



5 Insider Secrets to Publicize Your Business Like a Pro

Today's competitive media landscape requires you do more than send a press release. Reporters, editors and television producers are extremely busy and always working on a deadline. If you want your public relations strategy to be effective, employ these 5 Insider's Secrets to earn positive publicity for your business.

- 1.) **Research your media options.** Identify those that focus on your target audience. Ask your current customers what they like to read, watch and listen to on the radio. If your company has a niche offering, you can research online or browse periodicals at your local library to find publications that are pertinent to your business.

Having determined your best media options, identify reporters who cover your particular industry or "beat" at each venue (i.e. local news, health, business, financial, the arts, etc.). Review their previously-published articles and secure their contact information, which is usually located at the bottom of their stories. Determine local radio shows that could "interview" you.

- 2.) **Develop an "angle" for your story.** Why will the reporter want to cover your story? Why will they care what you have to say? Create some interesting angles by relating your product or service to current trends, news, case studies or recent research. Outline your key points and practice what you are going to say communicating your thoughts confidently and with great enthusiasm.

- 3.) **Make contact with the media by sending an announcement, press release or introduction that elaborates your story angle.** You can send your press release via fax or email or use a press-release distribution service such as PR Newswire. Remember, reporters receive hundreds of pitches per day, so convey your story quickly and truthfully. Follow-up with a brief telephone call to confirm that the reporter received your information. Avoid calls in the afternoon when the reporter is on deadline and if they seem to be in a hurry to get off the phone, end the call. If you follow up too frequently or annoy reporters, your efforts can easily backfire and that media may not mention your business for a very long time!

Be accessible to the media when they call you. Over time you could become a trusted resource and they may call on you for your angle to another story they are writing. Remember, reporters are usually on a deadline, so taking their calls immediately or returning calls promptly will endear you to the reporter. Provide content that is truthful, timely and interesting.

- 4.) **Get involved in your community.** Volunteer to speak about your area of expertise at local events or community organizations. Reporters cover important community events and will seek out speakers for interviews before, during and after the event. This is a great way to position yourself as an expert in your field and attract the attention of potential customers.

- 5.) **Be persistent.** Once you start promoting your business, don't stop. A sustainable public-relations strategy is a long-term endeavor. It can take months to capture the attention of targeted media venues. Are you launching a new product or service? Is there a hot topic in the news that relates to your business? Remind the press about your business on a regular basis so they don't forget about you. They need content to fill space or airtime. Turn yourself into a trusted resource.

It is possible to build a public relations strategy on a **shoe-string budget**. Invest the time necessary, create compelling pitches and participate in appropriate business and community events on a regular basis and you will be well on your way to attracting the positive media exposure you deserve.

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Table of Contents 14 Personal Secrets To Making It In Pr

1. Understanding the eBook 14 Personal Secrets To Making It In Pr
 - The Rise of Digital Reading 14 Personal Secrets To Making It In Pr
 - Advantages of eBooks Over Traditional Books
2. Identifying 14 Personal Secrets To Making It In Pr
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an 14 Personal Secrets To Making It In Pr
 - User-Friendly Interface
4. Exploring eBook Recommendations from 14 Personal Secrets To Making It In Pr
 - Personalized Recommendations
 - 14 Personal Secrets To Making It In Pr User Reviews and Ratings
 - 14 Personal Secrets To Making It In Pr and Bestseller Lists
5. Accessing 14 Personal Secrets To Making It In Pr Free and Paid eBooks
 - 14 Personal Secrets To Making It In Pr Public Domain eBooks

- 14 Personal Secrets To Making It In Pr eBook Subscription Services
- 14 Personal Secrets To Making It In Pr Budget-Friendly Options
- 6. Navigating 14 Personal Secrets To Making It In Pr eBook Formats
 - ePub, PDF, MOBI, and More
 - 14 Personal Secrets To Making It In Pr Compatibility with Devices
 - 14 Personal Secrets To Making It In Pr Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of 14 Personal Secrets To Making It In Pr
 - Highlighting and Note-Taking 14 Personal Secrets To Making It In Pr
 - Interactive Elements 14 Personal Secrets To Making It In Pr
- 8. Staying Engaged with 14 Personal Secrets To Making It In Pr
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers 14 Personal Secrets To Making It In Pr
- 9. Balancing eBooks and Physical Books 14 Personal Secrets To Making It In Pr
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection 14 Personal Secrets To Making It In Pr
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine 14 Personal Secrets To Making It In Pr
 - Setting Reading Goals 14 Personal Secrets To Making It In Pr
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of 14 Personal Secrets To Making It In Pr
 - Fact-Checking eBook Content of 14 Personal Secrets To Making It In Pr
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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