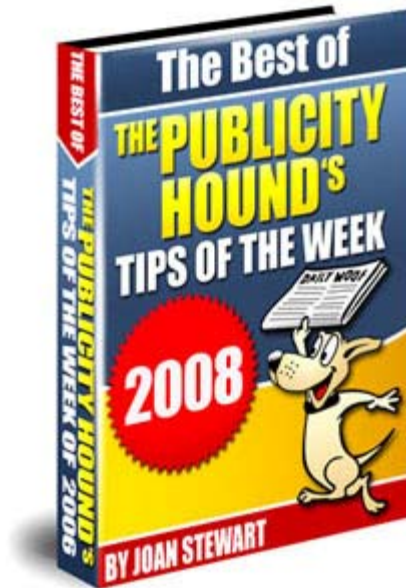


**The Best Tips of
“The Publicity Hound’s Tips of the Week”
of 2008**



**24 publicity tips to help you
generate the publicity you deserve
for your product, service, cause or issue**

Excerpted from the popular weekly newsletter

Subscribe at <http://www.PublicityHound.com>

By Joan Stewart, The Publicity Hound®

The Publicity Hound

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About the Author

Publicity expert Joan Stewart shows you how to use the media to establish your credibility, enhance your reputation, sell more products and services, promote a favorite cause or issue, and position yourself as an employer of choice. Her free publicity campaign started at age 10 when her hometown newspaper wrote a story about a blue ribbon she won for a 4-H sewing project at the Ohio State Fair. She was hooked on newspapers from that point on and she knew she wanted to be a newspaper editor. She eventually worked as a reporter and then an editor for 22 years at three daily newspapers in Ohio, Pennsylvania and Wisconsin and at the weekly Business Journal in Milwaukee, Wisconsin. She left the newspaper industry in 1996 to start her own business.

Today, she works as a media relations consultant, speaker and trainer and publishes the popular online news "The Publicity Hound's Tips of the Week" at <http://www.PublicityHound.com>, read by more than 44,000 subscribers worldwide. The newsletter, read by publicist and self-promoters everywhere, shows you how to build and maintain strong relations with the print, broadcast and online media.

Joan is past president of the Wisconsin Chapter of the National Speakers Association. She has created more than 100 educational tools, from special reports and ebooks to CDs, to help publicists and self-promoters manage a strong media relations campaign. You can read more about them at <http://www.PublicityHound.com>.

The ebook is a compilation of the very best tips from her weekly ezine, "The Publicity Hound's Tips of the Week." You

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Meanest Mom on the Planet

Jan. 29, 2008

Buying newspaper classified ads is an expensive way to spread the word about whatever you're promoting.

But guess who reads the classifieds?

Reporters--lots of them. That's where they find the low-hanging fruit in the form of clever, funny or unusual ads. With one or two phone calls, they can turn that ad into a free article.

That's what happened to Jane Hambleton, a disc jockey in Fort Dodge, Iowa. Last month, she found a booze bottle under the front seat of her 19-year-old son's OLDS 1999 Intrigue.

She and her husband set two rules when they bought the car at Thanksgiving: No booze, and always keep the car locked.

And what good are rules if you don't enforce them? She called The Des Moines Register's classified advertising department and bought this ad:

"Totally uncool parents who obviously don't love teenage son, selling his car. Only driven for 3 weeks before snoop mom who needs to get a life found booze under front seat. \$3,700/offer. Call meanest mom on the planet."

After the ad appeared, two things happened:

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- More than 70 people called her, including emergency room technicians, nurses, school counselors and a Georgia man, who wanted to congratulate her.
- A reporter from the Des Moines Register saw the ad and called her for an interview.

"The ad cost a fortune, but you know what?" she told the newspaper. "I'm telling people what happened here. I'm not just going to put the car for resale when there's nothing wrong with it, except the driver made a dumb decision. It's overwhelming, the number of calls I've gotten from people saying, 'Thank you, it's nice to see a responsible parent.' So far, there are no calls from anyone saying, 'You're really strict. You're real overboard, lady.' "

The lesson for Publicity Hounds?

Don't rule out the classifieds as a place to spread the word about what you're promoting. But take the time to write the ad so it catches attention.

If you don't want to spend a fortune on an ad, hop on over to Craigslist at <http://www.Craigslist.org> and find the list for the city closest to where you live. Post a free ad, and then see what happens. Reporters, by the way, LOVE to lurk at Craigslist where they find story ideas galore.

