

The Power of Publicity for Hospitality and Tourism Marketing

**Using PR
To Generate Buzz And
Recognition in Print
And on Radio & TV!**

By Michael Mallory

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Introduction

Most books on publicity are either written from the viewpoint of a PR professional, or they're more about personal branding. Many of them also tend to be very long-winded. It's my belief that you would rather have a "quick read" that you can put into action right away.

Why you MUST use publicity:

- A media story is much more influential than a paid advertisement
- A media story makes you appear trustworthy and reliable
- It will bring you more sales
- Publicity begets publicity. If you play your cards right, you stay in the news.

How to Use 1-Page to Get Tons of Free Advertising

We're starting with a method that's been responsible for generating millions and millions of dollars in sales - for both small companies and major multi-billion dollar corporations.

It's a method that's as easy as writing - and mailing out - one simple piece of paper.

In fact, inside this "Action Plan", I'm going to show you some amazing real-life stories of ordinary people who have achieved extraordinary results - with this 1 simple piece of paper.

Plus, I'll tell you how to create your very own "1-Page" free advertising tool - so you can generate piles of free publicity around your company, your website, and your products and services.

So continue reading - and let me show you how myself - and many others -

**have generated “money out of thin air”
- using 1 simple page.**

To really sell your company, your products and services, and promote your website, you need to put all of them in front of your target market. However, as you know, this can be expensive. Magazine and newspaper ads, radio spots, and TV commercials aren't cheap.

**But what if I told you that you could
get all of this - Absolutely Free?**

Imagine having your company or products & services featured in a **NEWS STORY** - or article (written by someone else) featured in a magazine or newspaper.

**Or, how about you appearing on TV or
radio - and promoting your website?**

*In this “Action Plan”, I’m going to show you a quick, easy way to get FREE publicity - in magazines, newspapers, on TV and radio, and online - with a simple 1-page “**Press Release**”.*

Just how effective are these 1-page “Press Releases” (also known as “News Releases”)?

Here’s just one example:

Free Publicity through Press Releases

In May 2010 Kevin Warren, owner of Baja AirVentures had his whale shark tours featured by Associated Press. His email and phone lit up with journalists wanting more info for their stories which earned him positive print and electronic media with links to his website from all over the world.

This directly resulted in over US\$150,000.00 in bookings in over 3 weeks helping 2010 be one of his most profitable years, while many travel professionals struggled...

1 year later, inquiries and booking were still coming in for his whale shark tours and booking for his Wilderness lodge who saw an article.

**"Publicity, publicity, publicity -
and maybe a little talent.
Maybe not."**

Can the average person get national media coverage free?

Absolutely Yes!

What is a “Press Release” and How Do You Write Them Correctly?

A “Press Release” is a statement that you write - with the goal of distributing it to the media (newspapers, magazines, TV, radio, online, etc.). The purpose of a press release is to give media organizations information that is useful and interesting - that they will feel compelled to share with their readers, viewers, or listeners. And, when they DO share your information, people will learn about your company, products & services, or website - and that generates interest and sales.

The Press Release Format Guidelines:

The basic press release format guidelines are as follows:

- 1) Type the words "**Press Release**" at the top of a plain piece of 8.5x11" paper. Centered, capitalized, and underlined. One line down, type the phrase: "**For Immediate Release**".

If the release should only be published on a particular day... or shouldn't be published until a certain event, include that information - instead of "For Immediate Release". For example, "For Release By August 1st" or "For Release During the Week of August 1st to August 7th"

Or, if the release is in conjunction with a major Holiday, you may also want to include that information. For example, "For Release on or Before Mother's Day".

- 2) Below your PRESS RELEASE heading, go to the far left side of the paper, and type **CONTACT**. Then, on the fol-

lowing lines, enter your name and direct telephone number.

The phone number you give should be a direct line to you. After all, if someone is trying to write a story - or produce a piece - based on your press release, you want them to be able to get in touch with you very quickly, without playing any phone tag.

You can also include your address, fax number, and email address - but the two main things you should ALWAYS have on your press release is your NAME and PHONE NUMBER.

- 3) Center and enter the headline in bold print a few spaces down the first page. Space another two - and start your press release.
- 4) Double space your lines, type on one side only, and limit your press release to two pages maximum. Personally, I like to try to get all of my information on 1 page, but if you've got a lot of information to include, you can go as long as 2 pages.

Remember, you must capture the interest of the editor in the first

paragraph of your press release.

Use no more than three or four short sentences that immediately express the important facts of your story.

Editors want to know “Who, What, When, Where, and Why” - so make sure you include all of that in your press release. Always start your press release with the most important information - and progress to the least important.

- 5) At the end of your release, including three number signs - ### - as a signal that you've reached the end of your release.

Now that you know the basic format, let me show you examples of some real-life press releases.

PRESS RELEASE

For Immediate Release

Contact: Name
Address
City, State, Zip

Phone #: 000-000-0000

Condé Nast Traveler Se- lects O.A.R.S.' Mindy Gleason Among its Top Travel Specialists for 7th Consecutive Year

ANGELS CAMP, CA July 25, 2013 – For seven straight years *Condé Nast Traveler* has singled out an O.A.R.S.' adventure consultant among its top travel specialists. Mindy Gleason, Reservation Manager and International Adventure Travel Consultant for O.A.R.S., received this honor again in 2013 as

the standalone Top Travel Specialist in the River Rafting category.

Steve Markle, spokesperson for the veteran river outfitter and nature-based adventure travel company, said that Gleason, who has 22 years with the company, was included among the magazine's 146 top "travel wizards" who work on behalf of clients to plan the perfect trip.

The *Condé Nast Traveler* website states: "Of the more than 10,000 travel agents and tour operators who have tried to break onto this list since its inception 14 years ago, only a tiny fraction have made the grade—this year, 146 specialists. Getting into this group is, statistically speaking, tougher than getting into Harvard. Staying on it is tougher still: It requires not only an absence of valid reader complaints but also ongoing positive assessments."

Condé Nast Traveler's annual Top Travel Specialists Collection recognizes the booking agents representing "the best combination of expertise, access, and value" in travel today, as judged by Consumer News Director Wendy Perrin and the readers of *Condé Nast Traveler* Magazine. The travel specialists are each recognized for their field of specialization, whether it be wine tours in California, Safaris in East Africa, or rafting trips on the great rivers of the world. The feature appears in the August 2013 issue.

During Gleason's time with O.A.R.S. she has been much more than a behind-the-desk manager, making regular site visits to O.A.R.S. destinations around the world. Gleason has rafted just about every classic O.A.R.S. river from the Colorado River through

the Grand Canyon to the Rio Futaléufu in Chile. And, if all goes well, Mindy will be representing O.A.R.S. on trips in Peru and Southeast Asia in the coming months. Gleason firmly believes in the power of these first-hand experiences, stating that “visiting these extraordinary places is so much more than just a great perk. It’s what allows me to understand and anticipate the needs of each and every client on a personal level, so I can recommend the absolute best travel options for them.”

For more information on O.A.R.S., trip availability, reservations and a copy of the 2013 catalog, call 209-736-4677 or 800-346-6277, email info@oars.com, or visit: <http://www.oars.com/>.

About O.A.R.S.

Some 500,000 guests later, O.A.R.S. has been providing whitewater rafting vacations since 1969. Over the decades the company has set the standard in first-class rafting, sea kayaking and multi-sport adventure, with destinations and unparalleled experiences on over 35 rivers and coastlines around the world. O.A.R.S. caters to active travelers of all ages and abilities with more than 75 unique itineraries, including one-day and weekend escapes. In 2013, for the seventh consecutive year, *Condé Nast Traveler* recognized Mindy Gleason, O.A.R.S. Reservation Manager and International Adventure Travel Consultant, as *Condé Nast Traveler's* standalone Top Travel Specialist in the River Rafting category and *Outside*, America's leading multimedia active-lifestyle brand, named O.A.R.S. one of the top two outfitters in the world in its annual Active Travel Awards recognition program.

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Tips on Writing The Best News Release

Another expert in writing powerful press releases is Joe Vitale, author of a wide variety of marketing and motivational books. Joe Vitale was kind enough to let me include this special report on how to write the best press releases possible.

Inside Secrets to Writing News Releases

How would you like to get 30,000 phone calls from prospects eager to buy from you?

When I wrote and self-published *Hypnotic Writing*, my manual on copywriting, (which I later incorporated into my book, *CyberWriting: How to Promote Your Product or Service Online (without being flamed)*) I bought the mailing list of all the writing magazines in the country. I sent a one page news release to each. One day I opened up one of the national magazines and there was a half page article about my book! It was my entire news release! Had I paid for the advertising, it would have cost me a few hundred if not thousands of dollars. As it

were, the exposure cost me about thirty cents.

My best seller is Turbocharge Your Writing. I figured the readers of Target Marketing magazine would be interested in it as many marketing people rely on the formula in the book to write their sales letters. So I sent a news release to them. The editor called and said, "Are you prepared to handle about two hundreds calls?" I said sure. Then I persuaded him to list my address in the magazine, rather than my number, as a service to his readers. All they would have to do is send me a check for the book. I'm still getting orders!

One of my clients is a real estate broker. We sent a news release out about his service and his new book. Women's Day magazine called him and wanted to buy the rights to excerpt an article from his book. We agreed as long as they gave him a resource box explaining how readers could contact the author. The editor said, "Are you prepared to handle thirty to forty thousand phone calls?" We'll handle it, we said.

When I was promoting the autograph party for my book, The AMA Complete Guide to Small Business Advertising, I created a simple contest where the top three most

unusual business ideas would receive free copies of the book. I wrote a release and sent it out. The Houston Post newspaper ran it on the front page of their business section!

The press is powerful.

When Sharon Holmlund's business was mentioned in Home Office Computing magazine, she received over 400 inquiries.

When Sharon Olson received a plug in a newspaper column, over 900 readers wrote to her.

When Janice Guthrie's business was mentioned in Reader's Digest, she received over 740 calls immediately. The list goes on.

The media desperately wants news. About 80% of what you read in the papers and see on TV is planted by people like you and me sending out news releases!

But how do you write a news release that works?

The biggest secret to writing a hot news release is NEWS!

Okay. That may seem obvious to you. So what's considered news?

In short: People are interested in themselves first, and other people next.

Focus on interesting people and you'll grab interest.

Focus on what readers care about and you'll grab attention.

Focus on giving information and you'll grab free publicity.

When I was hired to write a story on a client who wanted more business for his college fund raising service, I didn't begin by saying "Desperate client needs more work." Though the truth, that would appeal to NO ONE. Instead, I began the article with:

**COLLEGE MONEY
CRISIS NOT
NECESSARY**

\$135 Million Available To

Students Who Know Where To Look

(New Jersey) Experts agree a college education is essential for the future work force. But tuitions at public colleges have climbed an average of 12% in the last eight years, according to the College Board of New York. How is anyone expected to finance an education?

Notice how much more interesting the above is? It will interest college students, parents with college bound kids, and many more. The above has NEWS in it.

When I wrote a news release on myself, I didn't begin by saying "***Houston Author Would Like To Write More Books And Make Money.***" That wouldn't interest anyone but my mother. Instead, I created a more human interest and news oriented lead and began the piece with:

**BOOK HIM! THIS GHOST
DOESN'T SCARE
ANYBODY**

(Houston) Award-winning author Joe Vitale spent 20 years developing his craft and struggling for a living as a freelance writer before he discovered the wealth in being a ghostwriter. Now he uses his talents to help speakers, therapists and top executives get in print.

For anywhere from \$25,000 to \$100,000 Vitale will meet with clients, interview them, do research, and write their books. "I do the work, they get the fame -- and all the royalties."

Most best-sellers by sports figures, celebrities, politicians and business leaders are not written by the peo-

ple on the covers. "Everyone from Lee Iacocca to local business people have hired ghostwriters to create their books," Vitale says.

Get the idea?

In short, you must have news, invent news, or tie your story to existing news in order to get the media to pay any attention to you.

Again, the secret is NEWS.

1. You must have news.

That means you are doing something that the media would consider "a good story." When I created my new home study course, that is something new, and news worthy.

2. You might invent news.

When Evel Knievel said he would jump a canyon, he created a news story.

3. You might attach your story to existing news.

That means that if there is a holiday, you might create a holiday sale. In order words,

figure out a way to ride on the skirt tails of something already happening in the news.

Here are more tips: My friend Paul Hartunian, a publicity genius, says there are three ways to get news coverage:

- ✓ You have a solution to a problem. (Your product or service solves something.)
- ✓ You have the latest fad. (Remember the pet rock?)
- ✓ You are a nut. (Evel Knievel.)

Again, your success with the media will depend on you having NEWS. That's all they want. One way to look at this is to remember the following quote. (I don't recall who said it. It may have been William Hearst.)

"If you want it in the paper, it's advertising.

If you want it kept out of the paper, it's news."

Think about it.

How To Get Your Press Release Into the Right Hands

There are two main ways to get your newly written press release into the right hands.

1. Send Directly to Editors of Your Target Media Outlets

If you're in a niche market (golfers, gardeners, pet store owners, CEO's, real estate agents, etc.), you already know what magazines, newsletters, online sites, and other media (TV/Radio) your market focuses their attention on. In that case, it's easy to submit your press release to the media in your market.

While it is easier to simply email your press release to the media, I recommend printing and mailing your press release. A simple 1-page press release, in a 9x12 manila envelope, has to be opened and reviewed. Emailed press releases, while they may also be opened and reviewed (if they actually make it to the Editor's in-box), can very quickly be deleted. A printed press release gets more attention. (I recommend doing both, because that increases

your chance of your press release actually getting to the right person.)

