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Think Like a Publicist To Achieve Like a Star

By Anne Marie Baugh

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Have you picked out your Oscar's night outfit? I have. You should. Have you thought about what you will say when you accept your award? I have. You should. At least in your mind, that wonderful playground for imagination – the very place we are going to venture today for great publicity ideas.

Razzle, dazzle, sparkle, and shine. Isn't this how we think all those stars get to the Oscars in the first place? However, it's less glitter, and more planning that creates the reality. First comes the dream, then the work, then usually a host of disappointments to test the resolve, then a series of small successes, and then....publicity. It is a fairly predictable road, but often as business people we forget to plan our own personal Oscar's night.

We also miss the key ingredient – publicity. Marketing is what gets you in front of your target market to make the sale. Publicity is the spotlight that shines on you and solidifies you with mass appeal as the popular expert in your field. You drive marketing to your buyers. Publicity drives the masses of buyers to you.

When your focus has been marketing it's a little tricky to change your paradigm to publicity. However, the important difference between marketing and publicity is your target audience. You are no longer pitching to buyers of your product or service, now your audience is the media. This means editors and producers. These important people are looking for one

thing, the story. A unique story. Something inspirational, motivational, newsworthy, or educational. Period. Nothing else will do.

In order to be successful in the media you have to think like a publicist and find your unique story. If you don't have a story, it's time to create one. What is unique about you or your business? Sometimes it's an attitude. Like the employer that regularly asked her employees what they didn't like about their jobs and then proceeded to shift responsibilities. It may be an event, like a charitable event that raises money for starving children but serves beans and rice at

the gala event to demonstrate how it feels to be poor. It may be your wit, your way of thinking, what you care most about, or how you integrate your values into your business. Only, you can find it, but trust me, it's there.

Begin to explore your own unique angles and media curves by keeping notes on your thoughts and attitudes. Scribble, color, or paint it out – it really doesn't matter as long as you begin to devote time to exploring your "story". Not your ad, not your price, not your product, but your story.

Once you've angled into your own unique media offerings, find the appropriate avenues to make your pitch. Take care though, the media should always be treated with good will and respect. Do not, I repeat, do not go for the hard sell. This is not the time. If you must, save the hard sell for marketing, or better yet, chuck it all together. Do not wheedle, whine, or beg the media. Make your pitch, respect their time, and their decision, then work toward building long term relationships. In the end, you'll have the kind of names in your pocket to begin dropping at parties, and you will be a star! A star with the mind of a publicist.

See you at the Oscars!

Anne Marie Baugh is a noted publicist that works with cyberstars. Owner of three firms, she offers a dazzling two-tier affiliate program with special promotional benefit perks to those who qualify. To learn more about joining the Write-Promotion affiliate program send an email to AffiliateInfo@write-promotion.com or visit today at: <http://www.write-promotion.com>

Don't Let Your Book Promotion Specialist Disappoint You

By Stacey Miller

When authors place sole responsibility for their book promotion campaigns into a book publicist's lap and leave it there, the results are often disappointing. Despite their best intentions, book publicists may fail to generate important reviews. Interview opportunities may slip through the cracks. Worse still, highly promotable books may languish without visibility in a highly competitive marketplace. The book promotion campaign, and the book promotion specialist, can disappoint you.

Does that mean you should give up on book publicists and wait for Oprah to call you? Or that you should give up on your book promotion campaign altogether? There is another option. You can work in partnership with your book publicist and take the following steps to maximize your chances of success:

Be clear about your book promotion expectations from the outset, and make sure there is a meeting of the minds. If landing on the front page of the Wall Street Journal would be the ideal coup for your book, make sure your book promotion specialist focuses on accomplishing that instead of pitching you to every producer at National Public Radio. Give your book publicist your wish list, and offer to prioritize your book publicist's to-do list; you'll both be happier in the long run.

Suggest news angles for promoting your book, and provide your book promotion expert with a list of buzz words and phrases. Your book publicist most likely isn't an expert in your field and will welcome your help, even if he or she doesn't specifically ask for it.

Tout your credentials and sing the praises of your book to your publicist at every opportunity. Don't worry about sounding pompous or immodest; your publicist will appreciate your self-confidence and be even more enthusiastic in pitching you to the media.

Keep an eye on the media, and inform your publicist about developing news stories and current events that might tie into your book and enhance your book promotion campaign. Ask your publicist what else you can do to complement his or her efforts. Are there professional associations or mailing lists you can steer him or her toward? Have you compiled contact information for your alumni, professional, and hometown publications?

Ask your book promotion specialist for what you need, whether it's a redirection of energies, an accommodation to your schedule, or a weekly progress report. You'll come out a winner if you ask your book publicist to communicate with you and commit yourself to doing the same. And you won't be disappointed with the results of your book publicity campaign or your book promotion specialist's efforts.

Stacey J. Miller is a book promotion specialist. Her company, S. J. Miller Communications, coordinate book publicity campaigns for authors and publishers. A free book promotion plan is available upon request. For more information, visit

<http://www.bookpr.com>

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