Craigslist expert Nancy Mills was my guest during a teleseminar called "How to use Craigslist as a Global Publicity Tool." It's available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved.

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Read more about how to use Craigslist to promote any product, service, cause or issue at <http://tinyurl.com/geog2>

Thanks to Publicity Hound Bryan Todd of Lincoln, Nebraska for tipping me off to this fun story.

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Do You Squidoo? I Do

Feb. 12, 2008

Squidoo, a content-sharing site, lets you flaunt your expertise by setting up a single page, known as a lens, on a topic you know a lot about.

It's free, but that's not the biggest advantage:

- The search engines love this site, and Google gives it a page rank of 8/10. So you can get more Google juice to your site and drive lots of traffic by including links within your Squidoo content.
- You can make money from your content through Google AdSense. Keep it, or donate it to your favorite charity.
- This site helps promote you as an expert.

As the lensmaster, you can share your point of view and recommendations. Lenses can be about anything, such as ideas, people or places, hobbies and sports, pets or products, philosophy and politics. Lenses aren't primarily intended to hold content. Rather, the emphasis is placed on recommending and then pointing to content on the web.

For example, a single lens could point to Flickr photos, Google maps, blogs, eBay auctions, YouTube videos, and other links.

You're encouraged to promote personal agendas, causes, products and opinions.

Squidoo says building a lens "is fast, free and super-easy."

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I'm a member of [Stompernet's](#) program on social media, called SMARTS. It which gave me in-depth step-by-step videos on how to build a lens and really make this site work for me. Still, it took me four and a half hours to build my lens two weeks ago. Now, I spend about a half hour several days a week updating it.

You can see my lens at http://www.squidoo.com/howtogetfree_publicity

Check out the fun items I posted on how a PR guy got an interesting product onto "The Rachael Ray Show" with just a few minutes of effort. I also wrote about how you can score some last-minute publicity that ties into Valentine's Day, even if your product or service has nothing to do with love.

Build a Squidoo lens and update it frequently. But please don't email me questions about Squidoo. Instead, spend some time at the learning center known as SquidU at <http://www.squidu.com/>

Items that work well at Squidoo are short lists, questions and answers, or round-ups of other websites you're recommending. These are called "briefs." A teleseminar I conducted several years ago called "Briefs, Fillers & Quizzes" explains the nine types of briefs, how to write them and how to use them online and offline to promote what you're selling.

Read more about why briefs are so powerful and all the different ways to use them at <http://tinyurl.com/d74h7>

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TV Talk Show Stunts

Feb. 26, 2008

In the old days, if you wanted to get onto one of the morning TV talk shows, you had to pitch a compelling idea that had the three magic elements that TV loves: people, color and motion.

These days, however, your chances improve drastically if your pitch includes a publicity stunt. Don't worry. You don't have to round up a stunt man. Instead, suggest the stunt be performed by one of the talk show hosts, anchors or reporters.

Like "Today" show news anchor Ann Curry bungee-jumping off a bridge in England.

Or her cohort, Meredith Vieira, jumping into frigid Lake Champlain in Vermont in February to promote the annual Penguin Plunge to benefit the Special Olympics.

Or Chris Cuomo, ABC's "Good Morning America" newsman, sky-diving off the roof of the Taj Mahal casino in Atlantic City last week.

Why the stunts?

Simple. It helps the audience to connect to the personalities they see every day, said Jim Murphy, "Good Morning America" executive producer who was quoted in an Associated Press story.

Cancer patient Robin Roberts, co-host of "Good Morning America," even doffed her wig in public. Viewers flooded her

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and other personalities with email, saying they loved the stunts.

The next time you're looking for TV coverage, think of ways TV personalities can become directly involved in your story. See "Special Report #42: Tips for Letting Reporters Experience Your Story, Not Just Write About It" at <http://www.publicityhound.com/publicity-products/reports.html>

Can't think of a stunt? That's OK. There are many more ways to get onto the "Today" show, "Good Morning America" and "Fox & Friends." Lissa Warren explains them all on "How to Get Booked on the Morning TV Talk Shows." It's available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved.

Read more about what you need to know to get onto the morning TV talk shows at <http://www.publicityhound.com/publicity-products/marketing-tapes/morningTV.htm>

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10 Dirtiest Hotels

March 4, 2008

TripAdvisor.com has released this year's list of the "10 Dirtiest Hotels"—one list each for the U.S. and the UK.

