

**-50-**

**Powerful  
Publicity Boosters  
to Build Your  
Business**

*by*

Nancy S. Juetten

*Media-Savvy-to-Go*  
Vol. 2

**T**housands of business owners have applied these tips to their buzz building advantage since 2006 and enjoyed remarkable media placement success. Now you can, too. Page through this useful booklet to learn the nuts and bolts of preparing your story so reporters and others will listen.

Before you start contacting the media, start first by writing a rock star bio that tells your story in a winning way. If your bio is a snoozer and ready for a makeover, check out the Bye-Bye Boring Bio Action Guide at [www.byebyeboringbio.com](http://www.byebyeboringbio.com). It's a powerful and popular tool to make writing a winning bio a breeze.

If you want to get seen, heard, and celebrated in the media in your own backyard and beyond, first begin by reading the media. If you live in the Seattle area,

The Puget Sound Business Journal is a great place to start. Start your subscription today, and enjoy a 20% Publici-Tea™ Express discount. Visit this link to download your subscription form today:

<http://bit.ly/Nancy-PSBJ>

Click below for a list of useful resources for your publicity and online efforts:

<http://bit.ly/TheNList>

Best wishes as you apply these tips to enjoy DIY publicity and online visibility success.

Please act on what you learn and share your successes with me at [nancy@nsjmtkg.com](mailto:nancy@nsjmtkg.com). I'll be happy to blog about them!

*To your success,*

*Nancy Juetten*

# **-50- Powerful Publicity Boosters to Build Your Business**

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*“There is only one thing in the world worse than being talked about, and that is not being talked about.”*

— Oscar Wilde

## Is Your Company a Well-Kept Secret?

Many business owners and professionals want their names and expertise celebrated in the media. You are probably one of those people. Even though your products and services are clearly superior, you might be disappointed that your competitors are featured more than you are. And, you might believe that if your most important audiences knew more about your products and/or services, a boatload of new customers would beat a path to your door. The good news is that when you finish reading this booklet, you'll be better equipped to earn print ink and broadcast air for your own products and services.

## My Story

I started my public relations, publicity coaching, and information products business in February of 2001 when my son was just a toddler. Building on 15 years of corporate marketing and promotion experience, my goal was to do work I love from a home office and earn enough money to buy better groceries. Now, after following my own business building and public relations advice, my company has grown into a thriving corporation and I'm too busy to cook.

I've earned a winning reputation as a public relations expert who can bring business owners into the media spotlight so they can do more of what they love and get on with their lives.

## It's Your Turn to Shine

You can enjoy these benefits as your own business takes flight by following my time-tested and proven tips. The *New York Times* once declared, “Good publicity lasts forever.” The time to begin capturing headlines for your growing business is now.

For information about quantity purchases and customization of this booklet or to discuss speaking, mentoring, and consulting services, use the contact method below that suits you best.

Nancy S. Juetten

Founder, President, and Chief Publicity Officer

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*Main Street Media Savvy—Get Seen, Heard and Celebrated in Your Own Backyard...and Beyond!*

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*“Success is the sum of small efforts, repeated day in and day out.”*

— Robert Collier

*Best-selling author and publisher of The Secret of the Ages*

## Launch & Sustain a Regular Ezine

- 1 Realize that ezines are among the most effective lead generation tactics for professional service firms.** An ezine is an electronic newsletter that offers news your readers (clients, prospects, and referral sources) can use to run a better business or live a better life as a result of your expertise.
- 2 Connect with readers by name.** Most people love being called by name, and most ezine software programs make it easy to customize your messages in this way. Take advantage of this option, and leave “Dear Colleague” or “Dear Client” greetings to other less savvy marketers.
- 3 Demonstrate your expertise and value over time.** The beauty of ezines is that prospects sign-up to receive them through a form on the home or contact pages on your Website. In doing so, they declare their interest in what you have to offer, though they may not yet be ready to engage your services/products right now. When they are ready to get into action with your area of expertise, you will be among the first professionals they call.
- 4 Tell. Don't Sell.** Lead with news and insights the reader can use. Leave just 20% of the content for a selling message about your products or services.
- 5 Share important research.** Your findings will help your readers do business with more impact and efficiency. This will compel them to want to do business with you.
- 6 Extend a valuable offer that invites readers to respond.** For example, stage a special event. Include yourself and other credible experts who can offer news and information from which your prospects can profit, and ask readers to RSVP. Or, offer a white paper or special report. These invitations encourage inquiries and dialogue about your products and services.
- 7 Issue your ezine regularly for best results.** When in doubt, start with a quarterly effort. Then, increase the frequency as you receive favor-

able reader feedback. It is far better to start with a quarterly communication and build to more frequent distribution than to announce a monthly ezine and suffer a credibility gap should your distribution plans change.

