

How to Get Free Publicity for Yourself or Your Business

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Introduction

As an individual, or even as a business, if you are selling something, you need customers to know about you, so they will contact you about what you are offering. Here's a good question. How do you go about getting people to know about you or your business? The key answer is publicity.

The more people hear your name or the name of your product or service, the more it will be engrained in their heads. They will begin to recall the information every time something shows on TV, or they hear something on the radio that relates to your product or service.

Publicity is very important for any business, no matter what the business is. It can drive a lot of traffic to your website or get people to your store or business location. That is worth it, if you end up paying for the publicity. If you do not pay for the publicity, you really lucked out. Take advantage of it.

It used to be that you paid for an ad in the paper, and when the ad showed, you got a few calls. That was paid advertising. What if I told you there was a way to get free publicity for you and/or for your business. Keep reading and I will expose the methods you need to take that will help you get all the publicity you want.

By the way, some of the tips may be new to you, while some may be old. Stick with me because at the end of this short e-book, I will present special tips that you that are unique. So stay tuned.

Secret Methods of Getting Publicity

In the pages to come, you will learn the kind of publicity that will get you, your business, or even your website noticed. Each method has been tested and works every time.

Offline Publicity

1. Secrets about Your Business

Offer something interesting and surprising about your business that no one knows about. For example, if you run a computer repair business, let people know secret ways to handle the operating system, at least till you get to fix the computer permanently. Write an article about it and share it with the online community. You can also publish it in the editorial section of your local newspaper.

2. Use a National Story

If there is anything happening in the world that is gaining everyone's attention, why not take advantage of that. If you have proven strategies that will boost a company's profit potential, despite the economy, advertise the information. Business people will want to know about your strategies. The media will eat it up.

3. Holiday Events

If you have a business that sells products, why not sell something for the holidays. If you do this, let the media know about it. They will be glad to cover your story. You may want to let the media

know you intend on giving out gift certificates for people to use for future purchases.

Basically, if you can relate a product to the holidays that will help people relieve stress; the media wants to know about it. All you have to do is write a story about your business and what your business does, along with how you intend to tie your business to the holidays, and send it to newspapers. If you rather, you can also publish it to your own site and send a news release, referencing the web page where the article is located.

4. Be Number One

If you really want publicity, why not be the first to do something in your field. It doesn't matter what you do or what your business model is, if you can create something that no one in your industry has done before, why not advertise it. Let the media know about it. They will cover your story. You can send a news release letting the media know about your unique product and what it does. They will cover it and may even give you TV time.

5. Appreciate Your Customers

What better way to gain the media's attention than to throw a party for your customers. If you keep a record of each person who visits your store, or you do business with in some way, why not let them know you appreciate their business. Contact your customers by mail, email, or phone and let them know how much you appreciate them, by throwing a party in their honor. Then send a news release letting the media know about the party. The media loves human interest stories like this.

6. Unique Product Design

Do you create a product that is not available in your industry, and provides a solution to your customer's problem? If this is the case, why not let the media know about it. They will cover your product and company. In the end, you'll get a lot of publicity for what you do and a lot more business as well.

7. Prove a Controversy Wrong

If you know there is a controversy that is wrong, and can prove it, why not create an information product about it, then contact the media and let them know about the controversy and how you prove it wrong. Provide a link to your book, e-book, or product. You can also send them a copy of your product as well. You will get a ton of publicity for doing this. This is because the media loves covering controversies.

8. The Chamber of Commerce Is Your Friend

You may not realize this, but the Chamber of Commerce can be your friend. How? When you join them, you will be able to attend their meetings. When you do, why not pass out business cards and brochures to everyone in attendance. Do this for each meeting you attend. Volunteer to speak at a meeting. When you do, contact the media and let them know the day and time for the meeting. They love covering meetings, especially at the Chamber of Commerce.

9. Join Professional Associations

Just like the Chamber of Commerce, why not join professional associations. When you do, volunteer to speak at an upcoming meeting. Let the media know about your speaking engagement.

Even if you are speaking, but the association is having a special meeting, let the media know about it so they can cover it. You can still get publicity for it.