"The grossest thing...was the drain clogged with year's worth of hair. It literally came out in a solid mass. I gagged," said one hotel visitor, whose comment is among thousands at the company's website at <http://www.tripadvisor.com/DirtyHotels?nl=MU&pid=831>

Other comments, some with photos and videos, include complaints about bad plumbing, mold, crumbling ceilings and walls, no heating or air conditioning, peeling paint, broken locks on the doors, elevators that don't work, broken windows, used tissues under the bed, and even one room where the headboard fell off the bed.

Consumers are invited to weigh in with their own comments. As of this morning, more than 600 people had commented on Hotel Carter in New York City, which made the Hotels from Hell list.

Do a search for "10 Dirtiest Hotels" and you'll see that the contest provides great fodder for the bloggers and for consumers who participate in a variety of forums.

The annual contest draws attention to TripAdvisor's "Travelers' Choice Award Winners" in 10 categories, from the Best Luxury Hotels to the Best Inns and B&Bs.

Here's what Publicity Hounds can learn from this contest:

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- Know what consumers are saying about you online. Create Google Alerts for your own name, your URL and the name of your company. You can do this at <http://www.google.com/alerts>
- Respond to bad reviews and explain what you're doing to solve the problem. If you hide in the shadows when the news is bad, the conversation will continue without you.
- The best way to avoid being nominated for these "10 Worst" lists is to clean up your act and provide outstanding customer service and a great product.

Let's see how sharp you are. What else does this contest teach you? Post your comments to my blog at <http://publicityhound.net/what-you-can-learn-from-tripadvisorcoms-10-dirtiest-hotels/>

Crisis counselor Jonathan Bernstein has fabulous tips for responding to the media when the news is bad. He explained them all, including the tip about the one sure-fire way to ensure the media quote you accurately, during the teleseminar ["How to Keep the Media Wolves at Bay."](#) It's available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved.

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AngryJournalist.com

March 18, 2008

The next time a journalist hangs up on you, or yells "no thanks" into the telephone, or refuses to answer your emails, she might be more than just busy.

She might also be angry. Really angry.

At what?

Her lousy pay. Her horrible work schedule. Her editor who cow-tows to the advertising department. And bad PR people who make twice as much money as she does.

AngryJournalist.com is for "the underpaid, overworked, frustrated, (expletive deleted) off, and ignored media professionals to publicly and anonymously vent their anger."

It offers an inside look at the hundreds of things that journalists snipe about.

From Angry Journalist #2269:

"I'm a photographer or a photojournalist. Not a camera lady, photo lady or camera girl."

From Angry Journalist #2172:

"I contacted a pastor to do a story about his church's expansion and he said the earliest he could meet with me was Tuesday. Please, give me a break, I'm sure you could find 20 minutes out of your day before then to talk to a journalist so I can do a puff piece on your stupid church."

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From Angry Journalist #2185:

"I'm angry because my editor has a crush on a photographer I work with and he let's (sic) this guy get away with all kinds of (expletive deleted)."

Warning for the easily offended: Many posts at this site include profanities and four-letter words.

Even though journalists are angry, they still need trustworthy sources and compelling stories. "Special Report #49: 17 Ways to Build Valuable Relationships with Media People" explains all the ways to bring a little joy into their lives and get a great print or broadcast story. Only \$10. Order at <http://www.publicityhound.com/publicity-products/reports.html#SpecialReport49>

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Be Like the Gabby Cabby

March 18, 2008

Radio talk show host Wayne Kelly says that if you've been booked as a guest on talk radio, forget about being politically correct.

Wayne says far too many guests try way too hard to sanitize their interview responses so that they don't offend listeners.

"I hate these interviews," he says.

I do, too, and I change the channel when I hear somebody trying to be overly polite.

Wayne co-hosts a morning drive-time show on KBS Radio in British Columbia, Canada. He offers these three tips for being the kind of guest who gives a prickly interview and gets invited back:

- Be the kind of personality listeners can get excited about.
- Give more information than anyone who has ever talked about your topic.
- Have an opinion and say it LOUD (yes, I'm shouting).

One of his favorite talk show guests is Peter Franklin, aka The Gabby Cabby, a street-smart, Bronx-born cab driver who broadcasts news about New York City to over 300 million listeners in 71 countries around the world.

Wayne has been interviewing the Gabby Cabby on his radio show for eight years and even conducted one interview from inside Gabby's cab. Wayne knows that those interviews will

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always make somebody mad—so mad that if they're driving in their car listening to the radio, they'll pull over and whip out their cell phone and call the station.

In the world of talk radio, that's the goal.