**8 Keep your ezine short, sassy, and sizzling with quality content and active links.** Think about how busy you are. Your readers are, too.

**9 Give your ezine a professional look.** It needs to reflect well on your professional brand and image.

**10 Plan out a full year of topics and a production schedule.** Stick with it unless something so compelling comes up that you must share it with your readers right now.

**11 Make it easy for new subscribers to opt in or out.** Update the contact page on your Website with an ezine sign-up form so your network of potential clients can grow with each visit to your Website.

**12 Reduce the likelihood of unsubscribe requests.** Do this by providing timely, newsworthy, and relevant information that solves readers' pain.

**13 Take heart.** There will always be people who unsubscribe in spite of the high quality of your ezine.

**14 Distribute your ezine on Tuesday, Wednesday, or Thursday.** Calculating the time can be a challenge when your list goes beyond your local area.

**15 Watch how readers forward your information to others if your ezine service gives you that information.** Your readers create a larger universe of interested prospects for your products and/or services.

**16 Add value by the quality information you share.** Your own brand and reputation will grow when you prove yourself to be a generous source of useful, insightful, and time and resource-saving information.

**17 Invite new subscribers.** Register your ezine to sites such as [www.ezinearticles.com](http://www.ezinearticles.com). Here ezine readers and publishers from coast to coast and worldwide can review a brief and compelling summary about your ezine and elect to opt-in. Plus, this helps your name and company name pop up more readily in the search engines.

**18 Ask for permission.** Ask prospects you meet at trade shows, networking events, and in the course of day-to-day business if they would like to receive your free ezine that offers news that can help their business grow.

## Prosper by Winning

**19 Show your passion for your work with every move you make.** Passion is magnetic. It is the most valuable tool to attract quality clients, media attention, and other rewards to your growing, successful business.

**20 Enter award contests.** Choose competitions that are well-supported by the media in your industry or community. Select legitimate and prestigious contests that reinforce your company's core values, strategic initiatives, and marketing claims.

**21 Do the application justice.** Assign the task of creating award-worthy entries to someone who has the passion, storytelling ability, and time to do the job right. Last minute efforts rarely deliver a winning result.

**22 Prove your points.** Call out winning ways in easy-to-read bullets. Share anecdotes, customer and employee testimonials, and press coverage to prove why your company is award-worthy. Steer clear of hyperbole and "blah, blah, blah" commentary that takes up space and bores the judges.

**23 Meet and address all the award criteria.** This gives you a fighting chance to earn a place in the winner's circle. Be sure to submit entries on time.

**24 Pay attention to presentation.** Go with the hard copy every time when given the

choice to submit a hard copy or send a fax. Let your clear copy with better overall presentation quality catapult your story to the top of the stack above a fuzzy fax from other applicants.

**25** **Go in to win.** Otherwise, sit out the competition and save your time and money until you can weigh in with a stellar effort.

**26** **Showcase your winning ways on your Website and via your marketing and press materials.** Award winners often enjoy an edge over close and formidable competitors because buyers perceive that they try harder.

**27** **Make the most of your Website as a powerful tool.** Pack your site full of useful information, free resources, and contact information. Include client testimonials and award wins that convey the value you and your products and services offer. Update the site often to keep the content fresh.

## Take Your Show on the Road

**28** **Host webinars or teleseminars to share your expertise with clients, prospects, and reporters.** Visit [www.audiostrategies.com](http://www.audiostrategies.com) or [www.freeaudioconference.com](http://www.freeaudioconference.com) to learn how.

**29** **Give presentations to groups and organizations that offer the best audience for your expertise.** These can be free or low-cost seminars, classes, or demonstrations of your products/services. Invite reporters who cover your industry to attend.

## Choose Your Audiences Carefully

**30** **Choose organizations to pitch about your expertise that are a fit for your expertise.** Read the “meeting notice” and “business calendar” sections of your local papers or trade publications for ideas.

**31** **Do your homework.** Visit each organization's Website to learn more about their members and prior event programming. Search the site to identify the program director so you can target your presentation pitch properly.

