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Two Questions You Must Answer to Make News

By Rusty Cawley

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When considering whether to write a story, a journalist always begins with two questions:

1. What's new?
2. Who cares?

The first point is obvious. If something isn't new, then it can't be news. Most folks understand this instinctively.

It is the second point that most people have trouble understanding. It isn't enough for your item to be new. To qualify as news, your story must appeal to a broad audience. It must have significance for other people, and lot of them.

For example, consider the Taliban, the former rulers of Afghanistan.

Before the Sept. 11, 2001, attacks on the World Trade Center and the Pentagon, few news media paid any attention whatsoever to the Taliban. After Sept. 11 and through the fall of the Afghan regime, the media couldn't get enough stories about the Taliban.

What changed to make this happen? It wasn't the Taliban. What changed were the media's attitudes toward the Taliban:

1. What's new? Terrorists have attacked the United States and they are being harbored by the Taliban in Afghanistan.
2. Who cares? Virtually everyone.

Those two questions pushed the Taliban to the forefront of every mainstream newspaper, magazine, TV news program, radio news program and Web news site in the world.

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This is an extreme example, but it makes the point.

If you want a story in the mainstream media, your story idea must appeal to a well-defined audience. If you want your story to appear in a trade magazine for nanotech engineers, then your story idea must appeal to nanotech engineers. If you want your story to appear in a suburban weekly, then your idea must appeal to the geographical, provincial interests of that weekly's subscribers.

The PR Rainmaker knows: If you want the news media to write about you or your company, you must clearly and concisely answer the questions "What's new?" and "Who cares?"

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Mind Reading: Answer Your Prospect's Questions Before They Ask!

By Larry Dotson

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How many times have you read an ad and you had a question that would determine whether you would buy or not? Did you take the extra time to e-mail the business your question? If so, did you have the extra patience to wait for the answer or did you go to the competition's web site to buy?

Do you see why it's really crucial to answer all your prospects questions before they ask? How do you accomplish this obstacle?

First of all, you want to place yourself inside your prospects shoes. Think like your prospect. Read your ad, what questions would you have if you were the prospect? Can I pay by check? Can I have the product delivered within 3 days? Do you guarantee the product?

To get a even better point of view, have your friends or family members go through your ad. Have them point out questions they might ask.

Go through your past customer questions. You may have answered them each individually, but did you answer those same questions for your future prospects? If not, add those answers to your ad copy. If you do not want to clutter up your ad you

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could set up a separate FAQ section that's linked to it.

Now there will always be questions that arise you weren't prepared for. You should provide quick and easy ways for them to get in contact with you by phone, fax, e-mail, instant messaging, etc. Offer 24 hour customer service. If that's not possible, tell them you will answer all questions ASAP or within a reasonable or quick time frame.

In the future keep track of all questions that arise and update your ad copy or FAQ regularly. It can be the difference between your sale or your

competitions sale.

*FREE eBook! "Hypnotic Sales Letters: 92 HypnoticSales Letter Templates!" Just add your product infoand...BAM! You've just written a hypnotic salesletter in a few minutes! Visit my site to download it:<http://www.ldpublishing.com>



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