You can sign up for Wayne's free publicity tips at <http://www.onairpublicity.com/ezine.shtml>

Once you know how to interview, it's time to start pitching. Radio talk show host George McKenzie was my guest on a telephone seminar called "How to Get onto Drive-time Radio Shows." He explained how to "play the game" when you pitch TV and radio talk show hosts, the one word to never use in your pitch, how producers create programs, whom to call when pitching a radio station, and an example of a great pitch.

We recorded it and it's available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved.

Read more about what it takes to be a great guest at http://www.publicityhound.com/publicity-products/marketing-tapes/drive-time_radioshows.htm

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Help a Reporter Out

March 25, 2008

Here's another success story about Facebook, one of the top three social networking sites. Publicity Hounds who want to get in front of the right journalists will love it!

Three months ago, Peter Shankman of The Geek Factory, a New York boutique PR firm, started a Facebook group called "If I Can Help a Reporter Out, I Will." Its purpose was to link reporters who are researching stories with the right sources. Sort of like a mini ProfNet. Peter has many friends who are journalists, and they send him requests when they need certain kinds of sources to interview. He then emails his Facebook group.

Once the group reaches 1,200 members, Facebook won't allow him to send mass messages. So he's launching the Help A Reporter website with the same mission. He's recommending that Publicity Hounds already in the Facebook group switch over to the website.

"It takes me a few minutes each day to do this, and the good Karma is immeasurable," Peter says. "So I'm not charging. If you really feel like sending me a donation or something, why not just send a few bucks to an animal hospital or animal rescue society somewhere. Some good places are Best Friends Animal Sanctuary, or The National Search Dog Foundation. That'll keep the good Karma flowing."

If you join the list, Peter wants you to promise that you'll ask yourself these questions before responding to a query: "Is this response really on target? Is this response really

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going to help the journalist, or is this just a BS way for me to get my client in front of the reporter?"

If you have to think for more than three seconds, he says, chances are, you shouldn't send the response.

To join Peter's list, go to <http://www.helpareporter.com/>

Facebook and sites like it are about more than just asking people to be your friend. Once you have a group of friends, you can do amazing things, like Peter is doing. The one-hour interview I conducted with social media marketing expert Don Crowther called "Extend Your Reach with Social Media" is part of the 8-part series on "How to Create a Media Plan."

If you don't have a publicity plan on paper, you're in danger of veering off track, targeting media too broadly and forgetting what you're supposed to do from one month to the next.

Everyone who orders the "How to Create a Media Plan" package gets a half-hour of consulting with me, to use when you need it. Use me as your personal writing coach to critique pitches, press releases or articles you've written. Read more about the plan, which includes more than 200 story ideas you can steal, at

<http://www.PublicityHound.com/mediaplan.htm>

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Crash Through TV Gatekeepers

March 25, 2008

Most large TV talk shows—the ones authors and experts want to get onto—have their own gatekeepers, designed to keep pests away from busy producers who are working like mad to create the next segment.

That's because almost daily, boring guests, clueless publicists and people who refused to take no for an answer inundate anyone with the word "producer" in their title with emails and phone calls. It's gotten so bad that some TV talk shows have removed the producers' names from the rolling credits at the end of each episode.

Some shows, however, now assign one guest producer to sort through the entire mess, pick out the little gems, and forward them onto segment producers who might truly be interested in your story idea.

"The Rachael Ray Show," for example, funnels pitches through a booking producer who sifts through them and passes them along to his co-workers. But if you don't have his name or email address, who knows where your pitch might end up.

Knowing whom to contact still isn't enough. You also must know what a certain show wants.

One way is to watch, for two full weeks, a particular show you want to get onto, take notes, and look for a pattern of topics that starts to emerge.

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Or you can consult a media directory that has all this information for you. "Harrison's Guide to the Top National TV Talk & Interviews Shows" gives you key contacts and "how to get booked" info for 259 top shows including Oprah, Good Morning America, Today, CNN, Fox News, MSNBC, Larry King Live, Bloomberg TV and many more.

You can grab your copy at <http://tinyurl.com/kfrzv>
In addition to the printed directory and database, you'll also get several great bonuses including a special report "Getting On Oprah," plus a one-on-one, private telephone consultation with a former NBC producer to help craft your own strategy for getting booked on top national TV shows.

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Going Ape Over Bananas

April 8, 2008

When Tom Holubowicz wanted publicity for his custard stand in Grafton, Wisconsin, he donned an ape costume and visited the local Pick 'n Save supermarket to buy bananas for Monkey Pox, his "flavor of the day."

