



Publicity Profits Library

by Dan Janal

How to Get Free Publicity by Conducting Surveys

Surveys are a great way for consultants and small businesses to get publicity.

Why?

Because reporters love numbers!

Numbers give a story an implied credibility. Reporters usually need to find a number to plug into a story to give the story an added level of respect. After all, if you have numbers, you have proof. If you don't have numbers, you have an opinion.

There are several ways to get the numbers you need to create the statistics reports love. You can create your own survey, or you can quote another group's statistics.

How to create your own survey

1. Create your own survey. There are many free or very low-cost survey tools that you can use to create a survey. Just go to a search engine and type "survey tools" and you'll find many that are very good and totally free.
2. Next, think of a topic that would interest the media. Just look at the headlines in your trade publications or professional journals for ideas.
3. Create the survey questions. Limit the number of questions to 3 or 4. If you ask too many questions, your survey respondents will get turned off and won't answer the entire survey.
4. Send the survey to your mailing list or post it in a Linked In group, or place it on your website.
5. Compile the results.
6. Write a press release
7. Sent it to the media.

If you follow this tactic, you just might find you are quoted more often by reporters, rank higher in the search engines and have more new visitors coming o your website!

=====

Dan Janal is a very successful entrepreneur, professional speaker and marketing coach who helps clients build their businesses by improving their strategy for using publicity, marketing, Internet marketing, e-commerce and sales. To see how you can improve your business, go to <http://www.prleadsplus.com>. Want to get your business quoted on

top media sites - guaranteed? Check out this special report:
<http://www.prleadsplus.com/toptiermedia/>

How to Seduce the Media - 4 Ways to Grab Reporters' Attention

Why don't reporters love your story ideas?

You might be pitching buggy whips. There's an old cartoon that shows a company with the motto: "We make the best buggy whips in the world."

Problem is, no one today wants a buggy whip.

That might be your problem too, if you are a business consultant or coach or small business person and your stories aren't picked up by the media. You are selling buggy whip ideas when reporters want someone else.

Four Ways to Grab a Reporter's Attention

What do reporters want?

It isn't hard to figure out what reporters want to see in a story pitch.

1. Think of an idea that interests their readers. Newspapers, magazines, TV and radio -- or blogs for that matter -- aren't in business to make you rich or famous. They are in business to help their readers be more productive in business or happier in their personal lives. That's it. When you find the intersection of your needs their wants, you have a great beginning for pitching a story that enriches the readers. That is the main goal of most writers. When you find that right angle, then reporters reward you by putting you name in the paper and mentioning your company, your book or your product.
2. If you are short on original ideas, don't worry. You can comment about items in the news. For example, if you are a Realtor, you can comment about housing sales, housing starts and mortgage rates. If you are a financial planner, you can comment about taxes, savings rates and retirement. All these stories are in the news every few days. In fact, you can actually count on some stories being in the news every month. That's because the government releases reports on housing, mortgages, savings, imports/exports and lot of other facts that the media covers -- every single time. Many local publications need to give a local angle to stories so they need local experts -- people just like you. So make yourself known to reporters and let them know they can contact you for your insights and opinions and they will call you.
3. Create your own editorial calendar of news you know the reporters have to cover so you have a blueprint to follow. If you know that certain reports are released on certain days of the month (like the first or the 15th, or the third Tuesday), then you

can actually call reporters the day before the event to remind them of the fact. Or you could call them the day the reports are released so you can give the commentary right then and there. Or you can issue a press release on a timed schedule to take advantage of news you know is going to happen. Reporters need a commentator. It might as well be you.

4. Every month has a theme that begs for reporters to write a story. For example, January new year's resolutions. February is relationships. March is St. Patrick's Day. April is tax day. And so on. Think of an angle that ties into what you do and the theme you know the reporter will write about. If you do that, you'll get covered.

If you follow these tips to creating compelling story ideas, reporters will want to write about you and mention the products you created and the services you offer.

=====

Do you want your press release picked up in major media? Read my special report "How to Get Your Business-Oriented Press Release Printed on Top Tier Media Sites - Guaranteed," by visiting <http://www.prleadsplus.com/toptiermedia/> Publicity thought leader Dan Janal is Founder and President of PR LEADS PLUS which offers a variety of do-it-yourself tools to help small businesses get publicity, including media lists, press release writing and targeted article marketing services and press release distribution.

How to Always Be Seen as an Expert in Any Article About You

Every article in the world has already been written - not! Ever had trouble thinking up an idea for an article? Hasn't everyone?

