

"Expert Analysis:" Let The Media Attract New Customers For You -- For Free

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By George McKenzie

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There's a common misconception that people in the news business have a giant network of sources where they get all their information, and they certainly don't need help from "average people."

It's not true.

News organizations are constantly looking for story ideas—from anywhere.

And if you master the media marketing strategies below, your reputation as an "expert" among the media will absolutely skyrocket—and so will the traffic—generating free publicity that results.

***Offer "another angle" on a current story Suppose you hear a something on a 6:00 PM TV newscast, and you believe you have the credentials to comment on it. Contact the newsroom, tell the assignment editor or producer you can offer "another angle" on the story. Be sure to say something like, "I think a lot of your viewers will find it interesting (surprising, shocking, etc) that..." and then explain your idea.

***Offer yourself as a guest on shows that have to fill a lot of airtime. Check out local TV programs to see who's already doing a lot of guest interviews. Usually

these tend to be "soft" news shows in the early or mid morning, especially on weekends. Get creative and figure out how to package what you know in a way that's interesting to a mass audience. Then construct a news release to send to the appropriate person on the show you have in mind.

***Polls & Surveys First there was The Book Of Lists. Then David Letterman made his nightly "Top Ten" polls a cultural icon. People love them, and in this age of email, anyone can put together a quickie poll and publish a list.

***Tip Sheets Great fillers on slow news days. Make sure they're not dated, then package them in an attention getting news release—one that positions you as a qualified expert to add some insights the subject matter.

***Ask to be added to the "Expert's Directory." Every newsroom has a book or file they reach for when they need find someone who offer insights on what's happening.

It's usually nothing more than a computer database or even a paper file. and to get in, all you generally have to do is ask— AND send a media kit that with a bio and contact information. SHORT and RELEVANT are the key words here.

Taking a few minutes to do these things can result in repeated opportunities for free publicity. And because of the "halo effect" you get from being interviewed by the media, it's the kind of traffic-generating publicity that's more powerful and profitable than anything money can buy.

Four Secrets to Energizing Your News Story

By Rusty Cawley

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Every news story must have a FACE. If your forget to put a FACE on your story proposal, your

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chances of interesting a reporter are nil.

All true PR Rainmakers faithfully practice this fundamental every time they design a story proposal for the news media.

By FACE, the PR Rainmaker means:

- F: Feelings
- A: Analysis
- C: Crisis
- E: Energy

These are the elements of a well-crafted story proposal. Let's look at each part one by one.

1. Feelings are the emotions that your story stirs within the reporter, and thus the reader.

The seven basic emotions are love, hate, anger, fear, sorrow, envy and greed.

There are endless degrees, combinations and variations on these seven. (For example, "pity" is fear blended with sorrow.

"Rage" is an extreme form of "anger."). Your story must strongly arouse one, and only one, of these basic emotions. (Note that only one of these emotions, "love," is positive. This is one reason why news is almost always negative.)

2. Analysis provides the logic that sells the story. Feelings open the door with a reporter, but logic closes the sale.

Analysis may come in the form of numbers, statistics, data, studies, surveys or expert commentary.

The key is that the analysis must at least appear to be objective and accurate.

The analysis allows reporters to take your story seriously. It also gives reporters a subconscious excuse to listen to their feelings.

3. Crisis is the inherent conflict within the story. Without conflict, there is no news. This is what reporters mean when they talk about getting "both sides of the story."

Every story must have at least two sides. Ideally, for the news media, the story has a hero on one side and a villain on the other.

You want portray your company as a hero that is solving a problem.

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4. Energy is what results from mixing feelings, analysis and crisis in the right proportions.

Energy is what drives the story.

It is what compels the reporter to want to write the story. It is what compels the editor to give the story good play.

It is what compels the reader to finish the story, to remember your story, to pass it along to friends.

The PR Rainmaker knows: You never take on the media without putting on your game FACE.

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