

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 on Radio

By George McKenzie

How To Get Thousands Of Dollars Worth Of Free Publicity on Radio by George McKenzie

Baseball great Reggie Jackson, who often got more publicity than he wanted, once said, "The media are like birds on a wire. When one flies, they all fly."

Everyone in the media monitors everyone else, because NO ONE wants to miss anything or leave the impression they're falling behind current events.

You can use that competitive spirit to build a free publicity machine for yourself. Especially on radio.

How to get attention the first time requires a whole separate article (I have one on our website), but here's what you do to get producers and talk show hosts to love you—and to invite you back often.

***Be available. When former HUD Secretary Henry Cisneros was a San Antonio City Councilman, he could always be found on short notice. When a guest canceled at the last minute, many a frantic host breathed easier when they saw Henry's beat up old Volkswagen pulling into the station lot just before airtime. No wonder Cisneros later became one of the most popular mayors in San Antonio history.

***Speak Your Mind. Radio hosts LOVE guests who have the courage to be controversial. "Dr. Laura" was originally scheduled to be a one-time guest on an LA radio station some years ago, but she was so engaging

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

and fearless, she got invited back again and again. Of course, now she has her own syndicated show.

***Use Your Imagination—–and the vast resources of the internet. Got a spaghetti dinner coming up at your church that you want to plug on the air? Are you wondering just how you give a spaghetti dinner some radio "sex appeal?"

"Go to the internet," says veteran morning drive personality Sonny Melendrez. "Look up spaghetti. Talk about the history of spaghetti on the air. Keep your

tongue firmly planted in your cheek, and make up whatever you want. Look up food jokes. Church jokes. Put it to work for you in a fun way."

And don't worry, you'll get your chance to give important details...date, time, place phone numbers, etc...

Do these things and you'll be amazed how often you're invited back...and how often you start getting invitations from other stations. Remember what Reggie Jackson said about "birds on a wire." Keep that in mind, and you'll soar to new heights as a popular radio guest.

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.

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

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? 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.instant sellbusiness.com>

<http://www.instant sellhome.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



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!