



january spring

Which Publisher are you?

Identify your persona and unlock your
path to digital growth



Digital Growth Looks Different for Every Publisher

Whether you're just starting to explore digital, figuring out how to align your team, or already running successful campaigns we're here to help you grow from wherever you are.

At January Spring, we've worked with publishers of all shapes and sizes. Over time, we've noticed three common types of digital journeys — and we've built paths to support each one.

On the next few slides, you'll meet the three personas. One of them might sound just like you.



Which Publisher Are You?

Most publishers fall into one of these three buckets. None is better than the others — it's just about being honest about where you are. We've built support systems tailored to each stage, so whether you're cautiously curious or already scaling, you'll have a clear next step.

● Curious	● Committed	● Crushing It
<i>"We know digital matters... but we're not sure how to get going."</i>	<i>"We've started, but we're hitting roadblocks or feeling stuck."</i>	<i>"We're pitching digital, seeing wins — and we're ready to scale."</i>
• Leadership is interested but time-stretched	• Digital is being pitched, but inconsistently	• Digital is central to your sales strategy
• A few sales reps are hesitant or unsure	• Team wants training or structure	• You want bigger contracts & consultative selling
• You've delayed building out digital... again	• Internal alignment is tough	• You're ready to evolve into an agency-style model



Persona #1 - Curious... but Cautious



Do any of these sound like you?

- "We know we need digital, but we don't know where to begin."
- Leadership is curious but juggling too much to take on a new initiative.
- One or two hesitant team members are slowing down the whole group.
- You've postponed trainings, pitch updates, or strategy sessions more than once.
- You want a trusted partner to guide the way — without pressure.



Does this persona sound like you?



If this person sounds
like you, drop the letter
A in the chat!



Let's Do an Exercise!

Question 1

Drop the names of competitors already selling digital in your market.

Question 2

Have you ever been worried that digital will take away from print revenue?

Question 3

Are you discounting, doing one-off sales, or relying on special sections?



Persona #1 - Curious... but Cautious

What You Need:

- A plan to get started — without feeling overwhelmed
- Light training and quick wins to build momentum
- Help aligning your team around one shared direction
- Plug-and-play sales tools (ads, decks, pricing, pitches)
- Clarity on what “good” digital sales looks like

How We Help:

- 2-week setup to get contracts, billing, and pricing aligned
- Custom playbook + pitch decks tailored to your market
- Bite-sized training for leadership and sales
- Simple packaging and ad samples you can start using today



Persona #2 - Committed but have Print-Minded Leadership



Do any of these sound like you?

- You've launched digital products, but they're not getting traction
- Leadership still prioritizes print (and it shows)
- Sales reps skip digital because "it's too complicated"
- Trainings are inconsistent or under-attended
- You rarely bundle print + digital (and leave money on the table)
- There's no unified digital strategy for your own site or inventory



Does this persona sound like you?



If this person sounds
like you, drop the letter
B in the chat!



Let's Do an Exercise!

Question 1

Are the right people in the right seats in your organization?

Question 2

Do you trust your team to perform the way that is needed?

Question 3

Is your organization outcome oriented or product oriented?



Persona #2 - Committed but have Print-Minded Leadership

What You Need:

- A reset on your internal priorities
- Leadership alignment: Digital isn't extra — it's essential
- Clear training and messaging to energize your sales team
- Revenue bundling and digital packaging guidance
- Help making your owned & operated (O&O) strategy more valuable

How We Help:

- "Temp check" to uncover core blocks and team mindset
- Candid leadership workshops focused on buy-in
- Practical tools for bundling digital with print
- Custom sales training sessions that build confidence
- SMART sales goals + accountability check-ins



Persona #3 - Crushing It — Ready to Scale



Do any of these sound like you?

- You're team pitches digital regularly and sees success, but you know there's more opportunity
- You want to win the bigger contracts
- You envision a more strategic approach internally and pitching integrated packages
- You're ready to evolve into an agency model and beyond "print publisher"



Does this persona sound like you?



If this person sounds
like you, drop the letter
C in the chat!



Let's Do an Exercise!

Question 1

In five words or less, describe your value proposition.

Question 2

What percentage of your pitches include both print and digital?

Question 3

Are you marketing your capabilities to your advertisers?



Persona #3 - Crushing It — Ready to Scale

What You Need:

- Advanced bundling and pricing strategy
- Up-skilling for consultative sales
- Stronger client retention tools (evergreen, 12-month terms)
- A recognizable brand that positions you as the digital expert
- Hands-on training, field support, and in-market reinforcement

How We Help:

- Strategic repositioning to elevate your market presence
- Tools for bundling, upselling, and cross-channel planning
- Advanced training series — for reps and leadership
- Support for self-serve platforms and in-house execution
- Optional: 3-day in-person Sales Blitz with a JS Sales Director



What Happens Next?

We've made sure each persona has a clear, step-by-step path. Whether you're dipping your toes in or sprinting ahead, we'll help you plan, train, and scale. You don't need to build this alone, we're ready to walk the road with you.

● Curious	● Committed	● Crushing It
✓ 2-week setup + playbooks	✓ Temp check + team workshops	✓ Strategic growth consulting
✓ Basic training & pitch tools	✓ Sales training + internal alignment	✓ Brand evolution + packaging
✓ Sample ads + pricing help	✓ SMART goals + accountability	✓ Sales Blitz + self-serve support

To get started, reach out to your Sales Director or Mac Little at January Spring!





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