book of Models* (pages 64-71) as pre-work for this webinar. Regular attendees are also encouraged to read this chapter to enrich their webinar learning experience.

[REGISTER NOW!](#)

About Your Instructors:

Donna Jefferson is the president and founder of Jefferson Communications. Started in 1990 with the parenting publication *Chesapeake Family*, the company has expanded to include annual guides, multiple websites, extensive online directories and weekly e-zines. Ms. Jefferson has pushed the company to become a leader in digital products and local website traffic. She has served as president of the board of directors of the Parenting Media Association and an advisory member for Annapolis Recreation and Parks.

Joel Poznansky is President of Columbia Books and Information Services, a 50-year-old company producing information and training for the government relations and association industries. Columbia's publications include *Washington Representatives* directory, *The Original U.S. Congress Handbook*, *Association TRENDS*, and AssociationExecs.com, the online version of the *Directories of Trade and Professional Associations*, the leading association marketing tool, published continuously since 1966. Prior to that he was President of Apex Publishing Services, a private company he joined in 2001, and that he grew to be one of the top American providers of electronic publishing services to the information industry. He is co-author with David Seaman, the former head of the Digital Library Federation, of *Information Unbound: Publishing 20/20*

. Mr. Poznansky received an MA (Law) from Cambridge, England and his MBA from Harvard Business School where he was a Harkness Fellow.

James Sinkinson is the Publisher of Infocom Group, which he founded in 1980. He has expertise in copywriting, online marketing, editorial content, conferences, strategic planning, product development and innovation, and advertising sales.

He has won numerous awards for his work with other publishers, including two Gold Awards from *Newsletter on Newsletters* and an Axel award for a personalized marketing package he created for Tom Peters' *On Achieving Excellence*. Mr. Sinkinson was president of the Northern California chapter of the Specialized Information Publishers Association (SIPA) for 25 years, was on the SIPA board of directors for 12 years, and served as SIPA's president in 1993-94. In 2001, he was named to the SIPA Hall of Fame. Mr. Sinkinson has spoken on newsletter and conference marketing and content at dozens of SIPA events and continues to consult with newsletter publishers worldwide.

Dan Brown entered the publishing industry in 1983 as a newsletter reporter, after a brief stint as a newspaper and magazine freelancer. In the nearly three decades that have followed, Dan has been involved in every aspect of B2B publishing, from editorial and marketing to new product development and human resources. He is a former co-owner of UCG, one of the world's leading specialized information publishers. Today, Dan is principal of Xponential Publishing Consultants, an international consulting firm serving B2B media companies by helping them with strategy, operations, and people. Dan is also a certified executive coach through Georgetown University. As a coach, Dan works with senior leaders in enhancing their leadership effectiveness and driving change throughout their organizations. You can email Dan at dbrown@xponentialpub.com, or call 202-686-0117. His site is www.xponentialpub.com. Dan is also the author of *The Book of Models: The innovator's Guide to Monetizing Content*.

[REGISTER NOW!](#)