

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Steps To Unleash Your Lead PR Machine

By John Jantsch

10 Steps To Unleash Your Lead PR Machine

Copyright 2005 John Jantsch

PR is a powerful small business marketing tool. By PR, I mean getting positive press mentions about your firm in local, trade and national publications.

The reason these mentions are so powerful is because they are seen to come from unbiased 3rd parties. So, they are more believable. People are conditioned to think your ad messages are just sales hype, but when they read about how great you are in the local business journal, it must be true.

A lot of people think that gaining positive PR is luck. Maybe that's true to a certain extent, but more than luck, its the result of a systematic commitment to generating PR.

PR is a funny thing, the more they write about you, the more they'll write about you. The hardest part is getting the PR machine rolling.

Here's my step by step system for generating positive press coverage.

Step 1 – Target your media sources, including a growing list of Internet based media and news resources. Start networking with these media targets today by requesting editorial calendars, sending industry information, commenting on stories they write, passing on surveys and data, inviting them to workshops. Build relationships before you ask for the order! Tip: Network with the advertising sales folks at the publications too, they will give you lots of good information about who does what and where in the course of trying to sell you an ad.

Step 2 – Create three or four central media themes for the year that support your core marketing message.

Step 3 – Create a list of ten to twelve minor, but interesting, marketing related themes for ongoing PR. You need to fill in with volume while you are working on the front page feature.

10 Steps To Unleash Your Lead PR Machine

Step 4 – Create a PR calendar and assign a PR theme and goal for each month. Focus on one publication or one writer and you will be amazed at how much you can accomplish. Remember to target editorial calendars (Publications will often assign themes to a month. Match your pitch to their theme.)

Step 5 – Write a fully developed pitch for each of your major themes – A pitch is a story idea that you can "pitch" to a member of the media. This is not a press release, but more of a sales job. Wrap your story idea around a news angle or trend and package the pitch to interest the readers of a specific publication you are pitching. You can change and repackage your pitches as needed. These are reserved for your central media themes.

Step 6 – Formulate one page press releases with catchy headlines for each of your minor themes.

Here's my free press release writing application.

Step 7 – Once a month, target your core media list and distribute a press release or pitch for a major theme. Post all press releases on a national wire service such as PRWeb and send copies of your press releases to clients and prospects. Don't forget op-eds and letters to the editor.

Step 8 – Follow-up with your core media list by telephone and offer some new piece of news or trend angle that you did not include in your pitch or press release.

Step 9 – Track media coverage in local and trade press, set-up Google Alerts for a number of key related terms and reprint for marketing purposes any media coverage received.

Step 10 – Send handwritten thank you notes (or t-shirts) to members of the media to thank them for an interview or mention.

Are you starting to get a glimpse of how combining advertising, PR and referrals can build momentum and create marketing energy?

John Jantsch is a marketing coach, author and creator of the Duct Tape Marketing System. You can get more information about the Duct Tape System and download your free copy of "How To Grow Your Small Business Like Crazy by visiting

<http://www.ducttapemarketing.com>

Unleashing Your Creative Power

By Bill Daugherty

Unleashing Your Creative Power by Bill Daugherty

Have you ever read a great classified ad or seen a

spectacular web site and wished you had the creative ability to produce work like that? Chances are you do have a lot more creative ability than you are currently making use of, it just needs to be unleashed. This then leads to the question, how can I unleash my creativity?

I have always had a difficult time getting the creative juices flowing. But over the past few years I have discovered a couple of techniques that work wonders for me. I didn't invent these techniques, they're not new, but they work.

The first technique is a two step process. I start with a word-association exercise. When I need to write a new ad or design a web page, I take a legal pad or use my word processing program and start by writing down a keyword that relates to the product or service I am working with. Then I write down whatever word that the key word brings to mind. I write down ANY word that pops into my head. I don't reject anything at this point, the object is to keep the process flowing.

After I have a page or two of words, I go to the second step. Now I eliminate the garbage words, words that I know won't work in my ad. I use the remaining "nuggets" to start a sentence-association exercise and continue until all my words are exhausted.

This technique may seem like a lot of work, and it is, but I have produced some great ads with it. Plus, most of the time an idea for the complete ad will pop into my head before I have spent too much time with the process. Sometimes the idea will come after only writing a few words in step one.

The second technique you may find easier. This is a free-association with other peoples ads or

web sites. Don't misunderstand, I am not looking at other people's work to steal their ideas, I use them to trigger ideas of my own.

10 Steps To Unleash Your Lead PR Machine

Another way to use this process is to look at some your own past work. See if you can determine why a particular ad worked or didn't work. Sometimes this can lead to some amazing new ideas.

Remember, you have a great deal of pent up creative ability. All you need is the right devise to unleash it. Try the techniques I have given you and let me know how they worked. My email address is listed below.

Bill Daugherty is the editor and publisher of the marketing and advertising ezine "E-Power Marketing." You can subscribe free at: <http://www.freeadsgalore.com>To see Bill's latest project goto:<http://www.PowerSearchExpress.com>To contact Bill mailto:bill@epower.zzn.com



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances**

Impair Healthy Healing In People Over The Age Of 30!