2. Use Press Release Submission Services

Another option is using mass-submission services. Companies like PR Web (www.prweb.com) and MarketWire (www.marketwire.com) can submit your press release to a wide variety of media outlets - faster than you're able to. *Plus, because they have years of experience working with the media, you're more likely to have your digitally-submitted press release reviewed by editors.*

Here's information on both PR Web and MarketWire

PR Web - www.prweb.com

PRWeb, a leader in online news and press release distribution, has been used by more than 40,000 organizations of all sizes to increase the visibility of their news, improve their search engine rankings and drive traffic to their Web site.

MarketWire -

www.marketwire.com

*Press Release Distribution Services: Target Your News
News Distribution by Geography, Industry, or Specialty Market*

When it comes to distributing your news, we've made it easy for you to target your releases by geography, industry, or specialty market. We've also introduced the Social Media 2.0 press release and have continued to offer optimized press releases through our search engine optimization (SEO) services.

What's more, Marketwire has established the industry's leading controls on information security, to ensure that we always provide the most accurate and timely news and information. The media have trusted us for more than 25 years to bring them the right news – your news – exactly when they want it and exactly as they want to see it.

Tips and Tricks for Profiting with Press Releases

The 5 Biggest News Release Mistakes

by Dr. Joe Vitale

www.mrfire.com

I've been writing press releases since 1972. I've also been reviewing releases, and writing new ones, for several people on email discussion lists. Some common problems keep reoccurring. I wrote them down and thought I'd share them here.

The following seem to be the five biggest mistakes in writing news releases.

1. Focusing on your book, and not the news.

Face it, books are not news. Not when there are 2,000 published every week. What you have to do is sniff out the news story, create a news story, or tie your release to a current news story. A press release is not a book review. It is also not a flyer or ad for your book. Nearly everyone writes releases from the angle of "new book," and that ain't news. Editors trash anything that even resembles an ad. You have to play the role of reporter and find the NEWS. Often what I

do is find the news angle and then plug the book within the story. Sometimes I quote the author, and mention the book as evidence of the author's credibility. I rarely focus the release on a book.

2. Boring editors, rather than helping them.

Most releases written by authors are long, wordy and boring. They write the release as if they are writing a chapter in their book. A good news release usually starts with a grabber first line. The next paragraph contains the essential story and the key facts. Following lines reveal added detail and offer quotes. The whole thing is short, direct, interesting and to the point. Give the news and get out. Help the editors. Make them read your words and say, "I didn't know that!"

3. Showing friends, rather than professionals.

Getting opinions about a news release from your family and friends won't cut it. They don't know what a release looks like, let alone what should be in one. When I complete a release for a client, I show it to my media contacts before I give it to my client. If the press says, "I like this," I know I'm on

to something. Sometimes I show releases to my cats, but you don't want to know how they respond. In short, get feedback for your releases from pros, not friends.

4. Using a weak headline, rather than a grabber.

Headlines on news releases are THE most important part of the release. Most of the wire services I use list releases by headline only. That means if your headline doesn't engage the editor, you're out the door. I often spend more time creating a riveting headline than I do on any other portion of the news release. Again, saying "new book published" ain't news.

5. Writing with narrative only, and not using quotes.

My rule of thumb is to have a direct quote from a real person every other paragraph. Too many people send out news releases that are straight narrative, as if they were writing a business letter or a scholarly article. Add color and life to your release by offering witty or informative quotes throughout the release.

*This is a great way to safely plug your book,
because you can write,*

"blah blah bah," said (your name), author of (your book title).

I'm sure there are many other mistakes being made when it comes to writing news releases. Those are the ones that jump out at me right now. Hope these red flags help you write better releases -- so you get the media attention your books deserve.

Dr. Joe Vitale is the author of way too many books to list here. His latest title is "The Attractor Factor: 5 Easy Steps for Creating Wealth (or anything else) From the Inside Out." Register for his monthly complimentary ezine at <http://www.mrfire.com/>

Press Release & Free Publicity Success Stories

If you're not convinced yet that you need to use press releases to get free publicity for your company, products & services, or website, here are just a small handful of the thousands of people who have grown their businesses using press releases.

Harold Moe received one 3" x 3" free listing in Family Circle Magazine - and pulled in 181,000 orders for this \$19.95 booklet titled

"How to Make Your Paycheck Last". Total sales: \$3,610,095.

Peter McWilliams sold over half a million copies of his \$10 self-published book in just 1 year - and made \$5 million in sales.

A retired woman found a booklet to promote - and sold hundreds of copies of it - thanks to her press release.

Dr. Max Harry, a veterinarian, created a home-made video showing what to do in an emergency to save your dog's life. Through his press release, he received tons of free press - including having his video reviewed by a film critic and published in a major newspaper.

Gary Dahl sold 1 million pet rocks through free publicity - and generated \$1 net profit on each one. That's \$1 million in profit. How? He simply wrote press releases and mailed them out to major magazines. TIME Magazine gave Gary's "Pet Rock" a half-page news story - which helped him sell thousands of rocks.

Another marketer started out with a small amount of publicity in The Cleveland Plain Dealer newspaper and that one mention (2.5" x 3") generated \$1,200.00 in orders.

He sold an old time wedding certificate that could be customized with the names of newlyweds. His publicity in just a few publications led catalog houses to contact him to sell his product.

Jeff Slutsky received publicity in the Wall Street Journal for his book titled "Streetfighting" - on the subject of getting a big bang out of low-budget ad promotions. When it ran, his phone started ringing at 6:30am until 10pm. A week later, he realized he had taken in \$20,000 from that one free mention.

After losing his job as a high school coach, **Jim Everrode** sat down and wrote a little 6,000-word book titled "How to Flatten Your Stomach". He received a write-up in a Columbus, Indiana newspaper - and quickly sold out his printing of 3,000 books. Then, he went on to sell an additional 35,000 - thanks to free publicity. Because of the news coverage, publishing company Price, Stern, & Sloane made a deal with him - and went on to sell over 3 Million Copies of his book, paying Jim a royalty on each.

A man in his mid-seventies became bored with retirement - and put together a simple home-made booklet. His story was picked up by a "News Syndicate" - UPI -

which sent the story out nationwide. He quickly sold 8,000 copies of his \$10 book.

Another man put together a booklet on how to flirt. His press release headline was “New Book Turns Rejects Into Romeos in One Reading”. He only mailed one single news release to Associated Press, but they picked it up and it went over the newswire almost word-for-word. It was picked up by and appeared in a large number of newspapers from coast to coast.

Tova Borgnine, the wife of Hollywood actor, Ernest Borgnine, came up with a skin-care product from Mexico. A reporter from the San Francisco Chronicle heard about Tova’s product - and write a “tongue-in-cheek” article that poked fun at her. However, it also included ordering information. Within just a few days of the story appearing, a three-foot-high stack of mail arrived. When the sales were counted, there were \$56,000 in orders from that one newspaper article.

It’s not difficult to create and submit your press release. The key is to take action - and see what happens. If you’ve got a great product that your market wants - and is interesting to magazines, newspapers, TV, radio, or online media outlets, you’re

likely to get free publicity that can generate interest, traffic, a bigger list, or more sales!

How to Leverage Your “Free Publicity”

- **Use clippings when sending out other press release kits**

If you've already received some publicity from other news outlets, you may want to copy those and mail them with your press release. The fact that your company, products or services, or website is newsworthy may make another editor interested doing the same.

- **Use clippings or info about news coverage in marketing materials**

If you've received publicity, you can use that in your marketing materials for additional credibility. For example, if your product has been featured on TV, you may want to put “As Seen on TV” in your marketing materials. Photocopies of the press you've received can help you build trust with your customers and clients. In fact, you may want to ask newspapers and maga-

zines for the rights to reprint your article. You can use your TV and radio appearances on your website, on DVD's and CD's, or use still photos from your TV appearances - or quotes from your radio appearances - in your printed marketing materials. This lets you profit from your free publicity for years.

- **Use free publicity to test the pull of a publication**

If you receive free publicity in a publication - and get a high response, you may want to test a paid ad in this publication. That's not to say that it's a guarantee of response. Harold Moe took some of his \$3 million in sales from his free publicity - and spent it on a paid ad in Family Circle magazine. His larger (1/6th of a page) ad only pulled in 6 sales. Use free publicity as an initial test - then go back and test a small or similar-sized paid ad. You may find that regular advertising in a particular medium that gave you free publicity works well.

What To Do Now

Write your first press release - featuring your company, a product or service, or your website - and submit it to the media.

If you need help or advice on writing your press release, I recommend going to www.elance.com - and hiring someone (very inexpensively) to write your press release for you.

However, I do think that if you'll give yourself a week or two to write your press release, you'll be happy you did. You'll have a new skill that you can use, over and over again - to generate free publicity for your business.

Also, look for opportunities to tie whatever you want to promote into current news. If you can tie your company, products or services, or website into something that's capturing the immediate attention of your market - or the nation as a whole - you may be able to capture a huge amount of free publicity, very quickly.

The key is to get started. So write your press release now - and start submitting it.

How to Get Free Advertising on TV & Radio

Before I get into the “how” of getting TV and radio publicity, it’s a good review to talk about the Pro’s and Con’s of this method - so you go into this with your eyes wide open.

Pro’s of Radio and TV Publicity

1. **Reach a Large Audience:** With radio and TV publicity, you have the ability to reach hundreds of thousands of listeners and viewers very quickly. In fact, some programs have MILLIONS of viewers/listeners - and your exposure is National. Some fledgling businesses have exploded by simply getting a little publicity on a national TV news show or talk show.
2. **Increased Credibility:** When you appear as a guest on a radio or TV show, it’s implied that you are offering

a quality product or service. After all, why would the media feature you if you were a crook, right? At least, that's the perception of the audience of the broadcast. When you appear on a TV or radio program, your credibility automatically increases. In fact, it also gives you a little added celebrity - and that can often be used to increase sales and the visibility of your company.

3. **It's Free:** You can't argue with free. While others pay hundreds of thousands, even millions of dollars, for shorter commercials - you can get this airtime at absolutely no cost to you.
4. **It Get Attention:** People tend to ignore radio and TV commercials. We turn the channel when commercials come on. Or, with Tivo and DVR, we're able to fast-forward through them. However, when you're the guest on a radio or TV show, you're part of the "entertainment" - so people will give you the attention they won't give commercials.
5. **Some Exposure is Rather Lengthy:** While some TV interviews may be a little shorter (lasting just a few

minutes), some radio talk show interviews can last 30 to 60 minutes or more. This gives you the opportunity to not only talk about your company and your products - but also lets you answer questions from listeners - and really promote your company.

Con's of Radio & TV Publicity

1. **It's Short-Lived Exposure:** Print publicity can last for a while. However, digital publicity - TV and radio - is very quick. If someone misses your TV or radio appearance, they can't get it at their local newsstand. Once it's over, it's over - unless it gets repeated and replayed in the future. You can reach a large audience, but you have to keep getting more and more - because it's such a short-lived medium.
2. **It's Highly Competitive:** Radio and TV publicity is very competitive. And the bigger the show, the more competition. Everyone and their dog wants to be on the major TV talk shows. Why? Because the bigger the audience, the bigger impact it has on your

business. Getting on a small-town radio talk show can be a cake-walk. Getting on Oprah's daytime talk show: A lot more difficult.

3. **Requires Ongoing Effort:** This isn't really a "con" as much as it is a reality. To keep getting more radio and TV publicity, you've got to keep moving and contacting producers for the radio and TV programs. You've got to keep in contact them with, let them know when you've got something new to talk about, and make sure your contact list is always updated.

Radio and TV publicity is definitely worth the time and money - if you've got information that people want to know about. Fortunately, radio and TV are two mediums that crank through information at lightning speed. The demand for "new" is constant - so there's usually room for someone new to come in and grab lots of valuable publicity. BUT - you've got to have something that people are interested in - and you have to know HOW to contact radio and TV producers the right way.

In the rest of this "Action Plan", I'm going to show you how to create your media list of contacts, how to approach TV and radio

producers, and how to do radio and TV publicity the right way - for maximum results.

Creating Your Media Contact List

Before you begin to contact the media, you need to build your "Media Contact List". Your media contact list is going to be your most important radio and TV "free advertising" tool - because it gives you the ability to quickly connect with the key people who can give you thousands of dollars worth of free publicity - when you need it. It's much better to create this list immediately - and work to keep it up-to-date... than it is to wait until something happens in the news related to what you're promoting - and then quickly rush around and try to find out who to contact. Some of the research you'll do to build your list will take a few days (or even weeks, in some instances), so it's better to start sooner rather than later.

One of the most important things to remember about creating your media contact list is to focus your list just on the shows that reach your target audience. It makes no sense to spend time and energy building a media list of radio and TV producers,

hosts, and journalists - who don't reach your target audience. This may seem obvious, but many people new to radio and TV publicity will waste time creating enormous lists of media contacts - outside of their target market.

The following information will show you how to research and create your own media contact list.

1) Research

If you're just starting out with radio and TV publicity, the best thing you can do is to get your feet wet by starting locally. Watch the evening news - and grab the names of reporters who report on stories that relate to what you're promoting and/or selling. If your local TV station has its own morning talk show, watch a few episodes - and see if they have anyone who specializes in covering topics related to what you sell. It's the same with local talk radio: Do the research to find out what local talk stations there are - and who would be most likely to interview you.

On some TV stations, it's become common to put the reporter's email

address on the screen. However, even if your local station doesn't do that, you can get a reporter's contact information from their website - or by calling and requesting their contact information. In the worst case, it'll take a call or two, but they want to talk to the public - so you'll ultimately get this information. In the best case, it's all on their website.

With radio, it's the same story. Their contact information is on the website. If it's a talk radio station that constantly interviews and features guests, then they probably heavily promote their contact information on their website. If not, a simple call to the radio station will get you the contact information for the host and/or producer.

As you start to get the station name, reporter/producer/host name, emails, phone numbers, address, etc. - you'll want to keep it in a safe place. I recommend creating a simple document or spreadsheet file with this information - that you print out whenever you update it - and keep in a file folder or 3-ring binder. (I personally like to keep a print and digital version of

this type of information.) This way, whenever you update the information, you simply update the file - and print out a new version.

