

# How to Attract Free Publicity

A Step-by-Step Plan to Get Influencers and The Media to Talk About Your Business



Course Book

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# Introduction

**H**ave you ever thought that you'd be the best person to publicize your business? Or do you believe that you need to employ an expensive publicity agent to get you media coverage? Most small businesses don't have the budget for this, and the good news is you don't have to. With the explosion of digital media, there are so many more media outlets to tap and you can successfully do your own publicity as long as you have a newsworthy story to tell.

Publicity through the media is very low cost compared to other marketing activities. Additionally, media articles are seen as a trustworthy source of information. Consumers are increasingly wary of paid advertising, so any editorial about you builds your credibility and generates interest in your business.

To do your own publicity, you'll need to build relationships with journalists and influencers in your industry who will talk and write about you. Fortunately, it's never been easier to find out their contact details and get in touch.

You know your business and its story better than anyone else. Publicity will not only get your brand better known, it'll bring people to your door to sign up for your offers and ultimately become customers.

This course is for small business owners who don't have the money or the desire to outsource their publicity activities, but don't know how to start doing it themselves. You'll discover how to build a database of relevant media contacts and how and when you should contact them with your story. You'll identify your unique hook so that you can use it to attract publicity and learn how to write a press release that will get the media interested in you. By the end of the course, you'll have developed a comprehensive plan for the year ahead to help you achieve your publicity goals.

## Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify why publicity is important for small businesses and how you can uncover your current public image, so you can effectively manage your brand reputation
- Write a positioning statement to describe your product or service and how it meets the needs of your target customer, so you can quickly express how you stand out in your market
- Put together a media kit and put it online, so that anyone who wants to talk about your business has access to the information they need right away
- Compile details of the most relevant media people you should contact and plan when you should get in touch
- Identify your unique hook so that you can use it to attract publicity
- Write a one page press release for an upcoming event which you can send to appropriate media contacts
- Choose the best way to contact relevant journalists and influencers to get them interested in your story or event
- Develop a comprehensive publicity plan for the year ahead which can be implemented by you or your team
- Install tools to automate routine tasks so that you can save time
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 6 major modules and individual lessons to take you step-by-step through the effective ways to create publicity for your own business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Publicize Your Business

Publicity is important to all businesses, but many entrepreneurs shy away from publicizing their own business.

In this first module, you'll identify why publicity is important and how to identify what's already being said about you online. You'll also write your own positioning statement so you're clear on the message you want to get across.

- **Lesson 1: Why You Should Do Your Own Publicity**
- **Lesson 2: How to Position Your Business**

# Lesson 1: Why You Should Do Your Own Publicity

## No Publicity Means No One Knows About You

You can have the greatest product or service in the world, but if no one knows about it, your business won't last long. Many entrepreneurs think that publicity is something that only a designated publicity agent can do. But you're a much better person to publicize your own business; in fact, you're the best person for the job because you know your business inside out.

There are two key publicity strategies:

- Your long-term relationship building strategy with press, media contacts, and influencers
- Getting your business and your products known now by attracting attention to what you do. This can be achieved through content marketing, paid advertising, or through publicizing specific events to media outlets, which is what this course is about.

Hiring a publicity agent can be effective but very expensive, and not all small businesses are ready for that level of investment. Instead, you can get the word out about your business through publicity activities that are free or low-cost, which is a much better strategy if you're on a tight budget.

Today, it's easier than ever to get your own publicity with the many opportunities in digital media, such as local digital radio, podcasts, digital TV, online magazines, and so on. Plus, media coverage is more trusted than advertising. It's another way to build confidence and credibility for your brand without spending too much. You can use it to supplement what you're already doing with your content marketing, social media strategy, and so on.

## Where Can You Get Media Publicity?

You're publicizing your brand with everything you say, so be sure you project a consistent image. This is even more crucial with the message you portray in the media.

Here are the main media outlets to consider:

### Local sources including TV and Radio

- TV, radio, local press, both online and off

### Magazine & newspaper features and editorials

- National or international, paper or digital

### Journalists and thought leaders

- Influential blog posts and podcasts with large followings

### Major websites

- Forbes, Inc., Huffington Post, etc
- Local sources including TV and radio. This means local press, both online and off, digital and cable radio, and TV channels
- Magazine & newspaper features and editorials. Look nationally and internationally if your business is global. Publications may be paper or digital or both
- Influential blog posts and podcasts. These may be run by journalists or by thought leaders who have a large following in your field
- Major websites such as Forbes, Inc., Huffington Post, etc.



**ATTENTION:**

This is only an excerpt from our full course **How to Attract Free Publicity**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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