

## Chapter 9

### *Create a Buzz about Your Business*

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■■■ Here's a proven way for your business to attract **media attention** - without using a high-priced consultant or spending a dime!

#### **If I can do it, you can too!**

**Y**ou don't have to hire an expensive public relations agency to attract **media attention to your business**, and I know, because my business has been featured on local and national radio, TV and in newspapers, and I've never paid a dime to anyone to make this happen.

**If I can do it, you can too!** Position yourself as an expert, which gives you credibility and recognition, and works to attract valuable media attention. This attention helps you attract more business and boosts sales. That's what I did, and it really works!

#### **Making your no cost strategy work**

##### **The buzz 'before it happens'**

The media are always looking for interesting people to interview or to learn about news 'before it happens.' Let your local reporters and media outlets know that you are available to be interviewed as **an expert in business promotion**. Always be sure to keep them informed about what's new and exciting in the industry.

##### **The power of the press**

**Send out press releases on a regular basis.** Time your releases to go out around holidays or special events to maximize their impact. And don't forget to send out a release when your business is making an exciting change or launching a new service. The important thing to remember is to tie your release to something timely like a holiday or charitable event that you are helping promote.

## **Build media relationships**

**Invite reporters to breakfast or lunch** to discuss hot trends in the promotional products industry or to give them the scoop on your latest promotion that's sure to draw readers' interest. **You can never get enough press, especially if it's free!**

Build your expert status and attract more customers by being featured in interviews or writing articles used or quoted by the press.

## **What's your target market reading?**

**Write for a trade journal or industry publication.** One of the best ways to build credibility and sales is to be **highly visible in your target market**. Do some research and see what publications your target audience reads.

Look around the lobby and the office the next time you call on a customer. Notice what they're reading. Get to know the publication first by reading several issues. Then think about ways you can help your target market be more successful or more profitable. Contact the editor and pitch your idea.

Some publications will pay you to write for them and others won't. Always ask to have a tagline at the end of the article so that readers know how to contact you.

## **Read all about it**

Two books that will help you learn how to use the media to your business advantage are: *101 Ways To Promote Yourself* by Raleigh Pinskey and *Six Steps To Free Publicity* by Marcia Yudkin. Both books feature practical tips on getting your name in the press and more creative ways to attract media attention.

► *What Can You Do Now?* ◀

- **Call local reporters.** Let them know you have expertise in the field of business promotion and are available to be interviewed.
- **Are you doing a promotion connected to a holiday or worthy cause, such as Breast Cancer Awareness?** Let your local papers know of your involvement.
- **Send monthly press releases that tie into community events.**
- **Consider writing a TIPS COLUMN** on business promotion for a local paper.