The recipe calls for bananas, custard and chocolate-covered peanuts.

Before he left, he called The News Graphic, his local weekly newspaper, and told them it would make a great photo op.

The result? Two black and white photos on page 3 of last week's issue, one showing a big hairy ape reaching for a bunch of bananas and another showing the ape at the check-out counter.

The 6-by-9 inch package of photos cost him nothing. Even better, he sold out of Monkey Pox a few days later, as a result of the publicity. If he had bought an ad the same size, he would have paid \$627.48 for it.

Which of the two do you think readers would remember—the photos or a paid ad?

Are you pitching photo ideas to your local newspapers and magazines? If not, you're letting lots of publicity opportunities slip through your fingers. The next time a creative idea strikes, call the photo department at your local newspaper and pitch it.

This also works particularly well if you call an editor or reporter and pitch an idea for a story, and they say no. Photo desks love it when readers call with ideas for photos

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because photographers are under immense pressure to produce great stand-alone photos.

You'll find hundreds more ideas for getting photos into newspapers and magazines in my ebook "How to Use Photos & Graphics in Your Publicity Campaign." It's chock full of tips on what kinds of photo equipment to buy on a budget, how to take your own great photos and submit them to the media, and how to sweeten your story pitch with your own graphics, or ideas for graphics that the publication can produce on their own.

Learn how to start using powerful photos and graphics today at <http://www.publicityhound.com/publicityphotos.htm>

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When Journalists Snub You

April 23, 2008

You pitch a story to a top-tier newspaper.

The reporter calls you. You bend over backwards to help with the story. And when it's finally printed, you're crestfallen to learn that the reporter never even mentioned your name.

The first time it happened to me, I wanted to call the reporter's boss and complain. And then I wanted to pound nails into the tires of the reporter's car. I would never do that, of course.

But at the time, I was tempted.

A graduate of The Publicity Hound Mentor Program reminded me of this recently when she asked what to do about a similar problem. She pitched a real estate story to a reporter at The New York Times as well as to a section editor.

But she was left out of the story completely.

"Is there anything a PR person can do? I'm not looking to get even," she wrote. "I just want to be considered for another story."

Here's what I told her:

- Never voice displeasure to the reporter, or go over his head and speak with an editor.

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- Rather, send the reporter a handwritten thank-you note explaining that you saw the story. Thank him for using you as a source. Remind him that you're an expert in the areas of A, B and C, and tell him he should call on you again for background, commentary and story ideas.
- Call the reporter in a few months and pitch another story.
- Whether or not he likes your idea, ask "How else can I help you?" (Even if this kills you, ask.)

Whining, tattling to his boss, and pounding nails into his tires get you nowhere. Do that, and you've forever ruined your chances of establishing a relationship.

By the way, reporters don't view this as "snubbing." The way they see it, they're just doing their jobs.

If you want long-term access to me to help you with problems like this one, brainstorm story ideas, craft enticing pitches, serve as your personal writing coach, and show you how to navigate the world of social networking, The Publicity Hound Mentor Program could be the perfect place for you.

Read about what it offers at <http://www.publicityhound.com/mentorprogram/intro.html> and then let's talk to see if we're a good match.

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Follow the Thief

April 29, 2008

When Michael Costigan heard a news report on a Milwaukee radio station last week that a brazen thief had stolen a flat-panel TV from the local veteran's hospital, he couldn't believe what he'd heard.

He went to the Milwaukee Journal Sentinel's website where he confirmed the story.

"I was absolutely disgusted," he said.

Michael, general manager of the Waukesha Home Design Center, wasted little time getting angry. He immediately contacted the VA center and made plans to deliver and install a 52-inch LG LCD model. Total value: \$3,300.

The result?

- Michael ended up on the front page of the Journal Sentinel, complete with a photo of him in his store.
- All the Milwaukee TV stations followed up with their own stories.
- The Associated Press picked up the story, which ended up on the national Fox News and CNN websites.
- His store received calls from customers and others telling him how much they appreciated what he had done.

Michael's quick thinking is a terrific example of how piggybacking onto bad news stories like this one can generate mountains of publicity.

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When you hear news reports like this and you can donate something to replace what was stolen, publicity is practically yours for the asking.

By the way, this would also have been a great opportunity for a company that sells surveillance equipment. What do state laws say regarding surveillance? Are cameras small enough that thieves will barely notice them? What kinds of crimes have been solved thanks to surveillance cameras?