**32** **Share three timely and relevant presentation ideas with the program director.** Do this whether you use the phone, email, or the U.S. mail. Be sure your ideas address members' very real business issues while making clear why you can comment with impact, credibility, and insight.

**33** **Remember to ask for a presentation date.** It's one thing to make the pitch. It's another to ask for a commitment.

**34** **Seek audience feedback.** Provide an evaluation sheet to each member of your audience at every presentation you make. You can learn how well you are meeting the mark. Use the evaluation form to invite audience members to share their interest in receiving your ezine, setting up an appointment to chat more about their needs, or engaging your services now or in the future.

## Post Your Events via the Media

**35** **Share the “who, what, where, why, when and how” event details with the local and trade media.** Direct the information to the reporters who manage the “meeting notice” or “business calendar” sections of local and trade publications. Their names typically appear at the close of each section or are available on each publication's Website.

**36** **Share the information with the members of groups to which you belong.** Many clubs and organizations offer their members the option to share events and information with their ListServes, hard copy newsletters, or ezines as a member benefit. Ask the membership directors of your clubs and organizations about what options are available to you.

**37** **Promote your events on [www.craigslist.com](http://www.craigslist.com).** The “community” section of this site is an online bonanza of publicity opportunities to reach potential customers from hundreds of cities across the nation.

**38** **Benefit from the “buzz” created for your name and expertise from these events.** Your photo and topic of expertise included in the adult education catalog, on the school's Website, and via direct mail can build meaningful awareness for your products or services.

## Get Bigger by Acting Smaller

**39 Practice “Jumbo Shrimp Marketing.”** This concept comes from John Moore of Brand Autopsy ([www.brandautopsy.com](http://www.brandautopsy.com)), who says being the best—and not necessarily the biggest—at what you do is the way to advance. Grow your business larger by taking a genuine, personal interest in your customers’ success.

**40 Love your business.** If you aren't passionate about your business, chances are that customers will recognize your indifference and take their business elsewhere.

**41 Make your products or services easy to buy, easy to own, and easy to refer.** This concept comes from Alice Cunningham of Olympic Hot Tub Company ([www.olympichottub.com](http://www.olympichottub.com)), an award-winning, multi-unit retailer of Hot Spring spas and accessories based in Seattle, WA.

**42 Make your products easy to buy.** Make sure your pricing is easy to understand and your offers are free of jargon. Offer a menu of options Goldilocks would love so customers can choose their “just right” options.

**43 Dazzle with extraordinary attention to customer service.** Ask for feedback at every step in the selling process and at every customer touch point after the sale. Stay in touch with customers via your ezine, hard copy newsletter, periodic telephone calls, or personal meetings. Share anecdotes about extraordinary service with your staff, customers, and the media. Set service standards. For example, specify that all customer calls must be returned within two hours.

**44 Make your products/services easy to own and enjoy.** Provide a customer satisfaction program to reduce the risk associated with any purchase. Make it easy for them to get what they need when they need it to enjoy your products and services with ease. Offer a toll free number or 24/7 Web access to make it easy for customers and your company to work together to solve problems.

**45 Make your products/services easy to refer.** You've earned the right to ask for

and enjoy a generous flow of quality referrals to help your business grow even more by “doing the right thing.” That means making your products and services easy to buy and own, and dazzling with extraordinary attention to customer service.

## Celebrate Compelling Customer Comments

**46 Ask for customer testimonials regularly.** Nothing spells credibility better than a comment from a happy customer identified by name. When customers offer glowing remarks about your products or services, capture and post them to your Website. Use them in your promotional and press materials. Refer reporters to your best customers the next time your company is interviewed. Your customers' editorial comments bring life to your marketing claims in a way that no brochure or paid advertisement can.

## Get into Action Today

**47 Be prepared instead of overwhelmed.** Choose the five ideas that appeal most to your strengths so you can get seen, heard and celebrated in your own backyard, grow your business, and get on with your life.

**48 Experience the power and impact of results that flow from your efforts.** You worked for those results, and you get to enjoy them.

**49 Add new tactics to the mix each month.** This is important to keep your business and its “buzz” growing. Remember, inactivity won't grow your business. Focused activity is the answer.

**50 Be consistent and disciplined in your media relations efforts.** Doing this will generate an ongoing pattern of favorable media coverage and quality leads for your growing business. Your good press can establish you as an expert in your field. It can also invite new business conversations with prospects and fuel purchases of your products or services.

