

The Big Bang Publicity Campaign

By Anne Marie Baugh

Famous is as famous does and the famous get known through publicity. Yes, that's right, fame doesn't discover you, you create it through strategic campaigning. What's more, the techniques for increasing your exposure aren't as difficult to attain as you might think. A great publicity campaign starts with courage, then planning, and lastly, it succeeds through persistence. If you're not sure why you should seek fame, consider fortune because the two go hand in hand.

Fame will bring your business into the forefront of your target audience faster than any advertising campaign can hope to do. It solidifies you as an expert and creates a deep, abiding confidence in the consumer. It makes you a shining star with infinite possibilities. So what's are the steps you ask? Well paste a gold star to your forehead and let's get started.

1. Press Releases: Increase awareness through a press release. Yes, I know, press releases have become quite the popular little tool around cyberspace with releases being blasted hither and there, but is it working? Probably not. Blasting your press release will bring blasted little results. Instead, thoughtfully put together a very dynamic one-page press release and target publications that would be most interested in you and your business. Don't drone out the details; make that press release sing your praises. Then send it to a real live editor and follow up with a phone call. In other words, let the press release be the invitation to your follow up phone call. Begin making connections with the media. Be polite, be excited, and be patient.

2. Create A Press Kit: A Press kit is basically an exaggerated press release turned into a package. It's more complex, tells more about you and your company, and is all pulled together into a nice neat folder. Of all the questions I receive, first is, what is a press kit? Simply, it is a folder of information about you or your business. It should contain:

- A. An Introduction Letter
- B. One or Two Press Releases
- C. A Fact Sheet (This contains the facts about you or your business.)
- D. Bio Sheet (Which is a biography of you and your accomplishments.)
- E. Copies of Published Articles
- F. Company Literature
- G. A Business Card

Send your press kit when an editor, publisher, or producer wants to know more about you.

3. Newsletters Offline. Don't forget that a whole world exists offline. Locate newsletters or smaller print publications offline and submit articles. This can be a very dynamic way to increase your exposure as well as add to your press kit. You can locate newsletters in your subject area by visiting the local university library reference section. Ask for a directory of trade newsletters and do your research. Once you have been published, it's easier to step up to the larger publications. Fame starts small and then snowballs onto itself.

4. Speak Up! Yep, that's right. Start giving speeches on your area of expertise. Start locally at civic clubs and local educational programs. Then find the local talk radio shows and make your case to the producer. It's

surprising how many talk radio shows are actively looking for new speakers. Once you have achieved Talk Radio, the opportunities will start coming to you.

5. **Publicity Pitches:** Put together several dynamic article ideas. Just the ideas, not the actual article. This is called a Publicity Pitch. Take those ideas and then pitch them to editors of targeted publications. This can work very well as it saves Editors time and puts the outline right into their hands. As a past Editor I know how well this works. Editor's love ideas, especially ideas that are completely outlined and correct for their readership. This means don't send pet article ideas to cooking magazines. Send pet articles ideas to pet publications. Seems like a no-brainer, huh? But you'd be amazed at what editors see that don't apply to their own publication.

Fame comes from planning and persistence. It has its rejections, but if you can learn not to take it personally, it will eventually work. Remember, once you start, keep going. Once you stop, you have to start all over.