I recommend including:

- Reporter/Host/Producer Name
- Show Name
- Email Address
- Phone Number
- Fax Number
- Mailing Address
- Notes: (Additional info about the source)

Next, you'll want to move onto the national media. National talk shows, TV talk shows, syndicated news programs, etc. While you may already know a few shows that might be willing to interview you, feature you, or report on your or your product, additional research never hurts. Search online for syndicated TV and radio shows.

Once you've found the shows you want to contact, it's usually easier to get their contact information. Big shows, like The Oprah Winfrey Show, have links on their website that say,

“Be On the Show”. They actually give you the direct link to contact them to submit information about why you should be a guest. Plus, to make it even easier for you, they let you know the upcoming topics they’ll be covering, so you can see whether or not you’d fit in with their editorial schedule.

Of course, while these larger shows make it easy for you to submit your information, it’s important to understand that competition for a major show, like The Oprah Winfrey Show, can be fierce. ***All you can do is all you can do, but sometimes, all you can do is enough.***

While a well-developed & researched media contact list is great, it’s only the beginning. Once you’ve spent the time creating your local and national media list, it’s time to move onto step #2.

2) Build Relationships

While I’ll go into how to contact the media later in this chapter, a key point to developing your media contact list is to develop relationships.

Here are some key strategies to develop relationships with the people on your media contact list.

- **Offer Your Services as An Expert:** Immediately, let your contacts know what field you have expertise in. Also, let them know that you're available to comment on stories, be interviewed, or help in whatever way you can - even if it's just for background information on a story they're working on. Even if your help/advice doesn't translate into publicity for yourself or your company, you're building a relationship that can later on turn into something valuable. Often, as the saying goes, you have to "give to get". If you will adopt this mindset of giving (freely) to your media contacts - without expecting anything in return - you'll often find that you get back much, much more in return - in the future.
- **Be The Expert:** Don't just extend your hand as an expert, perform like an expert. If you have advice on a matter - or know of research that's available for a particular reporter/host/producer - then make

sure you send it their way. Don't wait for them to come ask you for it. Instead, send it to them. Also, make sure you always send along your contact information, as well - because they may have lost, misplaced, or trashed your previous contact information - and this new little bit of research or advice might be the thing that gets them to want to talk to you. Make it easy on them - by giving your full contact information every time you contact the media.

- **Send "Thank You" Cards:** It's a little extra chore - but it means so much. A little card with your sincere appreciation means a lot. After every interview, story, or feature that you're in - make sure to send your media contact a nice "Thank You" note. It's a small gesture - one that costs you very little time or money - but it will make a difference. *(After all, most people do not get the appreciation they feel they deserve. If you'll recognize the people who help you out, you'll find they're even more willing to help you out in the future.)*

3) Keep Your List Fresh

Your media contact list will only become more important as you use it to get free publicity. That's why it's critical that it's always kept up-to-date. Check your list regularly to make sure that all of your contact are correct. If you're working with a large list of contacts, the easiest thing you can do is to hire someone to go through your list - and just double-check all of the names, phone numbers, faxes, etc. You can hire someone from any online freelance website (like www.elance.com) to do this for you - as a "virtual assistant" - at very little cost.

The main reason it's critical is because you want to make sure you're always able to send your media contacts to a human being - and you want to know WHO that human being is. Sending your information to the media, starting with "To Whom It May Concern" is a good way to get it dropped in the trash. But if you know the Producer's name is Olivia, then "Dear Olivia" will get your letter a lot more attention.

Let the Media Come To You!

While creating your media contact list - and building relationships - is key to getting valuable radio and TV publicity, you also have opportunities to let the media come to you. While there are many ways to do this, here are the two main ways I recommend:

PR Web - www.prweb.com

PRWeb, a leader in online news and press release distribution, has been used by more than 40,000 organizations of all sizes to increase the visibility of their news, improve their search engine rankings and drive traffic to their Web site.

You can put your press release on prweb.com at no cost to you - and it's instantly viewable by members of the media. Personally, I'd post my press release to prweb.com first - so it could be working for me, while I start to contact people on my media contact list.

Radio-TV Interview Report - www.rtironline.com

Another great tool that can generate a lot of TV and radio publicity is Radio-TV Interview Report. Their site is at **www.rtironline.com**. The RTIR site categorizes experts in different fields, including Business, Education, Personal Finance, How-To, Humor, Politics, Travel, Technology, and many more.

As an expert in your field, you can get listed in the Radio-TV Interview Report (print and online) - and start to get interview requests from the media. In fact, I've personally used their online site myself - to find and interview experts for teleseminars and print products - and it works very well.

Yes, there is a free to be listed. But you might find it a valuable resource once you have some experience - and are ready to get booked on bigger radio and TV shows. Check it out to see if it's for you. The Radio-TV Interview Report is online at **www.rtironline.com**

Help A Reporter Out - www.haro.com

A similar service to the Radio-TV Interview Report is HARO. Their site is at **www.haro.com**. HARO also categorizes experts in different fields, including Business, Education, Personal Finance, How-To, Humor, Politics, Travel, Technology, and many more.

You can list yourself as an expert in any field. They have free options for one field, or paid options that allow you to list yourself in several different categories. And you can get on their email list to receive queries several times a day from journalists.

The 6 P's of Getting TV and Radio Publicity

Now that you have your media contact list, let's get into the "How To" of getting TV and radio publicity. While it's not as difficult as you may think, there are some key steps you need to take to make sure you maximize the amount of publicity you get.

1. Prepare

- **Create Your Hook:** What's your hook? What's your expertise? Do you have a unique product? Does your business, your product, your service, or something you have expertise in tie directly into current, interesting news? Before you begin contacting the media, you have to have a REASON to contact them. So take a moment to decide how you can connect who you are and what you're offering - with what's going on in the news - or what you might be able to make into news. *(Some smart marketers do their own surveys and polls - to create the news --- and then become the expert who comments on it, too)*

- **Create Your Tools:** Create Your 1-Page “Backgrounder” (bio) Sheet, Fact Sheet, & Maybe a Headshot. To get publicity, you’ll need tools. These tools include:
 - A. **A 1-Page Backgrounder Sheet:** This is just background information on your and/or your company, products, etc. It gives the person you’re sending it to additional information.
 - B. **A 1-Page Fact Sheet:** If you’re promoting a product or an event, you may also want to include a “Fact Sheet” with additional facts and stats.
 - C. **Professional Headshot:** Finally, if you’re planning on doing TV, you may also want to have a headshot taken - and get multiple copies. TV producers want to know what you’ll look like on TV - so a headshot can help. Take the best possible - and have lots of copies available to mail to producers. (Obviously, radio show producers don’t particularly care what you look like - so if you only plan on doing

radio, you can skip the headshot.)

- **Look for Opportunities:** Immediately check the major TV and radio talk shows - to see if your topic either fits directly or indirectly with their upcoming topics. A simple check of their websites will give you an instant idea of their upcoming topics.

2. Practice

- **Practice Answers to Possible Questions:** Mentally run through answers to the most common questions you'll be asked. You can easily run through sample questions while you're driving, standing in line, or waiting anywhere - and create better, more clear answers. If you'll do this while you're waiting, you'll find that you're creating better, more succinct answers to questions you're likely to get.
- **Get a Partner:** Find a "Publicity Partner" to interview you - like you'd be interviewed on TV or radio. Give them a sheet of sample questions to ask you, but also give

them the opportunity to go “off script” and ask you questions related to your answers. This gives you the opportunity to practice your answers while being interviewed by another person. You’ll discover that the dynamics of being interviewed by a person is a little different than running the interview in your mind. This gives you the opportunity to learn how to interact with an interviewer - without stepping on their questions (interrupting) - as well as feeling how long your answers will be.

- **Work on Perfecting Your Speaking Skills:** Work on speaking off the cuff, but without so many “ah’s” and “ums”: You’ll also want to practice clearing up your conversation of filler words like “um” and “ah”. These filler words are difficult to listen to on TV and radio - and makes you appear as less of an expert. One thing that happens when you begin appearing on TV and radio is that you’ll talk too fast, because you’re nervous. When you talk fast, your brain has a hard time keeping up with your mouth. You’ll find that if you force

yourself to talk slower and more deliberately, you can start to weed out a lot of filler sounds and words. (However, don't slow down too much. Speech that is too slow bores the listener.)

- **Work on Creating "Sound Bites"**: Work on speaking in small bites - giving nuggets of information. Often, people new to TV and radio tend to do one of two things: They either run on and on and on, non-stop --- taking up valuable time and overwhelming the host with words. Or they give small, short 1 or 2 word answers. The key to good interviews is to be able to deliver valuable information in a short amount of time - but without leaving the host or interviewer hanging. It's painful to see a TV interview where the host asks, "So, how was it being trapped in the mountains with only a slice of bread to eat? Was it terrifying?" --- only to hear, from the nervous interviewee, a small "Yes". The host - and everyone watching - wanted a "Yes, and..." answer. Keep it short, but not too short.

- **Watch How Others Do It:** One of the easiest things you can do - that will make the most difference - is to watch how other people handle themselves on TV and radio interviews. Start to watch the syndicated talk shows. Watch the guests on late-night TV shows. Watch people on the morning talk shows. Listen to your local - or national - radio talk shows. Notice what works well - and what doesn't. Keep notes if you wish - and practice what you think works well. If you'll model the good habits - and avoid the bad ones, you'll find yourself a TV and radio personality in no time.

3. Pitch

- **Pitch Your Story to Reporters & Producers:** Now it's time to get your story to the people who can get you on radio and TV. You'll need to create a "Pitch Letter" that simply lets your contact know why they should put you on their TV and radio show immediately. Remember, they're more interested in NEWS - and how you can tie what you know into the NEWS

(translation: what's of interest to people) --- than what they can do for you.

- **Contact - But Don't Be a Nuisance:** You can call - and then follow-up with your background-er/fact sheet (If you have to leave a voice mail message, make sure to leave your 24-hour contact information - and THEN follow-up with your backgrounder/fact sheet). Another option is to fax or email your pitch letter - and then follow-up with your phone call. However you choose to contact your sources, it's important that you don't become a nuisance. Contact your source two times: One to make the initial contact - and a second time in 24 to 48 hours to make sure they got the information. After that, only contact them again when you're ready to do some press. If you're always ready to do press, you may want to just keep in contact with the media that didn't return your message - through additional research that they may find useful. If you work on becoming a "welcome guest" and not an "annoying pest",

you'll find yourself getting a lot of free publicity.

- **Tie Your Pitch Into Current News or Upcoming Topics:** I can't repeat too many times how important it is that you make sure to try to tie your pitch into current news. If it's something newsworthy by itself, that's great. However, if not, make sure it ties into something that people have an interest in. You can't expect to get free publicity if you haven't got anything that a large audience would be interested in knowing more about.
- **Let 'Em Know... You're a Pro:** If you've done similar publicity, let them know. Producers like to work with seasoned professionals, because there is less hand-holding involved. That doesn't mean you won't get on big shows as a newbie. You can. But it does mean that if you have dozens - or 100's - of shows under your belt, that's information that a host or producer would very much like to know. Got a video clip online (on YouTube)? If so, send the link. Let them see

what you've done before - so they know what they're getting into. If they like what they see, you may get a quick contact back.

- **Ask yourself, "What can I do for you?":** Remember, the reporter/host/producer doesn't care about you. They care about filling up time on their show... about entertaining their audience... and being interesting. Instead of focusing on why you should be on the air, ask yourself what you can do for the reporter/host/producer - and how you can benefit them. If you'll approach the situation this way - that you're delivering value, instead of wanting publicity - you'll find that you'll actually get a lot more publicity.

4. Perform

- **Supply Relevant Questions & Talking Points:** They may not use your sample questions and talking points, but it may help give the interviewer a direction. And, if they do follow your questions, you should already have very professional, well

thought out answers. Supply them with the idea that you're helping them, but don't assume that they'll ask you any questions from them.

- **Make arrangements:** When you're contacted about being interviewed, make sure you get ALL OF THE ARRANGEMENT DETAILS - and then VERIFY THEM. Nothing is worse than writing down the wrong time to do a radio interview - and missing it. Or, worse yet, thinking the interviewer is in your time zone - when they're 2 time zones ahead of you - making you miss your interview. Make sure you have the right date, day, time, and time zone. If you need to make travel arrangements to fly to be on TV, make sure your arrangements give you plenty of time to be at your destination - even with flight delays. If you miss your interview, you've just burnt that contact - and they're not likely to ever contact you again for an interview. Make sure you never

miss an interview for any reason.

- **Be Nice:** Be friendly, engaging, and do what you're asked. You might be able to get away with being gruff and difficult to work with if you're a famous movie star or popular celebrity, but most people can't. Instead, you'll find yourself getting a lot more publicity if you're easy to deal with. People in the media are on crazy schedules with hundreds of people to deal with. And you - "the talent" - are just another cog in their fast-moving machine. If you're a difficult person to deal with, they'll work to make sure they don't have to deal with you often - or at all. But if you're friendly, engaging, do what you're asked, and easy to work with, you'll find that they're happy to contact you in the future - because you don't cause problems.
- **Be Entertaining:** Keep surprising facts, figures, stats to use during talk. Start to remember short, punchy stories that prove

your points. If you're not used to public speaking, take a class. Take lots of classes. Read books on being funny (not joke books, but books on how to become a comedian). Start telling your friends and family more stories. Start conversations. Just start talking more. If you plan to be successful with TV and radio interviews, you'll need to hone your conversation skills.

- **Keep Your Good Reputation:** If you create a good reputation with your media contacts, do everything you can to protect it. Always keep your appointments, be easy to deal with, and be as helpful as you can. You'll find that once you have a good reputation as an entertaining, easy-to-work-with guest, you'll start to get lots more invitations to be interviewed. And that translates into a lot of free advertising.