My coaching clients are always pulling their hair out asking me to brainstorm ideas with them.

Truth is, I was pulling my hair out as well when it came time for me to write articles. Did the world really need another article about how to write a press release or talk to a reporter? Those ideas have been done to death.

I was wracking my brains trying to think of a new idea, a cutting edge theme, a story that hadn't been told that would inspire others. I wanted to write articles that would position me as the thought leader in publicity and internet marketing so I could get hired to give more speeches. You don't get to be a thought leader by covering the same ground as everyone else.

And I'd give up in frustration because the ideas weren't coming. Then the truth dawned on me.

While a topic might have been done before, it wasn't done from my perspective. And that means the article needs to be written. Let me explain.

My perspective on a topic is different than yours. Not better, but different. My ideas have been shaped by my background, my experiences, books I've read, clients I've coached, companies I've worked for, people I've met and so on. So have yours. If we were both assigned to write an article on the same topic, you and I would write completely different articles because of our different backgrounds.

Best yet, there is no competition here. I wouldn't say my article is better than yours, or that yours is better than mine. They are different. And the reader benefits in that difference.

For example, I might write an article on a marketing topic and I would base it on my experience working with small businesses. You might write about that same topic, but with your Fortune 1000 background, you'd have a completely different perspective. Both articles would be great and they'd be great for each audience. The audience would decide which article to read, which website to peruse and which consultant to hire. That would be perfect, because the reader would choose the person who was the best fit. No consultant I know wants to work in a relationship that would be a bad fit.

Search article directories for ideas for articles and write those articles from your own perspective, filled with your own case studies, your own stories, your own solutions and your own jokes. Make the articles uniquely you.

If you do, you'll build a library of worthwhile reading and you just might find that perfect client who wants to work with someone exactly like you.

=====

Do you want your press release picked up in major media? Read my special report "How to Get Your Business-Oriented Press Release Printed on Top Tier Media Sites - Guaranteed," by visiting <http://www.prleadsplus.com/toptiermedia/>. Publicity thought leader Dan Janal is Founder and President of PR LEADS PLUS which offers a variety of do-it-yourself tools to help small businesses get publicity, including media lists, press release writing and targeted article marketing services and press release distribution.

How to Save a Fortune in Article Reprint Fees

Some newspapers and magazines charge for reprints. Some don't. And some charge a small fortune.

Here's a way to maximize articles without paying ridiculous prices for reprints.

You can put some content on your website for free, including:

- links to the articles. They click on the link and the browser opens a new window that shows the article. People see both sites at the same time.
- headlines of the articles
- short quotes from the article (The L.A. Times called Dan Janal "an internet marketing expert." True, btw)
- general info about the article (i.e. I was quoted in the Wall Street Journal on June 15, 2010.)

If you use these tips, you'll get a lot of leverage from your articles without winding up in the poor house.t.

=====

Do you want your press release picked up in major media? Read my special report "How to Get Your Business-Oriented Press Release Printed on Top Tier Media Sites - Guaranteed," by visiting <http://www.prleadsplus.com/toptiermedia/>. Publicity thought leader Dan Janal is Founder and President of PR LEADS PLUS which offers a variety of do-it-yourself tools to help small businesses get publicity, including media lists, press release writing and targeted article marketing services and press release distribution.

How to Get the Red Carpet Treatment from Reporters

If you want to be treated like Hollywood Royalty by reporters, its actually fairly simple. Look to the Red Carpet for clues.

1. It happens every year. Reporters expect it. Their readers and viewers demand it. Reporters have to cover it. There are events in your profession that reporters have to cover, like New Year's Resolutions in January, Relationships in February and Taxes in April. Find out what reporters cover and give it to them!
2. Actors and actresses come prepared. They don't wear old rags. They are dressed to kill and they know what they are going to say. You should remember to treat your interview with as much preparation. What are you going to say? How do you want to appear to the media? Be like the Boy Scouts and "Be Prepared."
3. Act like you belong there. Actors who were unknown a year ago walk with grace on the Red Carpet. Expert sources and thought leaders must display the confidence the same confidence. I've met many great people who have done amazing things but think they are not ready for prime time.

You are ready.

Now is your time.

Shine!

=====

I have tools to help you reach reporters. Check out info on our up-to-date media contact databases and our guaranteed, quick and easy press release writing and distribution services at <http://www.prleadsplus.com>.