10. Letter to the Editor

Did you know that the “Letter to the Editor” section gets read quite a bit, especially by executives in large companies? Why not write a letter and submit it to the paper and request it published in that section. When you write the letter, make sure to do it on a topic of interest by people in your community. The media will read the letter and will contact you for more info. This will be instant publicity for you.

Online Publicity

11. Article Marketing

This is a given for most people. However, there are those who don't even know what article marketing is. Well, in a nutshell, article marketing refers to the concept of writing articles and submitting them to article databases and websites that show articles written by others.

You can gain much traffic to your website by simply writing articles and submitting them. Google will index the article and follow the link to your website. Your website will rank higher when you have many good inbound links.

What you can also do is write an article about something very important, and invite the media to read it. If they like it, they may just provide you much publicity over it.

12. Create Videos

What better way to get free publicity than to create videos and upload them to video publishing sites like Youtube.com or eCorpTV.com. Youtube.com will allow any kind of video to be uploaded. eCorpTV.com is only for business videos. If you create a video about your business, and it shows your business in a unique way, send a news release to the media with a link to the video. Your business will pick up dramatically.

13. Social Media the Way to Go

Social media has taken off like crazy. Even the media uses it. Why not use it yourself. Not only can you gain a following, but you can get a lot of exposure for your website and business, but also for yourself. And what is very better is that when you post important information about something you created or sold, and it really catches the eyes of your customers, the media will find out about it and will contact you.

14. Blog Your Way to Exposure

Besides creating a website, the biggest way to gain exposure for your website, business, or yourself, is by blogging. Blogging has really taken off in recent years. Many people blog. Blogging is not just for individuals anymore. Businesses are getting in on the bandwagon. They are realizing the potential of blogging. They realize that blogging can exposure their business more fully.

If you have an outstanding product, why not create a blog and talk about it. Or talk about anything you want about your business. Do this and invite the media to your blog. Nine times out of ten, the media will read your blog, post to it, and even

contact you personally about what you say in your blogs. So start one and keep it active.

What I provided here will get your free publicity if you use them. Those who know about these tips have used them and received tremendous success from doing so. You can do the same yourself.

Secret Publicity Methods

I mentioned in the introduction that I had secret methods of getting free publicity. On this page I will not only problem these secrets, but will also give you the link to the sites so you can sign up to.

Pitchrate.com

Pitchrate.com is not well known by your average person. Only certain people know about it. You can access the site by going to <http://www.pitchrate.com>. Pitchrate.com is a service that will bring journalists, experts, and publicists together. When you visit this site, sign up and you will be sent leads. Answer the leads and you'll get contacted. You'll end up with publicity for doing it.

Helpareporter.com

Here is a good one. Go to <http://www.helpareporter.com/> and sign up as a source. When you do this, you'll get two or three emails per day with plenty of leads covering various industries. All you have to do is reply to the lead in the email. The lead will be sent to the reporter's inbox on Helpareporter.com. I use this service and get plenty of leads each day. So far I have been interviewed a dozen times.

Bill & Steve Harrison's Reporter Connection

Here is a place where you will get plenty of free media coverage. Just go to <http://www.reporterconnection.com/> and click "Want to be a source?" button. Once you do this, just register and you'll get leads every day. I get leads every day and have replied to a number of them. So far I have received many interviews.

PRleads.com

Here is a great company that will provide you with constant leads every day. I have used this company and have gotten a ton of leads. The website is <http://www.prleads.com/>. The only concern with this site is they charge \$99 a month. But you do get plenty of leads.

Wrap Up

There you go. This is a short e-book, but it provides a lot of punch. You will find within the pages, plenty of tips to get you free publicity as well as sites you can go to and sign up for free to get leads you can respond to, which will provide you with free publicity.

As a member of writing organizations, and having friends in the media, I have been able to secure many an interview for myself and my business. You may not have the same contacts as I do. For this reason, I created this e-book so you can learn the methods I use and those many businesses use, to get free publicity.

The results will be outstanding if you follow them. It doesn't matter what your business is, or what you do, in order for you to make a name for yourself, or to make money with your business, you need customers and those who will respond to you. For these customers to find you there must be a way for you to reach them. By promoting yourself you are doing just that, and getting free publicity is the biggest way to do it.

Follow this guide carefully, and before you know it, you'll get tons of free publicity.