5. Polish

- **Review your Performance and Make Necessary Chang-**

es: Whenever you do an interview, make sure you review your performance - and take notes. What worked? What Didn't? What was the most interesting thing you said or did - and how can you make sure to do that each time? What good answers do you want to remember and use again? Often, you'll say something off the cuff that you want to remember to say again. Write that information down - and work on keeping the good - and editing out the not-so-good. You'll find that if you'll

- **Add to Your Backgrounder:** As you go on bigger and bigger shows, make sure to add those to your backgrounder. Getting on big shows gives you credibility - and proves to producers that you're a good interview/guest. Make sure to update your backgrounder/bio constantly.
- **Send Producer/Host "Thank You" Note:** Finally, make sure to send the

host/producer/reporter a brief, but friendly note - thanking them for the opportunity to work with them. It's a small gesture - but one that can make a big difference.

6. Persist

- **Keep In Contact:** Just because you've been featured on a radio or TV show once doesn't mean you shouldn't go on again. I'm constantly impressed by the experts who appear on the Today Show, CNN, Larry King Live, Oprah, and other shows. And popular guests come back again and again and again. If the first show went well, make sure to keep in touch. Don't let them forget that you're available. (However, be aware - so you don't become annoying.)
- **Never Give Up:** Beginners who don't have a lot of experience getting TV and radio --- or don't have experience getting on bigger shows --- are more likely to give up - than to keep trying. If you want to move up from local

shows to larger national shows, you just need to remain consistent. Keep in contact with the media, update your background, work on your speaking skills, and one day your time will come. Many people have spent years trying to get on Oprah or another major show - and finally made it, thanks to their persistence. If you want to get on these major shows, then you simply must persist. That's the key.

One of the great things about radio and TV publicity is that the longer you do it, the more likely you are to get more and more of it. Start locally - then move to national. You'll discover that it's not only easy and fun to do, but also incredibly valuable. Some people who struggled for years have created multi-million dollar fortunes thanks to the exposure they received from TV and radio appearances.

TV Publicity: How to Make a Great Impression

Here are some tips that are specific to TV publicity:

Become a Great Guest:

A “great guest” in the eyes of the TV producer is one who is more expert or entertainer than salesperson. Yes, you want to promote yourself, your products, your website, and your company - but nothing is more annoying to a TV producer than someone who continues to shift all conversation to their promotional efforts. You need to focus on being friendly, funny, and entertaining. Yes, you do want to promote yourself - but that’s often done when the host mentions you and your company. They know to identify you - and in some cases, that’s all you’ll get. What does that mean for you? That means that you need a website - that’s easily found through the search engines. If your name is John Doe and you run Doe Catering, then your name had better appear when someone who sees the show searches for “John Doe” or “Doe Catering”. (If not, find a search engine optimization expert - or pay-per-click expert - to help you make that a reality.) This al-

lows you to focus on answering questions - and being interesting - and hoping that will be enough motivation for people to want to know more about you. In some instances, though, the host or producer may be willing to let you talk about your product and/or website. Ask them in advance what's allowed - and then follow the rules. If they tell you that your website address will appear on the bottom of the screen for 15 seconds - as well as on their website - and ask that you don't mention it, **DON'T MENTION IT**. On TV, it's all about being entertaining and interesting to the audience. Become a sales person, and not only will you turn off the host and producer, you'll also turn off the audience.

Match Your Message to Your Market:

This is a simple concept. Your target market has specific likes and dislikes. They have common enemies. They have specific language. They do similar things. For your audience to respond to you and want to find out more information, you need to talk about what they're interested in. Don't worry about repelling or turning off a portion of the viewing audience. You're talking specifically to the people who will be interested in your and your products. If you try to be inclusive and speak to everyone, you'll find

that you don't attract anyone. Create a message that matches your market - and then stick to that message.

Create "Marketing Materials" for Producers

As you do more publicity, you'll find that you're creating more marketing materials to send to producers. For example, I've seen some well-known writers create full-color 1-page "ads" for themselves and their books. Others keep a variety of headshots on hand - depending on the topic they'll be speaking about (if they "live" in different markets). Always work to create better and better marketing materials - that really capture the attention of the producer.

REMEMBER YOUR HOOK:

Maybe one of the most important things to remember is that the show you're on was created to entertain and inform an audience of people. When that stops happening (when the audience is no longer entertained), they change channels. YOU want to be the reason they continue watching. You do NOT want to be the reason they change channels. Therefore, a great question to ask yourself - as you begin pitching TV producers is "Why should the audience care about

me and my message? How is this relevant to them - right now?" If you can come up with a compelling answer to that question, you have a winning topic/hook.

Dressing for TV Interviews:

It should be obvious, but the key to a good TV interview is to :Dress Professional. Do your homework before you go on a show - and see what other guests are wearing. Ask the producer what you should wear. Take multiple changes with you.

Normally, you'll be asked to dress conservative and understated. Why? Because YOU want to be the focus of the interview - NOT what you're wearing. You don't want your clothes to do the talking for you. Make sure you're not wearing flashy jewelry or anything that will distract from the interview. Also, don't think you can just "get by" with whatever. You may have to buy 1 or 2 new suits or outfits - just for TV publicity. But I promise that the publicity you get will more than pay for the cost.

One interesting side-note: Your shoes are important, too. They may show up on camera (especially if your legs are crossed) - so you don't want the home audience focusing on your shabby shoes. Look professional -

like the expert you are - and let your words, not your clothes, be the focus of the interview.

Always Verify:

Communication is key. Make sure you know where you're supposed to go, what time, what date, what you're expected to bring, etc. Also, verify how they're going to introduce you, say your name, say your company (or product) name, and tell people how they can contact you. Don't be pushing or annoying. Just make clear requests before the interview - and get clear answers.

Radio Publicity: How to Do It Right

Here are some tips that are specific to radio publicity:

Be Generous with Your Information:

Don't hold anything back. Give information that's valuable. If you give your very best information, you'll find that listeners will want to know more - and will contact you. Unfortunately, many beginners are afraid to give their best information, because they're afraid people won't want to do business with

them - since they already have their best stuff. However, the listener doesn't know that's your best stuff. The listener only knows that the information they received is A-Class information... and they want more of the same. If you give your A-Class information during radio interviews, you'll find more people trying to get in touch with you - than if you give B-Class information that's of little value. *A sample of great information that delivers real value will bring people searching for more.*

Focus on the Needs of the Listeners:

Radio shows usually focus on a topic - and the expert (you) gives answers to problems. Determine what the audience needs (and/or wants) - and then give it to them. The more you feed them of what they want, the more they'll want. *Don't tell them what you want to tell them, tell them what they want to hear.*

Involve the audience Whenever Possible:

Take questions. Give quizzes. Do polls. Do anything and everything possible to get the audience involved in your interview. The more involved they feel, the more likely they are to enjoy the show. If they enjoy

the show, you're more likely to be called back. Plus, they're also more likely to contact you and do business with you.

Do not sound like a commercial:

I've said it before, but it bears repeating: You need to educate and entertain, not sell. You will turn off listeners and producers if you focus your time pitching your products and driving people to your website. The key is to be so engaging and interesting - that people will want to do business with you. And one of the great things about radio interviews is that they're very open to giving you multiple plugs for you, your company, your website, and your products. In fact, in some instances, they'll even give you a little time for a mini-pitch - where you can drive people to a phone number for more info - or even to buy.

Tell Success Stories:

Here's a trick that will get people contacting you by droves. Pepper your stories with "Success Stories" of people you've helped or people who have used your product successfully. You'll find that listeners who want to experience similar success will be more motivated to contact you for more infor-

mation. The more success stories, the more likely people are to want to contact you.

One Final Note About TV and Radio Publicity

TV and radio producers, reports, and hosts need you - about as much as you need them, maybe more. These people produce up to 3 to 4 hours of programming EVERY DAY. That's up to 15 to 20 hours of programming a week.

These people are in desperate need of "content". And YOU are a provider of this content. Therefore, it's a win/win situation. If you'll go into this with the understanding that they need you - to deliver quality content (entertaining & engaging information)... as much as you need them for publicity, you'll start to see just how easy it can be for you to get the free advertising you need.

What To Do Now

- ❑ **First**, create your Media Contact List - focusing first on local media, then on national media.

- **Second**, contact the local media for your first interview. Get the **FIRST ONE UNDER YOUR BELT** - to gain confidence. (I recommend starting local, so you get experience with very little perceived "risk". Then move nationally).

How to Use **Simple Articles** To Get National Exposure, Become an 'Instant Expert', And Boost Your Business!

This chapter is all about “**article marketing**”.

But probably NOT about the type of article marketing you've already heard of.

Yes, people use articles very heavily online, to promote their products and services. And I'll certainly discuss that later in this action plan.

However, our main focus will be getting articles published in **PRINT Magazines** that go out to hundreds of thousands (even millions!) of people nationwide.

Why focus so much attention OFFLINE - with "Print Magazines" - instead of with online ezines and article directories?

The answer is simple:

Your article in a national magazine gives you more “fame” in your market than your article in virtually any ezine, blog, or website.

Plus, with email deliverability becoming sketchier... and the ease of ignoring or deleting email messages increasing, you get more “oomph” when you focus your time and energy on getting your articles printed in magazines.

“But I’m not an expert!”

I’ve heard that before. Fortunately, you don’t have to be an expert to get your article printed in a magazine.

You see, the common belief is that anyone who gets their article printed in a magazine **MUST BE AN EXPERT.**

So, when people see *YOUR ARTICLE*, they’ll instantly believe - **YOU ARE AN EXPERT.**

However, you do NOT need to be an expert to get your article published.

I know. It sounds crazy - but I had my first article published in a national magazine just a few months after starting my own business. As a teenager still in high

school. **So don't worry about being "an expert".**

"But I'm not an author!"

Don't worry. You don't have to write a word to have a wide variety of expertly-written articles at your fingertips.

In fact, you can become a regular "columnist" for a magazine - *without having to write these columns yourself.*

You see, with the system I'll explain in this action plan, you can have articles written for you - by professional authors - and then published in national magazines... *Under YOUR NAME.*

Then, as your target market reads your articles, you'll be seen as an expert.

And, using my "Article Marketing" system, they'll IMMEDIATELY be able to either visit your website - or even BUY YOUR OFFER.

So not only do you build up your name recognition (translation: "fame"), but you'll also be making money with this 'Free Advertising'.

So now that we've crushed some of the most common myths that hold people back from trying this method, let me explain exactly how it works.

How **Article Marketing** Works

Article marketing works because it's a way for print magazines to save money, as well as get high-quality content they can publish every month.

Large, general-interest magazines - like *Time*, *Reader's Digest*, and *Sports Illustrated* - usually have a combination of "on-staff" writers and journalists, as well as paying freelance writers to create articles. **However, smaller "niche" magazines, newsletters, and tabloids don't always have the resources to hire full-time, on-staff writers.** And while they may be willing to pay a small amount to have a freelance writer write articles for them, what they're willing to pay can't compare to the larger publications. *That's why most freelance writers strive to work for the bigger publications, not the small niche magazines.*

This situation motivates the magazine editors to accept articles from experts and

authors - who get "paid" for their article submission with... **Free Advertising!**

Let me show you a quick example:

This is a 1-page article that appeared in a recent issue of Home Business Magazine.

Generating Wealth Through Innovation

Protect Innovation Using Patents

By David E. Rogers and Amy L. Hartzler

Much has been made of the demise of U.S. manufacturing. Once the U.S. was a manufacturing powerhouse, but much of its industry has now moved overseas or south of the border to low-cost countries such as China, India and Mexico. But, despite the loss of manufacturing jobs, the U.S. still has the world's largest gross domestic product (GDP). How does the U.S. maintain its economic edge? One way is through innovation, and protecting innovation using legal mechanisms, particularly patents.

In some industries it is simply no longer important to be a manufacturing source, because manufacturing is a commodity input provided at a commodity price. Instead, it is important to be the source of, and control, the innovation. By controlling the innovation, you can control the product pipeline, from manufacturing, to distribution to sales. This is the new business model for nations with mature economies, and the control of innovation through patents is critical for businesses that cannot realistically compete, or that do not wish to compete, in commodity manufacturing.

HOW PATENTS GENERATE WEALTH

A patent creates a legal barrier preventing entry into the market segment it defines. The patent owner has the right to operate exclusively within that segment and to stop any trespass (called an "infringement") into the segment, which means the patent owner can exclude others from making, using, selling, offering to sell or importing the products or services covered by the patent regardless of whether the patent owner ever provides the products or services. That is the power of a patent — its mere existence monopolizes a market segment. You need not provide products or services, or deal with vendors, customers, governmental regulations, or employees.

A patent's barrier to entry provides many benefits:

- If you choose to manufacture your innovation, or have it manufactured, the patent gives you time to establish manufacturing and marketing channels;
- You can potentially charge premium

prices within the market segment protected by the patent;

- A patent is a tangible asset to attract business partners, investors, and potential buyers to your product/service or company; and/or
- You can simply license or sell the patent, and hence your barrier to entry, to another.

Without patent protection there is no legal barrier to entry, and others are free to copy your innovation.

BROAD SCOPE IS CRITICAL TO PATENT VALUE

A patent is a document that uses words, usually accompanied by drawings, to define a piece of "intellectual property." Like a parcel of land, the value of this intellectual property is based largely on its location and size. A patent's "location" is the inherent value of the concept it protects. A patent's "size" is often referred to as its "scope."

Patent scope is particularly important for small- or medium-sized businesses. Because these businesses usually have constrained resources and relatively few patents, they must depend on broad patent scope for meaningful protection and value. Large businesses, in contrast, often have large budgets and obtain numerous patents covering incremental technological improvements. Using this procedure, they capture broad overall patent scope through the sheer number of patents obtained, and the scope of any single patent may not be important to the overall breadth or value of the patents considered as a whole.