Jeff Zbar, the Small Business Administration's 2001 Journalist of the Year, says piggybacking onto breaking news, like Michael did here, is one of the best ways for small business owners to create publicity. He was my guest during a teleseminar on "The Fastest, Cheapest, Easiest Ways to Publicize Your Small Business." Stop calling journalists and begging them to cover you. Instead, listen to the tips Jeff gives on how to really catch the media's attention.

The recording is available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved.

Read more about how small businesses can generate publicity at http://www.publicityhound.com/publicity-products/marketing-tapes/publicize_yoursmall_business.htm

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Don't Let Video Pass You By

April 29, 2008

Stop wasting time trading links with other websites, posting the same how-to article to a gazillion article directory sites, and doing sneaky little things at your own website to try to trick the search engines.

Those strategies can actually hurt you.

Spend your time instead creating video, one of the most powerful ways to pull traffic to your website or blog. It will boost your position in the search engine rankings and, in some cases, take tons of business away from your competitors. Do it right, and they'll be so shell-shocked they'll pack up and go home.

During my 70-minute teleseminar with video expert Mike Stewart earlier this month, the 400 people who were on the line listened as Mike outlined lots of creative, powerful ways to use video in your publicity campaign, or to sell products or services.

We're not talking about full-length productions here. Just short clips of about two and a half minutes or less.

Here are our ideas on how to use video in a publicity or marketing campaign:

- Create short videos about your products and services, upload them to your website, and include video links in your press releases.

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- Speakers, create short video snippets of your presentations and post them at your site.
- Use videos to demonstrate how to use your product.
- Authors, create short little videos that discuss portions of your books.
- Take visitors on a tour of your website using a screen-capture software program like Camtasia.
- Shoot your own video of events the media won't cover, and submit the video to local newspapers and TV stations, many of which offer consumer-generated video at their websites.
- Use video on a one-page sales letter. If a picture is worth a thousand words, video can close the sale.
- Generate leads and pull traffic by creating videos and posting them to YouTube and other video-sharing sites.
- Use video at your blog, or create a video blog on a free Wordpress platform.

If you missed last week's call, you can hear the replay at <http://www.JoanandMikeStewart.com>

Mike will show you the absolute easiest-to-use equipment you'll need to start producing video that will turn you into the type of marketing warrior that will send your competitors running home to their mommies.

P.S. Many of you who participated in the call asked if Mike and I would give you more options in terms of buying a

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camera, the editing software and the training tutorials so you can get comfortable shooting and editing video first, and then do the training. We have. Now you can get what you want, when you want it. Go to <http://JoanandMikeStewart.com>

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Banish the Blog Writing Blues

May 13, 2008

If I had to choose a strategy that would help Publicity Hounds pull more traffic to their websites, establish themselves as experts, build a loyal following and sell more products and services, I'd choose blogging—without hesitation.

My own blog at <http://www.PublicityHound.net> is on track to pull in more than 20,000 unique visitors this month alone. Not all of them are staying, of course, but those who are read my blog posts and sometimes end up at my website where they sign up for this newsletter. Others buy products, and call for consulting services.

Some follow me for several months or years, and then join my mentor program at <http://www.publicityhound.com/mentorprogram/intro.html>

My blog has also led to invitations to be a guest expert on other bloggers' teleseminars and radio shows, provide commentary for newspaper and magazine articles, and even write for a 140,000-subscriber ezine.

Other bloggers aren't as fortunate.

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After blogging for only a month or two, they bail out, frustrated because their blogs aren't pulling traffic. That's like starting a work-out routine at the gym on Monday, and calling it quits by Friday because you haven't developed six-pack abs.

Many bloggers complain that their biggest problem is finding enough content to write about, or enough time to write it.

I find content everywhere. The best place is in my own email, where readers ask questions and pass along articles of interest. As for the time crunch, I force myself to make time to blog several times a week.

Other bloggers lament the fact that nobody comments at their blogs. One way I encourage comments is by commenting at other blogs. That lets bloggers discover me and comment at my blog.

If you suffer from the blogging blues, or you're too afraid to start blogging because you don't know how, help is on the way.

Denise Wakeman and Patsi Krakoff, aka The Blog Squad, are the two very best people on the planet to walk you step-by-step through the entire blogging process. Their training system called "Build a Better Blog" was designed for:

--Publicity Hounds who don't have a blog but want step-by-step instructions so they can do most of the work themselves.

--Publicity Hounds who have a blog but need help improving it so it can pull more traffic.

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--Publicity Hounds who don't have a blog and don't want to get their hands dirty building one. The Blog Squad will build it for you and train you on how to use it.

