



How to Get Lots of FREE Publicity!

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Short Description of the Presentation:

If you want to get free publicity from the media you need to know how it works. This session will provide insight into how the media works, who to contact and what to say...and not say! There is some great stuff in this presentation by a man who does it every day.

Understanding the Difference in FREE Publicity and Advertising

- Advertising you pay for, publicity you do not pay for
- Issue of believability
- Benefits of advertising
- Editorial gives you the halo of being the expert
- The Lands' End Effect!
- A publicity "campaign" is a process

Insights into the News Business

- Defining "news"
- Two secret questions you have to ask to get your story out
- Who to contact if you want publicity in print, radio and/or television

Tactics to Get FREE Publicity

- How to write a very effective press release
- What makes it work
- Headline Tips (solve a problem)
- Who, what, where and why
- Quote someone who is known in your area
- Call to action (phone, book, e-mail, etc.)

Why and When Should a Press Release Be Made?

- Something new happens (include photo)
- Show that you are winners
- Sponsor a contest
- Give an award or create one

- Six tips on writing press releases!