If a patent fails to capture the entire scope of the inventive concept, competitors will be free to practice, and potentially even patent, the scope not protected. The result for the original inventor is a patent worth significantly less than it could have been and perhaps lost profits, investments, or licensing opportunities.



Without meaningful innovation and patent protection, competitors can and will copy every valuable aspect of your product or service.

INNOVATION IS THE WAVE OF THE FUTURE

The generation of wealth through innovation requires an inherently valuable innovation and a strong barrier to entry, which can be provided by sound patent protection. In today's marketplace, a strategy not founded on innovation and consisting solely of, for example, getting to market first and developing brand recognition may be unrealistic and suboptimal, particularly for a start-up company or any business in a highly-competitive market. Product information is often easy to obtain, consumers are sophisticated, and competitors are nimble.

Assume that without meaningful innovation and protection, competitors can and will copy every valuable aspect of your product or service. You will be left to compete mainly on price, delivery time, and service, and potentially not have the opportunity or resources to develop market penetration or brand awareness. Not only will profit opportunities be lost, but so will the ability to attract investors and buyers to your business. [Read More](#)

David E. Rogers is a patent attorney and partner with Shapiro, Senakos & Conway, LLP. David practices patent, trademark, trade dress and other intellectual law and has been a business speaker at patent and business lawbars in the United States and abroad. Amy L. Hartzler is the President of InVivo LLC, a strategic consulting firm, and the Managing Director of Brand Management, Director of Customer Relations, and Vice President of Marketing for companies. This article is based on talks from their new book, *Business Success Through Innovation: An Insider's Guide To The Power Of Creative Solutions*. Visit [www.innovatepatents.com](#).



“By controlling the innovation, you can control the product pipeline, from manufacturing, to distribution to sales.”

Home Business Magazine is a full-color, glossy niche magazine that caters to the work-at-home and home-business market.

Their total circulation is 100,000 per issue.

They sell 72,000 copies through newsstands, magazine racks, bookstores, and other retail outlets.

27,000 go out to paid subscribers.

And 3,000 are mailed out for targeted mailings and promotions.

Now, a full-page ad in Home Business Magazine will cost you \$3,275 for one-time placement. It'll cost you \$3,930 if you want color added to your full-page ad.

However, if you're a writer - and you submit an article that the magazine publishes, you get this entire FULL PAGE... Absolutely FREE!

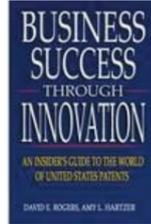
And, as "payment" for your article, the magazine will give you a "Resource Box" at the end of your article. That way, anyone who reads - and enjoys - your article, can contact you for more information. Or even buy a product.

Here's what the "Resource Box" looks like:

this will profit opportunities be lost, but so will the ability to attract investors and buyers to your business. **HBM**

patent
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David E. Rogers is a patent attorney and partner with Squire, Sanders & Dempsey L.L.P. David practices patent, trademark, trade dress and unfair competition law and has been a featured speaker on patent and trademark topics in the United States and abroad. Amy L. Hartzler is the President of IsoPatent LLC. She has worked in a variety of roles including Director of Brand Management, Director of Customer Retention, and Vice President of Marketing for companies. This article is based on topics from their new book, *Business Success Through Innovation: An Insider's Guide to the World of United States Patents*. Visit www.isopatent.com.



Your "Resource Box" is valuable advertising. In fact, I personally believe this type of advertising is MORE VALUABLE than the actual paid advertising in the magazine.

Here's why:

Magazines survive on advertising. Paid subscriptions defer some of the costs of producing each issue of a magazine, but the lion's share of the profits come from advertising.

However, a magazine full of advertising wouldn't sell well. *People don't buy magazines for the ADS, they buy magazines for the INFORMATION.*

The information in magazines... **the ARTICLES**... are necessary to draw people in - and get them to want to buy and read the magazine.

But the advertising pays the magazine's bills and puts profits in their bank account.

Here's the exciting part:

With this method, you're not only getting FREE ADVERTISING (at the end of your article), but you're also getting 'advertising' that will get more attention than most of the paid advertising in the magazine.

After all, people are LOOKING for information. *They're reading the articles.*

And they're tolerating the advertising. So you have a better chance of getting a reader's attention with a really well-written article - than you do with a flashy full-page ad.

Best of all, if your article is a little longer, it can stretch over many pages.

And you still get a “Resource Box” at the end, directing people to you, your website, and your products & services.

Plus, there’s nothing stopping you from submitting articles to the niche magazines every month for years.

Even if you don’t consider yourself an “expert” in your field.

Even if you don’t believe you’re a “writer”.

You can do it.

All you have to do is follow this simple system.

The 7 Step **Article** **Marketing** System

Successfully getting your articles published in niche magazines, tabloids, and newsletters is simple - when you follow these 7 easy steps.

1. Locate Your Targeted Magazines:

If you've been marketing products and services to your target market, you should already know what magazines your prospects read.

However, if you're unsure - or you simply want to see all of the available publications that target your market - here are some websites you can use as research.

➤ **Magazines.com**

Magazines.com is the oldest, the largest, and the most dependable magazine subscription service on the Internet. We are a privately-held company based in Franklin, Tennessee, a suburb of Nashville. Our major investors include Anderson Media (one of the country's largest wholesale-distributors of magazines, music, books, and video) and Time Inc. (publisher of leading titles such as *People*, *Sports Illustrated* & *Time*).

Magazines.com is a great resource, because not only do they list consumer magazines, but they also list trade publications.

For example, they have magazines targeted to business owners in a variety of fields. *Here are a few from Magazine.com*

Appliance Magazine
Boating Industry
Eyecare Business
Government Computer News
Pet Product News
International RV Business
Stamping Journal
Total Landscaping Care
Veterinary Economics
Wood Digest

Yes, these are all real magazines.

Any many of them are looking for high-quality articles Remember also that lots of non-travel magazines publish travel-related articles, too.

➤ **MagazineLine.com**

At **MagazineLine** you'll find over 750 popular magazines - old favorites such as *Newsweek*, *TV Guide*, *BusinessWeek*, and *Cosmopolitan*; plus newer, edgier titles like *Maxim*, *Vibe*, *Marie Claire*, *Fast Company*, and *Wired*.

One of the major differences between MagazineLine and other online magazine services - besides our low prices - is that we work hard to

offer magazines that are of the most interest to our constantly-growing audience.

➤ **Amazon.com/magazines**

Amazon features over 90,000 magazines - including professional and trade publications. Sorted by category, you should be able to easily find every type of magazine and publication your niche market would read and subscribe to.

➤ **Your Local Bookstore**

One of the fastest, easiest ways to find out what magazines are available is to visit the largest bookstore in your area, with the largest magazine rack. Take time to browse - and see if you can find the right publications. Don't get frustrated if you can't find a magazine to match your market.

Remember:

Amazon features over **90,000 magazines** - many more than any local bookstore or newsstand could carry. *If you can't find something locally, make sure to look online.*

Once you find the magazines your prospects are most likely to read, it's important that you get a copy of

each one. In the past, I've simply contacted the advertising department and asked for a sample copy, along with their rate card information. 99% of the time, they're happy to send me at least one copy, since I appear to be a future advertiser. *(In some cases, I've been added as a subscriber, free of charge, simply because I showed interest in their publications.)*

Once you get a copy, review all of the articles and see whether or not the article writers are already getting 'free advertising' through a "Resource Box" at the end of their article.

If so, precedent has already been set - and the magazine understands this method. That makes this process much, much easier for you.

If, however, you find that none of the articles give the contact information of any of the authors - or worse yet, doesn't even mention the authors by name - then you'll have to see if they'll be agreeable to this method.

In the past, I've had some publications refuse to give me a "Resource Box" at the end of my article, but they were

more than happy to give me valuable display advertising in exchange for my article. What's funny is that the display advertising I received was much, much larger than my "Resource Box" would have been. *Often, I'd get a quarter-page display ad in a magazine, worth \$100's or even \$1,000's of dollars - for letting the magazine publish my article.*

So if none of the articles in the magazine have a "Resource Box" attached at the end, don't fret. You might be the first one to approach the editor with this concept - and still get the free advertising you want.

2. Get "Article Submission Guidelines" from the Editor

The next step is simple. Email the editor of each publication and ask for their "Article Submission Guidelines". If they normally accept articles from freelance writers, you should receive an email back with their submission guidelines.

Guidelines vary from publication to publication, but most will include:

- Who to email your articles to

- What format is preferred (txt, MS Word Doc, etc.)
- Formatting guidelines
- Maximum and minimum number of words
- Who owns the rights to the article (and if you can submit your article to other publications)
- Submission deadlines
- How you will be compensated for your article submission*

Some magazines will give you the option of including your photo with your articles. Others will not. If it's not specified, I'd suggest including your photo with every article you submit. If published, this gives you face recognition along with name recognition.

**Note: If a publication prefers to pay you for your article, you still have the opportunity to get 'Free Advertising'. Simply take the money you made from submitting your article - and use it to buy advertising in the next issue.*

3. Write an Article – or Have It Written For You

Once you've received the "Article Submission Guidelines" from a magazine, you'll know how many words you need to submit, when you need to submit your article, and what format to submit it in. Now it's time to create your article.

Here are some pointers on writing the best article possible.

❑ Use Their Editorial Calendar as Your Guideline

Articles tied into a magazine's "Editorial Calendar" are more likely to get picked up for publication than a random article not tied into their calendar.

If the editor of the publication doesn't give you a copy of their editorial calendar with the "Article Submission Guidelines", ask them if they have one you can look at. Not all magazines have editorial calendars, but many do - and it can be a valuable tool when creating articles. The editorial calendar may also be available on the magazine's website.

❑ Write an Article of Numbered Tips or Ideas

Breaking down a 300 to 1,000 word article into tips or steps makes writing your article a breeze. A 1,000 word article broken down into "10 Tips" means that you only have to write 100 words per tip. And 100 words are easy to write, even for the novice writer.

Here are some "fill-in-the-blank" ideas for your articles:

- ✓ 10 Tips to _____
- ✓ 7 Keys to _____
- ✓ 8 _____ Mistakes (& How to Avoid Them)
- ✓ 5 Ways to _____
- ✓ 4 Steps to _____
- ✓ 9 Questions to Ask About _____

❑ Tell a Story

People love stories. About yourself, about a client or customer, or about someone famous. Bring your article to life by taking the basic idea and explaining it through a story. If you can, you might even consider interviewing a few people for your article. Well-written stories can make your article more interesting to read. And the more interesting it is, the

more likely the reader is to finish the entire article - and contact you for more information once they're done.

❑ Give Valuable "How To" Information

People who read niche magazines want to know HOW TO DO something.

For example:

Golfers who read golf magazines want to know HOW TO drop their golf scores.

Overweight People who read weight-loss magazines want to know HOW TO drop pounds.

Bodybuilders who read muscle magazines want to know HOW TO add size, quickly and easily.

Give the reader of the article valuable "How To" information - and you'll build a bond with the reader.
Make sure that it's VALUABLE

information. Don't be afraid to give away some of your most valuable training or advice. After all, the reader will judge the value of your products and services based on the information you give in your article. If you hold back "the good stuff" - and just give the reader fluff, they'll believe that all of your products and services are also filled with "fluff". However, if you give valuable information that works, they'll believe that all of your other products and services contain valuable information that works. How you're perceived in your article will affect how your company and products are perceived. **So give valuable information.**

❑ ...BUT Make Your Article Incomplete

Even though you want to give valuable information in your article, it should always leave the reader wanting more. Fortunately, because the size of most articles doesn't give you the ability to explain any one concept in too much depth, most articles will leave the reader wanting more.

One method for getting the reader to want more information from you is to

drop little teases about your other products, offers, or information.

For example, in a travel article, I might write:

“Another thing you’ll want to do is create a checklist of things you need to pack for that perfect trip. When I first started vacationing in Daytona, I created Checklist of the things that I most used. Today, I give this checklist to my guests when they make a reservation, to help them make sure they have a great vacation.”

In this one paragraph, I tell them what they need to create (a checklist), but I don’t give them exact instructions on HOW to create it. But I drop the tease: “I give this checklist to my clients”. *So, if the reader wants that checklist, they’re now motivated to contact me.*

By dropping teases about tools, products, and services you offer to your guests - that solve common problems for your target market - you’ll find yourself pulling in a lot of leads from your articles.

Not a Writer? Don't Worry!

If you're not a writer, it's very easy to find a freelance writer to write your articles for you. It can be as simple as going to Google.com and typing in the keyphrase "**freelance writers**". Within seconds, you'll find freelance writers who can write articles for you - *for about \$10.*

One of the online resources I've used to successfully find high-quality freelance writers is elance.com.

Elance.com

"Elance is a place where businesses connect with professionals to get work done now.

With the largest network of rated and certified business professionals, Elance facilitates the entire work process from hiring to collaboration to payment.

Businesses use Elance to achieve more by finding great people and getting work done in a new way, and talented professionals find

meaningful work that fits their lifestyle.”

I like elance, because you can post your project (“Write an Article”) - and within minutes have bids from writers willing to do the work. Once people bid on your project, you can review their portfolio of past work, read their reviews (written by past clients), and - within days - find the freelance writer that meets your budget and quality standards.

Once you’ve found a freelance writer, you can give him or her the article submission guidelines, the editorial calendar, and let them write an article for you that fits the publication you’ll be submitting it to.

Since articles are short, they’re usually quick to write. So you can have a freelance writer quickly write enough articles for an entire year’s worth of submissions. They do the work once, then you submit each one before the magazine’s submission deadline. And now you’re getting regular “Free Advertising” in the magazines in your niche market.

4. Write Your “Resource Box”

Next, it’s time to write the “Resource Box” that you’ll add to the end of your articles. Even though your resource box will normally be short (maybe 6 to 10 sentences), it’s important that you spend the time crafting the perfect one. After all, because it’s short, each word has to have the maximum impact. It’s almost like writing a classified ad.

