

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!

How To Get Thousands Of Dollars Worth Of FREE Publicity

By Noel Peebles

How To Get Thousands Of Dollars Worth Of FREE Publicity by Noel Peebles

The first step to getting loads of free publicity for your business is to ask yourself – what's newsworthy?

What's newsworthy may depend on the particular media you are targeting. Metropolitan daily newspapers and television networks will be interested in a different type of news story to one that might interest a local radio station or suburban newspaper. Sometimes the same news story can be pitched differently to suit the different news organizations.

Here are some opportunities to get media coverage:

Staff news

If you employ an important new person, tell the press. Have any employees being given awards? Have you had record-breaking orders or have you promoted someone for excellence?

Customer's news

Have you had any celebrity customers? Have you helped any customers out of a tricky situation?

Business changes

Are you increasing (or decreasing) the size of your business? Have you captured a big export order. Are you bringing in a new product range, or providing new services?

Location

Is there anything newsworthy about the building you occupy?

How To Get Thousands Of Dollars Worth Of FREE Publicity

What is its history?

Unusual services

Do you have a strange occupation, or have you been asked to do (or make something) that's unusual?

You

What have you done that could be seen as newsworthy?

Any awards, sporting achievements, seminars, guest speaker roles etc.?

Start making a list of how you could generate a newsworthy

story for your business.

If you are still stumped, then the following 7 questions may give you some ideas to get some free publicity:

1. Do you offer something that is not available anywhere else?
2. Are you a new business in the community or have you recently renovated?
3. Are you celebrating an opening, an expansion or some anniversary?
4. Are you the last or only type of your business in the area?
5. Have you or your staff recently completed any specialist training?
6. Do you do charitable work or do you sponsor a club?
7. Could you host special events like free demonstrations, free lessons, free seminars?

These are all media opportunities that have the potential to make you and your business famous... well, for a short time anyway.

I'll give you a couple of examples from my own experience.

When I first started in business I had a craft store and regularly had various experts give demonstrations on glass blowing, pottery making and china painting etc.

I also held art exhibitions for well-known artists. The amount of free publicity my business got would have run into many tens of thousands of dollars. The publicity cost me nothing, apart from a little time and organization. It resulted in hundreds of new customers and thousands of extra dollars in the cash register.

Also, back in my days in the toy trade, the media were always interested in what children wanted for Christmas. They had a fixation to know "what's hot and what's not!" So, every Christmas I would tell the media what kids wanted Santa to give them for Christmas. Or, to put it another way... "what parents should buy their kids for Christmas." I knew, because demand was driven by television advertising and by what I had on my shelves. Every year without fail I got thousands of dollars worth of free publicity. It was that easy.

The really good part of all this, is that a news story is worth far more in terms of credibility than advertising. There are opportunities for any and every business to get free media coverage. You just have to hunt them out.

© Noel Peebles. Market Leaders Limited.
<http://www.instantsellbusiness.com>
<http://www.instantsellhome.com>

Get Your 100% FREE mini-course "17 Powerful Secrets That Have Made Business Owners Into Millionaires." 100% FREE! Simply send a blank email to: instantsellbusiness@ReportsNetwork.com

3 Reasons to Tap into the Power of Publicity

By Jenna-Lyn Rounsaville Roman

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

How To Get Thousands Of Dollars Worth Of FREE Publicity

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

Ignite Your Web Site Traffic With FREE Publicity!

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

How To Get Thousands Of Dollars Worth Of Free Publicity on Radio

TRASH PROOF NEWS RELEASES

How to become a Chef!

14 Profitable eBooks

The Golden Book Of Proof

Info Product Marketing Secrets Exposed!

How to Buy a Car Without Getting Ripped Off!



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!