

Are You Getting Free Publicity? Do You Know How?

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**By Tom Falco**

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On line marketers and business people are always looking for free publicity and advertising.

One excellent way to get tons of free advertising is by sending out press releases to various newspapers and magazines. Many times, if the press release is interesting enough, they will run it as filler. Publications are always interested in filler material. Usually smaller publications like community newspapers and smaller magazines are in need of interesting copy and since it is free, they jump at it.

Even better, many publications will follow-up on press releases and interview you as a subject for a more lengthy story with photos, etc. This is if they find you and/or your story interesting enough.

We are talking about printed publications here, not on-line newsletters or ezines.

The press release needs to be a "news story." It needs to be of interest to the readers of any given publication and it needs to have information that people would find interesting.

You can't just send out a press release saying "Click here for free stuff," or "We have the best web site in town."

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You have to promote it as news. Is your business or website sponsoring a local event? Are you going to show your products at a local trade show? Are you promoting something brand new that will be of interest to a certain readership?

A press release about your new pet sitting service really wouldn't fit in with a magazine or newspaper geared toward model trains and hobbies. Although many people who are into model trains may also need pet sitters, this isn't targeting the market, and your release would be ignored by the editors of that publication.

The press release must be written as a news story. It can be a feature or news, but it must fit in with the rest of the copy in the publication.

If you have the right press release, you can have the same one run over and over again all over the country, even all over the world! One press release can get you worldwide business.

We have sent out the same press releases to newspapers all over the country and just changed the name of the city in each release to be geared to that specific location. A good release will be run over and over again and there is no need to rewrite it once it is fine tuned and ready.

It's great to be at the top of the search engines and on links pages, etc. But why not reach the truly larger market that isn't looking for you on search engines or surfing the web for your product or service?

Why not let them read it in the news pages of their local newspaper or favorite magazine? They are more apt to check out your business if it is written as a news story. It will open doors to new customers and clients. People that wouldn't have known about you otherwise will have a chance to read about you and what you have to offer.

### **3 Reasons to Tap into the Power of Publicity**

**By Jenna–Lyn Rounsaville Roman**

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Publicity is obtaining editorial coverage or features for your business. Publicity is getting your business reported as news. Examples of publicity are newspaper and magazine articles, radio and television interviews and Internet forums and much more. These are just a few reasons you should consider letting your business tap into the power of publicity.

1. Effective - Publicity has been proven to be 10 times more effective than traditional advertising. Your customers believe what they read in the newspaper or watch on the TV news because humans by nature believe what is reported to them as news.

2. Affordable - Obtaining publicity can cost as little as \$0 dollars. Business owners can substitute a little time and imagination for money or hire publicity professionals, many of which have very affordable rates when compared to advertising.

3. 3rd Party Credibility - Having reporters write about your business in a news format gives your business 3rd party credibility that's extremely valuable. Anyone can sing their own business' praises, but getting respected people in the media to do it provides a type of credibility that ads and money just can't buy.

There are numerous other reasons to use publicity. Next time you are looking for a new way to get the word out about your business, consider tapping into the power of publicity.

Jenna Roman co-owns and operates JR Publicity, an Englewood, NJ-based public relations and marketing company with her husband, Josh Roman. For additional information, visit

3 Reasons to Tap into the Power of Publicity

Press Releases vs. Advertising Or How To Get Free Publicity for Your Business

Web Site Promotion – Getting Publicity

Learn the five key steps to getting free publicity for your internet site and products

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