A well-written “Resource Box” should do two things:

- A. It should brand you as an expert in your field.
- B. It should make a HOT OFFER to get interested readers to contact you for more information.

Here’s an example of a “Resource Box” that recently appeared at the end of an article, written by Peter Jones.

Peter Jones is General Manager of the Oceanfront Inn in Daytona, Florida, the best family hotel in Daytona. Peter is a Wharton MBA,

with over 25 years of hospitality experience. For more information on the Oceanfront Inn, please visit <http://www.xxxxxxxx.com> or call: XXX-XXX-XXXX

Mr. Jones's resource box does one thing very well. It establishes him as an expert in his area.

*However, what the resource box **does not do well** is make a hot offer... a compelling offer... that motivates the reader to take immediate action and contact Mr. Koeppe.*

It starts out well, but at the end, it ends with:

"For more information on ..."

That's not a compelling offer.

Now, if the article is well written and draws in someone interested in having a direct response campaign created for them, then it's likely they'll contact Mr. Jones for "more information".

But they may dog-ear the page, set the magazine aside, and promise

themselves they'll "come back to it later". Unfortunately, "later" doesn't always happen.

But what if Mr. Jones wrote:

Peter Jones is General Manager of the Oceanfront Inn in Daytona, Florida, the best family hotel in Daytona. Peter is a Wharton MBA, with over 25 years of hospitality experience. For a FREE 20-Page Booklet titled "The 7 Best things to do in Daytona with your Family," please visit <http://www.xxxxxxxxxx.com> or call: XXX-XXX-XXXX

It's just a few more words, but now it's a more compelling offer. The reader is more motivated to visit Mr. Jones' website (or call him) immediately, because they're getting valuable information and advice that promises to increase their profits.

Of course, you don't have to be a Wharton MBA and have 25 years of experience to have a well-written, attention-getting resource box.

Let's write a resource box for someone with NO EXPERIENCE who is selling a course SOMEONE ELSE WROTE on how to train your dog.

John Doe helps people all over the world train their dogs, in just 15 minutes a day, using “stress-free” positive reinforcement methods. If you’d like to know how to easily train your dog in just minutes a day, you can get a copy of John’s FREE REPORT, “7 Steps to a Well-Behaved Dog” (a \$19.97 value) by visiting his site at www.johndoedogtraining.com and subscribing to his FREE weekly “Dog Training Tips” Newsletter.

As time passes - and you have more experience - you can start to mention the number of customers you’ve worked with (“We’ve helped 10,000 clients”), talk about the number of years you’ve been in business (“10 years helping clients from all over the world”), or your training (“With A Special Training Certificate from _____”).

It’s more important that you make a compelling offer than convince the reader that you’re an expert. Your expertise will be implied by the fact that you have your article published in a

magazine. And it'll be enhanced by the quality of your article.

A compelling offer needs to be something of value to the reader. It must be something your perfect prospect would definitely want. Something that appears to solve their #1 problem or help them achieve their #1 goal.

It can be a report, booklet, ebook, CD, DVD, software, or consultation. Even if you're selling farm equipment, you can create an "information product" that can get prospects to respond. (*"For a Free Report titled "7 Mistakes to Avoid When Buying Farm Equipment, Visit..."*)

Then, make sure you give the reader an easy way to get the item you're offering. A website is great. A phone number works, too. Both are acceptable - and can be used together effectively. Just make sure the process is easy for your prospects. The easier it is for them to respond to your offer and give you their contact information, the more likely you are to get a large number of highly qualified leads.

5. Submit Your Articles

I told you this already, but it bears mentioning again. This is an easy step. Simply submit your articles (with resource box) in the format requested by each publication. Make sure to keep track of the submission deadlines, so you don't accidentally miss any. You want to submit one article to each magazine, tabloid, and newsletter in your niche market for each issue of their publication.

Make sure you include ALL of your contact information with each submission. If you're sending in your article via email, your contact information should be in your email, as well as included with the article. If the editor needs to get in touch with you for any reason, you want to make sure they have your contact information readily available.

Often, if your article is accepted for publication, you'll be notified by the editor or assistant editor. However, don't be surprised if you get a copy of

the magazine in your mail - and flip through it to find your article. There've been many times when I've sent an article to a magazine, haven't heard anything back, and a month or so later get a copy in the mail, with my article included.

The key is to consistently mail your articles to the publications - and work to write articles that are of interest to their readers. If you'll do this, you'll find yourself getting a huge amount of free advertising for yourself, your company, and your products.

6. Offer to Become a Regular Columnist

Once your articles start to get published in the magazines in your market, you'll start to become a regular author. Make sure to keep in touch with the editor of each magazine that's publishing your articles - and let them know that if they need articles written on specific subjects, you'll be happy to oblige. Be easy to work with, keep submitting articles, and build the relationships with the editors.

After a few of your articles have been accepted by a particular magazine, contact the editor and see if he/she will let you become a regular "Columnist" for the magazine.

As a columnist for a magazine, you get a guaranteed article in each issue, on a particular topic. You also might get a specific space in the magazine, like inside the back cover. Plus, you may also be identified as a "Columnist" or "Special Correspondent" with the publication. All of this adds to the perception of your expertise - which translates into more prospects and more business for you.

When you're requesting a columnist position, you may want to come up with ideas for a special "Section" of the magazine that you could write for each month's issue.

Some ideas are:

- Success Story of the Month
- _____ Makeover of the Month
- Common Questions Answered
- Reviews

- New Resources
- Trends

Not all publications will want a regular columnist. So don't worry if they turn you down. You can have the same impact if you just keep submitting articles on a regular basis.

7. Online Variations

While I highly recommend submitting your articles to offline publications, like magazines, tabloids, and newsletters, you can also use articles to market yourself, your business, and your products online.

➤ **Ezines:**

An ezine is an "electronic magazine" (e-zine) which normally includes an article or two, along with a few ads. Again, the ads are tolerated, because

valuable information is included in the ezine.

Most ezine's are published weekly, bi-weekly, or monthly - and while some ezine publishers write each issue themselves, many rely on articles written by other experts and authors. You can submit your articles to specific ezines that target your niche market - and have them published with your resource box attached. The easiest way to do this is by going to Google.com and typing in "ezine directories". These ezine directories have thousands of ezines listed, most categorized by subject or searchable.

As I write this, I found these ezine directories with a quick Google search:

www.ezinesearch.com

www.bestezines.com

www.ezine-universe.com

➤ **Article Directories**

While I like the idea of going directly to the ezines targeted to your market, I really like the idea of adding your article to the many article directories online.

An article directory is basically a searchable database of articles.

Authors and experts upload their articles to the directory - and publishers can search and download the articles for publication.

Article directories can be a great FREE marketing tool for you, because your article in a directory can be viewed and downloaded by 100's, even 1,000's of people - and used in ezines, blogs, websites, and even print publications - without you having to do anything.

All you do is upload your articles, with your resource box. Then, as publishers find your articles, they can download them immediately and use them - *WITH the understanding that they must include your "Resource Box"*.

It's a completely hands-free, hassle-free way to get a lot of free advertising.

You can find these article directories by doing a Google.com search for the keyphrase "article directories".

However, I have two article directories that I highly recommend you check into.

• EzineArticles.com

EzineArticles.com is a matching service -- bringing real-world experts and ezine publishers together.

Expert Authors & Writers are able to post their articles to be featured within the site. Our searchable database of hundreds of thousands of quality original articles allows email newsletter publishers hungry for fresh content to find articles that they can use for inclusion within their next newsletter (*up to 25 articles per year per our Publisher TOS*).

What Makes The EzineArticles System Unique?

Your articles are managed by our proprietary management software designed to give you maximum exposure to our loyal audience of hundreds of thousands of daily visitors and our email newsletter publisher audience who *EACH* have thousands, tens of thousands or even hundreds of thousands of email list members of their own. That means your original articles and expertise may be exposed to hundreds of thousands or even millions of people rather than waiting passively for someone to syndicate it on yet another website with no traffic.

Sign-up is free - and you can immediately start uploading your articles into the system. ***Highly recommended!***

- **GoArticles.com**

What GoArticles Is About

GoArticles.com is an article search engine and directory, updated daily. The staff at GoArticles are dedicated to meeting the needs of contributing Authors, newsletter Publishers and visitors by providing the best and largest free content article database on the Web. Our goal is to make great content available to you when you want it, not when someone decides to send it to you.

Again, sign-up is free - and it's easy to upload your articles from your computer. ***Recommended.***

➤ **Submit Articles Online Weekly**

One of the challenges with article directories is that you're hoping that publishers will find your articles and reprint them in their ezines, websites, blogs, etc.

While I do believe in using article directories, because it's FREE and publishers DO re-print materials from them, *I also believing in being proactive when submitting articles.*

That's why I believe you should spend **10 to 15 minutes a day** submitting your articles to ezine publishers, websites, blogs, membership sites, and any websites that are regularly visited by your target market.

Don't "Spam" these sites with your articles. Instead, contact the owners of the website and find out if they have any use for regular articles. If not, move onto the next site. If so, send them samples - and ask them how often they want a new article. Very quickly, you can have 5 to 10 websites (or more) that are relying on you for regular content for their visitors, readers, and members.

If you'll combine these online methods with offline article marketing, you'll find yourself getting a lot of valuable free advertising that will constantly generate new prospects into your business.

Don't talk yourself out of using this method because "You're not an expert" or "You're not a writer". Follow my system, step-by-step, and I can almost guarantee that very soon you'll start to get your articles published - and start to see an entirely new stream of prospects and business open up for you.

Get started today - and you'll soon find yourself getting a lot of valuable free advertising in the niche magazines in your target market.

What To Do Now

Start this process by finding at least ONE magazine (or online ezine, blog, or membership site) that you can submit an article to.

Contact the editor for their "Article Submission Guidelines", write an article and "Resource Box", and submit your article.

Or, if you're uncomfortable writing, go to elance.com and find a freelance writer who can write your articles for you.

Make a goal, in the next 30 days, to completely run through this system once - from beginning to end - and actually submit AT LEAST ONE ARTICLE to an offline print publication (magazine, tabloid, or newsletter).

If there are no offline publications in your market, then submit AT LEAST ONE ARTICLE to a major online ezine, blog, or membership sites.

Finding and Pitching the Travel Media, plus Hosting Familiariza- tion Tours

Interacting with Travel Media

Your research begins by becoming familiar with the travel media and travel community:

- Read travel magazines and newspaper travel sections
- Watch TV and listen to radio shows that focus on travel
- Check out travel-oriented websites
- Pay attention to the by-lines of writers and presenters
- Focus on the types of stories and presentations

that might work well for your product

- Attend trade shows whenever possible
- Contact your local, provincial and national tourism boards

As you become involved in the tourism

community, you will get to know which suppliers you can work with to host a media trip, and what the media requires from you and your tourism partners. Here is a guideline to establishing these important steps.

Start compiling a list of writers, broadcasters, websites and TV programs that may be of assistance to you. There are several ways to find these people:

- Travel writing organizations websites. Download the information on writers who focus on your target markets. Directories list writers by interests, markets and locations. Here are some:

∫ Society of American Travel Writers (SATW) (www.satw.org). Established nearly 50 years ago, SATW represents approximately 1,200 media professionals in the US and Canada. The cost of their directory to non-members is US\$150 and can be ordered on their website.

∫ Travel Journalists Guild (www.tjgonline.com) is a US-based organization including travel writers, lecturers, guide authors and photographers. Members must qualify with three years of photo or story clips.

∫ British Guild of Travel Writers (www.bgtw.metronet.co.uk) is an excellent source of travel writers in the UK. Their annual yearbook costs £100 plus postage and lists their 200+ members, including contact information, specialities and details of the markets to which they contribute.

- Get involved in your industry. Attend travel trade shows where you can meet with potential industry partners and make contacts at the municipal, regional, and provincial tourism boards.

- Purchase a media list. While not cheap, these lists can prove to be extremely helpful. Here are two:

∫ Bowdens Media Monitoring (www.bowdens.com), Their media directory is available on hard copy or CD.

∫ Bacon's Media News, Services and Information (www.bacons.com). This firm provides clipping services, media directories and software. They have 12 media directories with some 70,000 contacts and prices in the US\$300 range. It is possible to access some media information on a piecemeal basis for a minimum charge of US\$100 (go to their website; click on Media Lists Online). If you are organizing your data on a computer,

think long term and make sure you have space to expand and ability to cross reference. In addition to contact information, have a section for specifics.

As Pat Corbett of The Hills Health & Guest Ranch says, "I consider travel media the most powerful tool we have had in building up our business. I look for writers wherever I go, within my own networking group and in my day to day business conversations. I keep my eyes and ears open and I notice by-lines. We built up a solid database and we follow up with press releases."

Joanne Bamberger, who participated in the "Media Pros Talk Back & PR Pros Listen" panel at PR News' Media Relations Conference in Washington, D.C., offers the following five do's and don'ts crafted *specifically* for pitching to bloggers. Feel free to apply them to your interactions with traditional journalists as well.

Five Do's for Pitching Bloggers

1. **Be professional:** In your face-to-face interactions, you probably wouldn't be unprofessional with your office or business colleagues. Same goes for those you are trying to reach online. Being professional and treating bloggers right

will go a long way toward breaking through the clutter.

2. **Establish an ongoing relationship:** As with just about everything in life, it's all about relationships. There may be bloggers who will write about or do just about anything, but today, bloggers are overwhelmed with outreach. Do you want a particular blogger to help with a campaign? Then take the time to establish and maintain a relationship, just as you would with any other client or customer.
3. **Drill down:** If you're pitching a particular food product, for instance, chances are good there's a blogger who writes specifically about that product. It's up to you to find them.
4. **Take the time to personalize:** If you've done even just a few minutes of research, you'll know if a pitch is a good fit. And if it is, make sure the blogger knows it. If there is a post on a particular blog that fits for your pitch, make sure you say you read it, what you liked about it and why it made you reach out to that person.
5. **It's only an opportunity if it's mutually beneficial:** There is no opportunity for a travel blogger if you are pitching a cleaning products.