Learn more about their training program which includes video tutorials, writing tips, ideas galore on what to write about, private coaching by The Blog Squad, an ebook, interviews with blogging experts, the technical stuff explained simply and clearly, and more, at <http://tinyurl.com/ydew4w>

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Make Your Assistant Media-savvy

May 27, 2008

If you're hiring a virtual assistant or summer intern, they can do a lot of the grunt work involved in a publicity campaign.

These tasks are ideal for an assistant:

- Update your press kit.
- Arrange for reprints of articles you've written.
- Help you stay on top of your social networking pages at sites like Facebook and LinkedIn. They can friend others, update your profile and accept invitations.
- Write and post press releases.
- Create Google Alerts at <http://www.Google.com/alerts> for topics you want to follow.
- Write and submit articles to online directories.
- Research podcasts and blogs.
- Help book speaking engagements and prepare handouts.
- Find ways to recycle publicity.
- Look for book reviewers and submit your books.
- Find content for your ezine and blog.

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My week-long teleseminar series "How to Help Your Boss or Client with a Publicity Campaign" trains assistants on everything they need to know about publicity, including researching media outlets, blogs and other places where you want a presence.

It's available as a series of CDs, MP3 audios, or electronic transcripts that you can download as soon as your order has been approved. Take the hassle out of training your assistant by letting me do the heavy lifting for you. Go to http://www.publicityhound.com/PHU_AssistantsCourse.htm

This course was very popular among virtual assistants. Some of the VAs who took this course have added PR to their services and raised their fees.

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How to Mimic a Star Reporter

June 3, 2008

If you're a member of your local Chamber of Commerce and the only thing you have to show for it is the receipt for your annual dues, don't even think about dropping out.

Because you're a smart Publicity Hound, you have an opportunity right at your fingertips to be a star in the organization and generate so much publicity for yourself that all the other members will be green with envy. Nonprofits, this applies to you, too.

Here's what you should do.

The next time the chamber has an event that the local media won't cover, act like a reporter and cover it yourself. Buy an inexpensive Flip Video camera and interview people at the event.

If it's a routine chamber breakfast meeting with a speaker, interview the speaker after the presentation for a segment of two to three minutes. At the same breakfast, create another short video. Ask the chamber president to provide a brief infomercial of upcoming chamber events like the annual golf outing or street festival.

At bigger events, like the annual awards banquet, interview the Business Person of the Year. If you really want to create a stir, choose a controversial topic that chamber members are buzzing about. Interview one person on each side of the issue. You've just created two more videos.

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Import the videos into your computer, which takes a minute or two, edit them, upload them to your website, give the chamber the link to the videos, and then watch what happens.

The chamber will probably email all its members and tell them to go to your website. Many of those members will share the link with their friends. The link will end up in the next chamber newsletter. And who knows where else.

Here's the best part. You can offer that same video to the local newspapers, magazines and TV and radio stations for use at their websites. Print media, in particular, are hungry for user-generated video, even if it's of events that they decided not to cover.

That's what videographer John Easton does in Charlotte, North Carolina. He covers local business events and uploads them to his blog at <http://www.eastonsweb.wordpress.com/> or to his own streaming video channel, sort of like his own TV station, at <http://www.broadcastcharlotte.com/> and then he offers the video to local media.

Too busy to fuss with all these details? John says every community is teaming with people who you can hire for next to nothing to shoot and edit the video for you. He explained how to find them when he was a guest on a teleseminar I conducted recently on "9 Clever Ways to Use Video to Become a Publicity Darling in Your Industry or Community." We recorded it, and the interview is available as a CD, electronic transcript or MP3 audio.

Learn how to start covering your own community's news right now, or find somebody to do it cheaply, by going to <http://tinyurl.com/66xshb>

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Grade Your Press Release

June 3, 2008

Wouldn't it be great if you could write a press release, run it past a press release expert and then, within a few seconds, know whether the release passes or fails?

Here's the next best thing. It's called the Press Release Grader, a nifty piece of software that not only assigns your press release a grade of 1 to 100, but tells you exactly what you must do to improve it.

It was created by Hubspot, a Cambridge, Massachusetts company that helps small businesses have a huge presence online so that people in their target market can find them, and convert a higher percentage of prospects into customers.

Simply cut and paste your press release into the window at <http://www.pressreleasegrader.com/>, complete the form and click on "Grade Press Release." Within seconds, you'll see your score and a list of suggested improvements.

