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Just One Small Slice of Media Publicity

By John Calder

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Take a short break from your daily grind and consider the following questions

- Do you spend large amounts of time and money trying to figure out why Google prefers someone else's site over yours?
- Are you on a never ending quest for a magic trick that can help you blow past the 800+ pay per click competitors in your keyword category?
- Do Page Rank fluctuations strike fear in your heart?

If the above applies to you, and if you still aren't seeing the results you desire, you've got a clear case of "marketing paralysis". Don't worry, though. It's not fatal when treated early. So, what's the cure, you say?

The cure is: Perspective.

Internet Marketing (as currently taught) paints a very narrow view of your strategic options. The books and courses you study tout search optimization and pay per click marketing as the holy grails of profit when, in fact, those methods may not represent the fastest and most appropriate way to generate targeted leads for your product.

The Internet: Just One Small Slice of Media Publicity

Take out a Post-It Note and write the word "Publicity" down in big, bold letters, then stick it on your monitor. When you get stuck in a rut, take a look at that word and let yourself conjure up all the ideas, images and associated meanings surrounding it.

Once you complete that exercise, remind yourself of the following: Your status as an online entrepreneur does not preclude you from exploring advertising outlets in other media. Internet Marketing represents only one subset under the general category of publicity.

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The Internet's distinction as an entity, apart from traditional media, grows increasingly arbitrary with each passing day. If you want to know what fuels massive search activity, and what creates legendary domain names, pay attention to the offline media of print, radio and television.

You see, those of us who work online all day are accustomed to using the Internet for just about everything. A large portion of our desired market searches on random impulse generated by some outside stimulus. This stimulus can originate from a news story, a new song on the radio, a magazine advertisement or even a subject of interest overheard in conversation.

The Holistic Approach

My intent is not to sway your favor towards one avenue of marketing over another. Instead, I offer you

a challenge: take the time to examine the interrelationships among all forms of media. In fact, just pick a subject (or product) of interest and follow its path through the chain of publicity.

For example, when someone sends you a referral to a new web site, ask them how they found out about that site. Did they stumble across it via the search engines or does the site already have a viral tool in place to generate leads? If the site does have a viral tool in place, how did they generate their first visitors to trigger that flood? Do they have a pay per click campaign running? Did they send out a press release? Place a small ad in the back of a magazine?

Just put on your detective hat and reverse engineer these paths. Inevitably, you will discover the small streams of exposure which lead to the flood.

John Calder is the owner/editor of The Ezine Dot Net. Subscribe Today and get real information YOU can use to help build your online business today! <http://www.TheEzine.Net>

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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

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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

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3 Reasons to Tap into the Power of Publicity

4th Quarter 2003 Publicity = 1st Quarter 2004 Prosperity

RELEASE RELEASE: Getting Your Press Release to the Media

Generating Publicity: Will The Media Be Interested In My Product/Business?

How to Do Well by Doing Good: Generating Traffic And Profits Through Charity Projects And Community Involvement

The Classified List

Press Release E-Manual

Easy PDF Publisher's Toolkit

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14 Profitable eBooks



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