Five Don'ts

1. **Cold pitch:** If a blogger doesn't know you, they most likely will ignore the message with your pitch. It will be deleted.
2. **Call them "Mommy" bloggers:** Yes, there is a whole genre of bloggers who've been dubbed

"mommy bloggers." But most of them don't want you to address them as that. Yes, they are mothers. Yes they are bloggers. But they aren't your "mommy." So address them respectfully. They are powerful.

3. **Ask and not give:** Just as in any other relationship, if all you do is ask for something, you're not going to get anything in return. A productive blogger relationship is a two-way street. What are their needs and how can you help them?
 4. **Begin an e-mail with "Dear Blogger," "hey there," etc.:** If you don't take the time to know who you are sending an e-mail to, or you spell their name incorrectly, that message will most likely get deleted before being opened. If you are sending an e-mail to a group of bloggers, make sure they are people you already know, make sure the addresses of all the bloggers are in "bcc" and apologize for sending a group e-mail and explain the unusual circumstances for having to do it.
 5. **Expect to hear from everyone you pitch.** And don't get annoyed when you don't. Inboxes are inundated with hundreds and sometimes thousands of pitches a day. You have to find a way to make yours stand out.
- **Bonus: Don't be irrelevant:** Bad pitches get forwarded in the online community, and bloggers share information about bad pitches they receive. Don't get a reputation for being "that" PR person.

Hosting a Familiarization (Fam) Tour

WHAT IS A FAM TOUR?

FAM stands for “familiarization” tour. It is bringing people (in this case, travel media, tour operators and Travel agents) to your area to experience what it has to offer first-hand.

WHY DO WE DO FAM TOURS?

Because when journalists, tour operators and travel agents experience a destination first-hand, they are able to better relay information to their readers and clients. Since their jobs involve dispersing information to large numbers of people, this is a valuable tool.

Imagine if you saw a photo of the Outer Banks in a brochure. By looking at that photo or reading information about the Outer Banks online, you would probably have a good idea of what a vacation in the Sawtooth Mountains might be like. However, if you visit the Outer Banks yourself, you are able to describe to others in much greater detail what there is to see and do, in addition to how it feels to be there.

IS A FAM TOUR RIGHT FOR YOU/YOUR COMMUNITY?

Ask yourself:

1. Do I want tourists to visit my community and are we able to accommodate the needs of individual tourists and group tours? This may seem like a silly question, but in reality, some communities are not equipped to handle tour buses and large groups of people.

2. Are the partners in your community willing to work with the local destination marketing organization and others to provide complimentary or discounted services for FAM tours? For example, a hotel might need to offer a free room or a special rate for a journalist, but if they get mentioned in the article, the advertising equivalency value of the article will far exceed the value of the complimentary room, making it a great return on investment. They also have to keep in mind that if they are not specifically mentioned in the article, providing a complimentary hotel room is still good for the community as a whole because it is bringing positive publicity to the destination.

TYPES OF FAM TOURS

TRAVEL INDUSTRY MARKETING – The purpose of hosting a travel agent or tour operator FAM tour is to either increase

product knowledge or the amount of product an agent or operator is selling.

Travel Agents – A travel agent will most likely participate in a FAM tour to increase their product knowledge about a destination so they can better sell it to their clients. Travel agents have become extremely niche-focused, so it is important they are experts in the area in which they specialize. Travel agents also often work in tandem with tour operators in selling their tours. Tour operators will sometimes arrange FAM tours for their top-selling travel agents to make sure they are completely up-to-date on the product the tour operator is selling

Tour Operators – If a tour operator features Idaho product in their brochure, they will often arrange a FAM tour to the state for their reservation agents. This gives the agents the opportunity to experience the product first-hand so they can adequately sell it to their clients. Sometimes a tour operator has little or no product in their brochure about your area. In this instance, you could organize a FAM tour for their product manager so they could see all that you have to offer, which would ideally result in increased product offerings.

Media Relations – The purpose of hosting a media FAM tour is to garner positive editorial publicity about a destination and/or organization. This is different than paid advertising in the sense that the publicity generated through media relations efforts is the editorial opinion of the writer, which is often considered more valuable than paid advertising.

Individual—Many journalists prefer to conduct individual FAM tours, meaning that they want to experience a destination on their own as opposed to with a group of other writers. When journalists travel on their own, they typically have a particular story assignment or they are writing on “spec” and they have a specific story idea in mind.

Group - Create an itinerary geared for 6-8 journalists, which is comprised of a mix of domestic and international writers.

HOW TO GET STARTED

Develop Itinerary

There are several factors that go into developing an itinerary and the way in which you handle each itinerary varies depending on the needs of the group.

1. As a rule of thumb, it is best to first determine which areas of a community the FAM needs to cover, then think about what ties these places together and come up with a theme.

2. You must also take any special requests into consideration. For example, if a tour operator specializing in high-end, luxury resorts wants to arrange a FAM tour, it would not be beneficial to anyone to have them spend time in a community that only has limited service properties. There is a fine line between balancing the needs of the FAM tour participants and the hosts and it is important that both parties walk away with what they need.

3. Once you have determined a theme and a general idea of the location, the next logical step is to decide the duration of the FAM and the locations where you will spend the night. Generally, anywhere from three to five nights is acceptable and most FAM tour participants expect that they would move hotels nearly every night so they can maximize their time in a destination.

4. Once you have an outline of the itinerary, you will need to secure transportation. If it is a small group, a minivan could suffice. With larger groups, it may be necessary to

rent a 15-passenger van or small bus. It is often beneficial to hire a knowledgeable driver that can also serve as a guide and answer questions from the participants. As the host, this allows you to focus on the needs of the group and someone else can focus on the road. Determine ahead of time which activities and meals the driver will be included in so there aren't any uncomfortable situations.

5. Once you have an outline and you know where your overnights will be, begin to fill in the days with activities and assign specific times to these activities. Try to anticipate all of the questions that a FAM tour participant could possibly ask about the itinerary and be sure to include that information. Always tell people when they are expected to be checked out of the hotel. For example, if you want them ready to go by 8:00 a.m., tell them to check out at 7:45 a.m. so they're in the van loaded up and ready to go at 8:00 a.m. Don't forget to pad your time or you will find that you will be perpetually running late throughout the day. Sometimes, that "one last picture" can add another 10 minutes on to the schedule. It's a good idea to allow 15 more minutes than you'll think you need to get from one place to the next. That way, you won't be late and disappoint your hosts. In addition, it is es-

essential to include free time in the itinerary so the participants can have time to explore on their own, catch up on work and have some time away from the group.

6. When planning the itinerary, make sure it only includes activities and experiences that an average tourist is able to do. For example, do not arrange for Native American dancers to perform during dinner if that is not a regularly scheduled activity at the restaurant. They cannot write about or tell clients about things that the clients themselves won't be able to do. An exception to this rule is allowing the participants to experience a particular activity on a day that it is not normally available. For instance, if a museum is only open on weekends, but the group will be there on a Wednesday, it is acceptable to open it especially for them so they can have the experience of visiting the museum.

7. It is beneficial to develop one itinerary for the host/escort, and one for participants. The host/escort itinerary would include more detailed information about the group, special instructions and contact information for all of the hosts. The participants' itinerary, in general, will be "cleaner" and will only include the necessary information.

8. Send the final itinerary to the participants at least a week ahead of time so they know what they'll be doing and seeing. This way, they can do some research before the trip so that they can ask appropriate questions upon arriving at the destination.

Invite Participants

1. First and foremost, you need to determine the ideal number of participants. You must be able to manage the group size and your partners must have the resources to provide rooms, meals and activities for that many people.

2. If you are organizing a media FAM tour, you will want to develop a targeted invite list based on the theme of the tour. This will require some research to determine which freelance writers and publications write about the activities that will be covered in the tour. The best way to find potential writers for a FAM tour is to read other magazines and newspapers so you have an idea of the topics they cover.

3. If you are organizing a trade FAM tour, it is often the tour operator or travel agent that requests the FAM. In these instances, it is important to make sure that their needs

match your goals and objectives before agreeing to host the group.

4. All participants should be required to fill out a Release of Liability Form and document: emergency contacts, food allergies and physical limitations.

Execution

1. Always have a host/escort with the FAM tour that is responsible for the daily schedule and to address any needs that might arise. Not having an escort is essentially like leaving the kids at home without a babysitter and it is amazing how quickly things will get off course if someone is not there to lead the group. The escort is responsible for keeping the FAM on schedule and serving as the liaison between the participants and the community hosts. This person should be prepared to handle uncomfortable situations and to intervene when necessary.

2. Before the FAM tour participants arrive at the airport, you should communicate a meeting plan and let them know how they will connect with the host. When meeting FAM tour participants at the airport, it is a good idea to hold a sign with their name and the name of your organization. Make sure that you have flight numbers and arri-

val times with you so you can track the progress of their flights and determine back up plans for delayed flights.

3. Once the FAM finally begins, it is imperative you follow itinerary and stay on schedule. This is important because the hosts have gone through a lot of work to partner with you on the itinerary and you want to deliver what you've promised. When you arrive at a destination, gently remind the host how much time they have with the group. Everyone is passionate about the destination and/or attraction they represent and they can sometimes lose track of time when they are speaking with a group. It puts the participants in an uncomfortable position to point this out to a host, so it is the responsibility of the escort to keep the tour on track. It's also appropriate to discreetly remind the host when you have 15 minutes left so they can wrap up and allow time for questions.

4. Many of the hosts generously give the participants gifts and collateral materials from their destination or attraction. With the intense weight restrictions on baggage these days, it is nice if you can offer to ship everything back for the participant at the end of the trip so they don't have to worry about cramming everything in their lug-

gage. This way, you are also guaranteed they receive the information instead of it ending up in the trash.

Follow Up

1. Within a few days of the conclusion of the trip, send thank you notes to all of the hosts and FAM tour evaluations to participants.

2. There is great value in hosting FAM Tours, but if you don't have a way to measure your return on investment it is difficult to substantiate them. Ask all of your hosts to report the value of the services, accommodations, meals, etc. they donated. This is called in-kind services. Compare the value of the in-kind services to the value of the FAM trip to determine your return on investment. The value of the FAM trip can be measured in several ways including the value of publicity generated, the value of new business created when working with a tour operator or the value of increased sales attributed to a travel agent or reservations staff person who attended the FAM tour. Please note there is typically a time lag of several weeks to several months for a FAM tour to generate results. When reviewing individual trips you may not always have a positive return on investment, but when re-

viewed as a group the value of FAM tours should greatly exceed the in-kind value.

3. If you organized a media FAM, be sure to keep the hosts apprised as articles are published.

BUDGET

Although many aspects of a FAM tour are complimentary, there are certain aspects which will require some budget.

1. Most journalists do not have the budget to purchase their own airline tickets, so it is often expected that a host destination will cover that cost. If a freelance writer has to pay for their own ticket, that cost is often greater than what they will be paid for writing the article, so it does not make financial sense for them to pursue that story. If you are organizing a media FAM tour, you should seriously consider setting aside the budget to pay for airline tickets.

2. It is quite the opposite with travel industry marketing FAMs, as it is generally expected that the travel agent or tour operator will secure their own airline ticket. An airline will often sponsor the tour and provide airfare for all of the participants.

3. Outside of airline tickets, ground transportation is the greatest expense involved in a FAM. It is beneficial to get price quotes from several companies so you can be sure you are receiving the best value. Transportation costs can vary quite a bit depending on the size of the group and the size of vehicle you require.

4. You should also anticipate that you might not be able to secure every single aspect of the FAM tour on a complimentary basis, so you should have a small amount of money set aside for incidentals. This could include meals, accommodations and admission fees.

5. Many hosts will cover the cost of gratuity as part of a meal or activity, and FAM tour participants are also usually expected to cover gratuity for services they receive. It is beneficial to outline in the itinerary where they will be expected to provide a gratuity and where it will be covered. You will want to have money on hand to cover some gratuities and also to provide a tip for the driver.

6. It is a nice touch to provide snacks in the van, and it saves time so you don't have to stop as much along the way

Time line

Six months to one year out: Determine the theme of the FAM and develop a basic outline of the itinerary to share with potential invitees. Many travel writers and travel industry professionals determine their schedules up to a year ahead of time.

Four months out: Begin working with the hosts on finalizing the larger parts of the itinerary, such as the accommodations. If you don't have an adequate number of people signed up for the FAM tour, start pursuing your primary and secondary target lists. Send out a request for bids to transportation companies and award the transportation contract to the winning bidder.

Two months out: Start securing the finer details of the trip and make sure that all of the elements are secured. If you are paying for airline tickets, work with the individual participants to make reservations. Send the confirmed participants an updated itinerary and send the hosts an updated list of confirmed participants.

One month out: Do any necessary troubleshooting with the itinerary and make sure that times and locations are all clearly iden-

tified. Communicate any changes to the hosts and the transportation company. Send the confirmed participants an updated itinerary and send the hosts an updated list of confirmed participants.

Two weeks out: Send the participants a final itinerary and make sure that everyone involved in the FAM is on the same page so you can anticipate and handle any last minute issues.

One week out: Send all of the participants a final e-mail giving them an update on the weather conditions and letting them know any special packing instructions, especially if an event requires a certain dress code. Give them a way to contact you in case they have an emergency on their day of departure. Go grocery shopping to stock up on snacks and medicine for the van. Print off final copies of the itinerary and include them in a gift bag for the participants that also has destination information and maps so they can follow along. Check in with the hosts before departing and ensure that everyone knows how to contact you while you're on the road.