**Get into action today and apply these 50 powerful publicity boosters to build your business.**

Did you know that this is the second of two "Media-Savvy-to-Go" booklets that offer valuable, proven, and powerful ways to build your business and profit from free publicity? Vol. 1 shares 97 ways to identify, target, prepare and share your story and how to become a published author fast to achieve extraordinary results. Order it today at the DIY Publicity Store at [www.mainstreetmediasavvy.com](http://www.mainstreetmediasavvy.com).

Share your media relations triumphs with Nancy today at [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com).

Subscribe to the "Media-Savvy-to-Go" Ezine. Opt in on the Home or Contact Us pages at [www.mainstreetmediasavvy.com](http://www.mainstreetmediasavvy.com).

Visit the DIY Publicity Store at [www.mainstreetmediasavvy.com](http://www.mainstreetmediasavvy.com) to learn about all the Media-Savvy-to-Go do-it-yourself publicity tools.

Engage Nancy S. Juetten for publicity coaching or full-service public relations services, or invite her to speak at your next event.

Email [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com) for the current menu of services and value.

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## Useful Resources

### Media Query Services

Help a Reporter Out - [www.helpareporter.com](http://www.helpareporter.com) (free)

PitchRate - [www.pitchrate.com](http://www.pitchrate.com) (free)

PR Leads - [www.PRLeads.com](http://www.PRLeads.com) (fee)

ProfNet - [www.profnet.com](http://www.profnet.com) (fee)

### Subscribe to FREE Ezines to Jump-Start Your PR Expertise

[www.publicityinsider.com](http://www.publicityinsider.com)

[www.getslightlyfamous.com](http://www.getslightlyfamous.com)

[www.prsecrets.com](http://www.prsecrets.com)

[www.publicityhound.com](http://www.publicityhound.com)

### News Release Distribution Resources

[www.i-newswire.com](http://www.i-newswire.com) (free)

[www.theopenpress.com](http://www.theopenpress.com) (free)

[www.prlog.com](http://www.prlog.com) (free)

[www.24-7pressrelease.com](http://www.24-7pressrelease.com) (free)

[www.free-press-release.com](http://www.free-press-release.com) (free)

[www.prfree.com](http://www.prfree.com) (free)

[www.businesswire.com](http://www.businesswire.com) (fee)

[www.medialistsonline.com](http://www.medialistsonline.com) (fee)

[www.PRweb.com](http://www.PRweb.com) (fee)

[www.prnewswire.com](http://www.prnewswire.com) (fee)

### Sites That Welcome Article Submissions

[www.articleteller.com](http://www.articleteller.com)

[www.ezinearticles.com](http://www.ezinearticles.com)

[www.ideamarketers.com](http://www.ideamarketers.com)

### Audio Conference Resources

[www.audiostrategies.com](http://www.audiostrategies.com)

[www.freeaudioconference.com](http://www.freeaudioconference.com)



**Sites to Help You Get Known,  
Sell More Products/Services, and  
Attract More Clients Now**

[www.actionplanmarketing.com](http://www.actionplanmarketing.com)

[www.getknownnow.com](http://www.getknownnow.com)

[www.sitesell.com](http://www.sitesell.com)

[www.newclientmarketing.com](http://www.newclientmarketing.com)

[www.tipsbooklets.com](http://www.tipsbooklets.com)

**Two Proven Ezine Resources  
to Help Launch Yours**

[www.constantcontact.com](http://www.constantcontact.com)

[www.aweber.com](http://www.aweber.com)

**10 Tips to Promote Your Business  
with This Booklet**

It can even be customized especially for you.

- 1 Use this booklet as a “thank you” for a sales appointment or as a gift to compel new members to join your organization.
- 2 Mail it to your members or prospects to stay in touch.
- 3 Offer it free with any purchase during a specific time, with a certain purchase amount, or when opening a new account or initiating a new membership.
- 4 Distribute this booklet to prospects at trade shows.
- 5 Give it as an incentive for completing a questionnaire or survey.
- 6 Include it as a “thank you” gift when mailing your invoices.
- 7 Package it as a value-added bonus with a product or service you sell.
- 8 Deliver a copy to the hands of the first “X” number of people who enter a drawing, register for your next seminar/workshop, or visit your store.
- 9 Provide copies of this booklet to people and organizations that can refer business to you.
- 10 Send it to your clients at year-end, thanking them for their business.

*What are you waiting for?*