

Don't Expect to Bump Oprah From A Magazine Cover

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**By Roman Pericon**

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"I want a pony, a tree house and the fastest bike in the world."

"I want the G.I. Joe with the parachute and camouflage Jeep."

Those wants from when we were children haven't changed much now that we have traded in our play clothes for suits and ties. When I sit down with clients, I always ask them what they want out of their publicity campaign so I can create a realistic list of expectations.

But I usually hear:

"Front page of the Wall Street Journal."

"I want to sit next to Katie and Matt."

"Do you think I could be on Oprah next week?"

Before I sign a new client, I make sure I explain editorial calendars and lead times so they won't ask me "Why haven't I gotten placements with you yet? It's been six days already." I also explain the concept of "newsworthy" to them.

But it seems that more often than not, all of that explaining goes out the door.

Here's The Naked Truth.

Sometimes reporters like big names. Sometimes they like unknowns. That lifestyle editor at InStyle may love the handmade candles that you created but if a major crisis happens in the news (e.g. celebrity breakup, A-list star caught with a call girl, paparazzi caught impromptu wedding) then you can

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bet your wick and scented oils the focus of their article won't be on your candles. Same goes for almost every magazine you want to target unless you are Oprah, Bill Gates or the president - of the U.S. not Trixie's Organic Dog Snacks. So don't blame your publicist if your story is axed or postponed. They will try another publication.

There's a great big world out there. Newsweek reaches over 3 million homes each week. They receive enough trash worthy press releases and media kits to fill a broom closet. Sometimes what you think is news... isn't. And you just have to trust your publicist to alert the media when something of interest is happening with your company. Or you run the risk of an editor never taking your releases seriously when you do.

Understand your target market. I know you think it would be the coolest thing since Nobu Next Door to be on the cover of Cosmo but you sell a high-end baby stroller. Cosmo readers don't have an interest in that. Trust me. They won't and the editors don't have time to wade through releases of no interest to

their readers. Publicists know the publications' target audience and with the help of editorial calendars, they can figure out if you will fit in a certain issue they are preparing. So don't get upset when your publicist tells you they got you into a different publication because the one you wanted said "NO" to your story over 10 times. When they just aren't interested, publicists move on.

Sometimes the more is not the merrier. Just because we have an editor contact database of thousands doesn't mean each of them should receive your press release or an invitation to your launch party. It might sound great to you to say "Our company press release just went out to over 10,000 editors" but if they aren't targeted to the right editors they will only end up in the recycling bin. I'm positive Janice Huff at Channel 4 doesn't care about your gelato shop. She only covers the weather.

When it's time for your company to retain a public relations firm, remember to have realistic expectations. Your publicists know what publications are good targets and they know that providing you with the results you want is going to make you happy. And all publicists want to make their clients happy.

Roman Pericon is the CEO of NakedPR (

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. NakedPR specializes in entertainment and lifestyle clients.

**You Never Know**

**By Helaine Iris**

## **You Never Know by Helaine Iris**

You Never Know

Helaine Iris

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"Why not go out on a limb? That's where the fruit is." Will Rogers

I was following my usual morning routine. Wake up, brush my teeth and sleepily stumble down the stairs to my office to check my email. I often wake up looking forward to the day and excited to see what has transpired in my world while I was asleep.

Sitting at my desk scanning through my typically loaded inbox, my eye came across an email from "O, The Oprah Magazine". Oprah? I thought, "no way." My first reaction was to assume it was spam, heaven knows I get enough of it. Reading further, I realized it was a good thing I didn't hit the delete key.

Apparently, one of their feature editors came across a recent article of mine. She was requesting if "O" could publish it in the December issue of the South Africa edition. I was stunned!

It took me a minute to realize the email was for real then the reality began to sink in. I felt an enormous wave of excitement begin to build. Me published in Oprah? Wow.

I immediately picked up the phone to call a friend to share my excitement. After sharing a few wahoo's together she reminded me of something about myself I'd completely forgotten. A mere eighteen months ago I thought I couldn't write.

I was looking for a way to build my business and my coach suggested writing and publishing articles. I bristled at the suggestion. "I am NOT a writer" I retorted, "in fact, I hate to write". English was definitely NOT my strong subject. I can vividly remember agonizing over school reports. I remember once, years ago, I wrote a business letter and my husband asked me if English was my first language.

Now here I was sitting with an invitation before me to be published in "O" Magazine. I thought about how far I'd come.

What possible incorrect assumptions do you make about yourself? What are the things you're afraid to try because someone once said that you weren't good at it?

Having the courage to try new things can feel risky, yet the rewards can be enormous. Here are some thoughts to consider that might uncover a diamond in your rough.

1. Make a list of all the things you think you can't do or someone told you you weren't good at. Most people can find this easily in the artistic realm. How many people are told in grade school that they

can't draw or sing?

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2. Ask yourself if it's true that you aren't good at whatever that might be or if you have simply "bought" someone else's opinion.
3. Think about what would happen if you could do those things? Would this be joyful and open up new potentials in your life?
4. Take a deep breath. Experiment. Take a baby step and give one of these a try. What do you have to lose?
5. Then, seek unconditional support. Find someone in your life that will support your efforts no matter what and be an accepting and appreciating cheerleader.

What turned it around for me was the advice I got from my coach. She told me to forget about "writing" and to just tell my story. Write to one person and share what's in your heart. Suddenly, the words began to flow. The positive feedback I then received encouraged me further and new worlds have opened up as a result.

Now I'm wondering about that second grade teacher that told me "girls don't need to be good at math".

I wonder...

It's YOUR life...imagine the possibilities.

Helaine Iris is a certified Life Coach, writer and teacher that loves her life. She works with individuals, and self-employed professionals, who want to thrive in their business while crafting a life that's in absolute alignment with their highest ideals, deepest values and gracefully masters the complexities of modern living. For a solution focused complimentary session visit her website <http://www.pathofpurpose.com> or call her 603-357-8546 or email her [helaine@pathofpurpose.com](mailto:helaine@pathofpurpose.com)

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