Tricks of the Trade

1. Carry a cell phone—besides being a good way for you to contact the hosts and vice-versa, a cell phone can be essential for emergencies and unplanned occurrences (flat tires, etc). Get phone numbers (office and cell) for all hosts and be sure to give them yours.

2. Call ahead—it's always good to call your hosts a day ahead of time to reconfirm and make sure you are on the same page as far as time, number of people in the group and more. In addition, you should call if you are running late or even if you're on time. It's nice to touch base with the hosts when you're a few minutes away so that they can greet the group if they wish.

3. Beware of weather—Have a plan "B" in place in case of an unexpected storm. Realize that many of your guests will not be used to these extremes and let them know ahead of time what to expect and what to pack for these situations. Always have plenty of water in the bus or van to hydrate the guests and tell them to drink more water than they think they need so they won't feel dehydrated. No matter what time of year, it's a good idea for the host to have sun-

screen on hand in case someone unexpectedly starts to get a sunburn.

4. Build in free time—this is essential. We typically build in free time in the late afternoon, in between an activity and dinner. People prefer at least one hour of free time per day. This way, they can relax, take a shower or just be alone for a bit. Sometimes, journalists use this time to write their stories. Tensions can run high if free time is not provided.

5. Emergency contact—Make sure you have emergency contact information for each participant.

6. Credit cards—Inform everyone in your group that they will usually need to provide a credit card when checking into a hotel for incidentals.

More Ways To Boost Your Publicity

1) Find & Befriend Columnists

If many markets, you'll find writers who have regular columns in targeted magazines, newspapers, ezines, and websites. Many of these columnists are looking for good sources of information and good stories. Make sure that you keep your story, bio, products, and Company in front of the columnist. However, instead of being the "annoying pest", work to become the "welcome guest" by offering content, statistics, support materials, and other related information as a "help" - without any direct "repayment". (For example, don't say, "I'll help you with this if you feature my business.")

However, what you'll discover is that as you help columnists,

writers, etc., they'll feel an obligation to give you some "free publicity" --- even if it's just credit for supply research and resource information. By becoming a helpful resource for a columnist who writes a regular column (perhaps a syndicated column), you can find yourself on the receiving end of a lot of valuable free promotion.

2) Become a Columnist Yourself!

If there aren't any columnists in your target market, become one yourself. Contact the editors of the media you'd like to write for - and offer your monthly or bi-monthly column. You'll find that many editors are happy to say "Yes" - when they discover that you don't want to get paid. Instead, your "payment" will be the short blurb at the end of every column that promotes you, your products, and your website.

In a past Action Plan, I mentioned writing articles for

various publications - and sending in new ones each month. This column method is even more powerful, because it's guaranteed free publicity every month. Best of all, with a regular column, you can create a following. Readers of that publication will start to look forward to your columns each month. And, once they connect with you, they'll want to visit your site and buy your products.

You can get thousands of dollars worth of valuable free publicity in magazines, newspapers, tabloids, ezines, websites, and other publications - using this method.

3) Syndicate Your Own Column

Once you start to write a column, you can create more publicity by "syndicating" your column to multiple publications. Now, instead of writing multiple columns for each publication, you can write one column - and get it published in multiple publications.

Syndicated columns are very popular - because they provide valuable content for publishers and editors. The syndicated columnists Ann Landers, Dear Abby, and Dave Barry provided regular content for all types of newspapers and tabloids. All you need to do is create one column a month - and send it to all of the targeted publications that your market reads regularly. Some may pick it up, some may not. But when it is picked up, you've got free publicity. Plus, you can also post these columns on your website - and allow editors/publishers the opportunity to reprint them - IF they make sure to include your bio and links at the end of the article. You may also want to post your regular columns on article directory sites - like www.ezinearticles.com --- as well as www.goarticles.com. (Search www.Google.com for more article directories.)

4) Syndicate Different Types of Content

When you're thinking about syndicating content - don't stop at the printed word. With the advent of the Internet, the demand for audio and video content has increased. You can actually create short "audio-casts" and "video-casts" - and offer the "replay" rights to online publications. Make sure that at the end of your audio - and video - you include information about how the listener/viewer can contact you.

If you do offer a regular video, make sure you post it on YouTube.com. YouTube.com gets millions of visitors a year - and you can generate free traffic as people find your videos on YouTube and visit your site. You can create a YouTube account - and upload/store all of your videos in your account. You can include links in your YouTube description - that lets people click and visit your site instantly. Plus, if people find your content valuable - they can copy/paste the code for your

YouTube video into their own website. A "Video Column" that you "publish" on a regular basis can generate a lot of traffic for your website and/or products.

5) Create & Publicize Your Own Poll

Another great way to get free publicity is to create a poll - or generate statistics for your market. The media loves polls and surveys. You've probably seen this type of information online, in a magazine, or on your local TV news - and didn't realize that it was generated by a company looking for free publicity.

You've probably heard the phrase... "A new survey shows..." or "A new poll reveals that..." This information (the survey or poll) is created by a firm or organization looking for free publicity. They run the survey or poll, create a quick press release, and send it to the media. Very quickly, it gets picked up. And once one media outlet

picks it up, it can quickly be picked up by MANY media outlets.

Fortunately, polls and surveys can be easy to run. If you've already got a list, you can create a survey/poll using a service like www.surveymonkey.com - and simply email your list asking them to reply. Once you have the results, you can "release" them to the media. (By the way, the more controversial or shocking the results, the better. Survey/poll results that reflect "common sense" won't normally get good media coverage.)

No list? No problem. Create the survey/poll using the service above - and post it on your website. Use the other free advertising methods to generate traffic to your website. As people visit, they'll take your survey - creating the results for your upcoming press release. Once you have your results, release the information to the press - and enjoy your publicity. Then, start another one. And,

every year, update your past year's surveys/polls for even more publicity.

6) Write a Letter to the Editor

If your targeted media has a "Letter to the Editor" section, write one. It's fast, easy, free - and it can get you some good coverage. Make a comment on a previous article or story... or add some advice or information... and then make sure to include your name, company affiliation, and website address. In most instances, it'll be published.

7) Give Away Something FREE!

Give away something FREE! A free report. Free book. Free food. Free prize drawing. Free speech. Free teleseminar. Free class. Free... Free... Free.

Giving away something of value to your market - at no cost - can be the cause of a lot of

great publicity. Choose something your market wants, develop your free offer, then let the media know. You'll find it can create a mountain of free publicity if done correctly.

For example, during a recent promotion, Denny's Restaurant offered a FREE Grand Slam Breakfast to customers between 6am and 2pm. That one promotion set the media on fire. The promotion - and the long lines it caused - was featured on major TV networks, in major newspapers, and all over the Internet. One quick search in Google News showed 852 news stories about this one promotion.

Give something of real value away - and make sure the media knows about it. It can create goodwill as well as free promotion.

8) Create a "Free Certificate"

If you do offer something "Free", consider creating a free

“Certificate” that you can give away. To redeem the Certificate, make sure the person redeeming it has to fill out the back with their name and complete contact information. Also make sure that the free item has real value. Whether or not there’s any real cost to you is immaterial. However, the person getting the Certificate should believe that it has real value.

Now, it’s obvious you should start giving away these Certificates in as many ways as possible. However, the fastest, easiest way to give away these Certificates is to let others give them away for you. Offer “Reprint Rights” to the Certificates to other businesses who are selling items to your market. Let them reprint the Certificate (or buy them from you wholesale/at cost) - to add value to other products/services they’re selling to your target market.

9) Give Away a Guide Ebook

One of the best “magnets” to attract people to your business is information. Valuable information. A short report, booklet, book, audio, video, etc - can get people to visit your site and want to do business with you.

One idea is to create a short ebook (“electronic book”) that can be passed around and read online. Today, the most popular ebook format is PDF - which stands for “Portable Document Format”. You can create PDF’s easily with Adobe Acrobat. PDF’s are great, because you can open them up on Windows and Mac computers.

Create a short ebook about your area that your best prospects will want to know about. Maybe the “7 Secrets of _____” or “What You Must Know About _____”. A simple ebook consists of a cover, a copyright page, the contents, and a contact page - which includes detailed information on how to

get back in touch with you to become a customer.

On the copyright page, you'll need to make it clear (in big, bold, red letters) that the reader can (and should) feel free to give away unlimited copies of this ebook to anyone and everyone. Make it clear that while they cannot change the ebook, they can pass it around, send it to friends, family, and customers, and pretty much duplicate and pass it along endlessly.

This is known as "viral marketing". It's marketing that spreads like a virus - from person to person. You'll create an ebook of real value. As people see that value, they'll feel compelled to pass it along... to their friends and family. Hospitality business owners may want to send it to their lists - or add it to their website. Some people may even offer it as a bonus with product purchases. However, as long as your ebook remains intact, you want EVERYONE to pass on your ebook.

Because your ebook is your magnet to bring people back to you. Everyone who is passing it along... giving it away... and offering it free... is promoting YOU. They're taking your ebook (which is basically an ad for you and your products/services) - and they're spreading it around. And the more people who see it, the more people will read it. And the more people who read it, the more people will see your contact information in the back, front, and all over it. Ultimately, it will pull people back to your products, services, and offers.

Once you've created one "viral ebook", don't stop there. Create more. Create an entire library of ebooks that people can pass along. Make sure they're available on your website - as well as uploaded to ebook directory sites on the Internet. These ebooks can live for years - and generate non-stop traffic to you.

I use this technique on my website to get more buzz. You can

see the examples at
www.touismexaminer.com.

10) Do Something Newsworthy

When you do something newsworthy, tell the media. When you launch a new product, open a new store, help someone in need, or just have an interesting story to tell, make sure to inform the media. They're in desperate need of content - and they can't give you free press if they don't know what you're doing.

11) Win an Award

Look for awards to win in your market - and focus on winning them. Winning an award is another reason to contact the media.

Many awards are created by organizations and companies that are looking for publicity. What better way to get publicity than to create - and hand out - a special award on a regular ba-

sis? Just look at how much media coverage the Academy Awards get each year.

So, instead of focusing only on winning awards, you may want to create your own award. Create an award for excellence in your market - and offer it to companies or vendors or customers. Create your own rules (hey, it's YOUR award) - and choose when you'll award it. Some you may award monthly - while others you may award annual.

Then, as you hand out these awards, make sure the media knows about them. Also, make sure you're consistent in handing out awards. If you're serious - and continue to do it on a regular basis - your award can gain credibility - and will generate much more press for you over time.

12) Offer Yourself for Interviews

On your website, business card, and anywhere else you have your contact information, make sure you include the phrase "Available for Interviews". I always make myself available for interviews - with the rule that I get to promote a product and/or promote my website address at the end of the interview. I've done radio interviews, interviews for magazine articles, and teleseminar interviews that have all generated extra income for you - with no money out of my pocket. In fact, I recently did a live interview by phone - for a Company that has a national infomercial. They were looking for more audio content for a product they were putting together - so they interviewed me by phone, recorded it, and put it on an audio CD. Now they're selling my interview with their product package. What's great is that I gave my complete contact information during that interview - so everyone who listens will be able to get in

touch with me about my products and services. My cost for this free promotion: \$0. (Well, I guess I did “invest” an hour of my time for the interview - but that’ll pay off many, many times over!)

13) Re-use Your Free Publicity

Make sure you RE-USE any free publicity you can. If you’re being featured in your market’s media, make sure you add this information to all of your sales materials. Phrases such as, “As Seen on (Your Market’s Media)” can add real credibility to your offers. You can reprint articles, interviews, etc. on your website - and create an entire “In the News” section on your site. All of this simply increases your credibility - and gets your prospects to want to do more business with you.

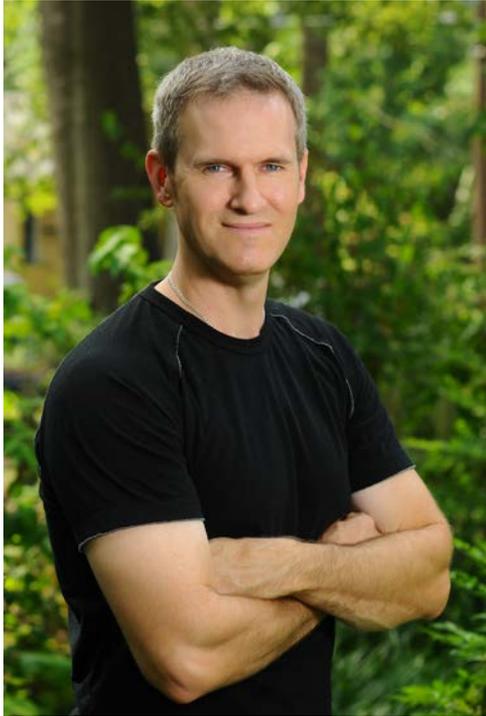
Conclusion

OK, I've given you lots of ways to get publicity. If you try them, you'll see how well they work. Keep adding them together the publicity will grow and grow.

The "key" now is to get up and get going. Start writing an article. Get it into at least the article directories online. Put the other steps into action as soon as you can.

What are you waiting for? As Nike would say: "Just Do It!"

About The Author



Michael Mallory is an author and entrepreneur and writes about the subjects of tourism marketing and publicity. In his books, workshops and seminars he teaches hospitality business owners how to brand and market themselves.

His perspective is unique because he has owned, managed and operated *Michael Mallory Photog-*

raphy, where he was a one-man show, learning the latest marketing techniques through trial and error, and therefore has insights, strategies and very effective business-building techniques that are significantly different than the average business owner.

His background includes working in the building and construction industry, information technology, and the medical industry.

Beginning as a travel photographer, then working with various aspects of event marketing and hospitality led him to be in a unique position to help tourism businesses.

Experience working within both the blue collar and white collar fields has led to a unique ability to work well with all types of clients, with perspectives from many different types of businesses. He started the “International Travel and Tourism Marketing Association” to provide training and support to help hospitality and tourism companies grow and thrive.

www.mallorymedia.com

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