The grader deducts points for:

- Not having an "About Us" section on your press release. I could quibble with this, but it's a minor point in an otherwise cool tool.
- No links high in the release.
- Not using "###" at the end of the release, the universal code for "the end."

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- Incorrect use of hyperlink text. That is, the words on the page that link to a website.
- Gobbledygook words like "flexible," "scalable" and "robust."

It even tells you whether the readability level of your press release is "graduate school" or one of several lower levels.

Before you start, watch the video on that page for a better understanding of how it works. When Hubspot grades your release, it gives you a full report that you can email to other members of your team.

I'll be incorporating this tool into my free email tutorial "89 Ways to Write Powerful Press Releases" at <http://www.89PressReleaseTips.com>. More than 6,000 people have signed up for the course. Stick with it to the end, and it will be like you've just earned a master's degree in writing press releases.

Thanks to Publicity Hound Debra Helwig of Athens, Georgia for alerting me to the Hubspot tool.

What You Can Learn from a Dog's Obituary

June 24, 2008

When Publicity Hound Michelle Tennant emailed me last week to let me know that her beloved pet, Lex, a strawberry blonde Siberian husky, had died, the obituary she wrote for him made me smile.

While reading it, I couldn't help but think that Lex's obituary is more interesting than the personal bios of many humans I know. As you read what Michelle wrote, notice the fun little details—something that's sorely missing from so many human bios.

"Lexington (Lex) passed yesterday at 3:50 p.m. Eastern at our vet's with my husband Shannon and myself at his side holding his paws. He was the most gentle, loving dog one could know and love. He had complications from a lung condition, pancreatitis and diabetes. He is survived by Lou Lou, the black and white husky in the photos attached.

"In 1998, I rescued Lex from a Cincinnati kill shelter when he was six months and he's lived a fabulous, adventurous life traveling throughout Ohio, West Virginia and the Smoky Mountains (and other great places whitewater rivers run).

"His life's work: children.

"He attended children's birthday parties with me while I was living in Cincinnati and working on the weekends as a children's entertainer. He was my 'pirate' sidekick teaching children manners at the dinner table because he knew how to 'wait' until others were served before eating. (He would

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even WAIT with a small White Castle hamburger placed on his paw. Now that's a good dog.)

"He earned his 'good canine citizen award' in 1999. (This is like a Ph.D for dogs!)

"His favorite past-time—chewing/catching tennis balls, digging holes, and cooling off in a baby pool.

"Please have a moment of reflection today to celebrate this very special soul. And then hug a pet or person you love and remind everyone wanting a pet to adopt from shelters first. They are so appreciative of second chances."

We can learn two things from this:

- Use details, details and more details.
- Writing about the relationship with our pets in our professional bios can teach readers more about us than a monotonous list of academic degrees and other trivia we think are important.

Some of you might argue that details about your pets don't belong in a professional profile or bio. What do you think? Would you consider including information about your pet in your bio? If so, tell us something about your pet that lets us know more about you. Or link to a bio at your website that has information about your pet.

Post your comments at my blog at <http://tinyurl.com/5b2nlu>

"Special Report #46: Tips for Rewriting Your Boring Bio," gives you lots of examples of fun, compelling, witty bios and tips on how rework your bio—or start from scratch. Only

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\$10. Order at <http://www.publicityhound.com/publicity-products/reports.html#SpecialReport46>

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Get 'em to Mention Your URL

June 24, 2008

A common frustration with media interviews results when the reporter, for whatever reason, never mentions your website.

Here's a way to solve that problem.

The next time somebody interviews you, and the reporter asks for the name of your company, use your website URL, not the actual company name.

Instead of me being the owner of "The Publicity Hound," my company is simply PublicityHound.com.

That little trick won't work every time, but it should work with telephone interviews, and especially when the reporter is rushed.

OK, but what happens if you can't even persuade reporters to call? You pitch a story and it goes nowhere. Then what?

Have you followed up your pitch at least seven times?

If you haven't, no wonder they're not calling you. Don't believe journalists when they tell you they hate follow-ups. They hate LOUSY follow-ups.

Jill Lublin, author of "Guerrilla Publicity," says following up your pitches is critical to catching the attention of hassled reporters and editors who sometimes let things fall through the cracks. I interviewed her about "Failproof Ways to Follow Up with Reporters."

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It's available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved. Start following up today and getting the media stories you deserve by going to <http://tinyurl.com/bmyn7>

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'Today' Show Tips

July 1, 2008

Landing a spot on the "Today" show is no easy task.

But Publicity Hound Eli Davidson got a four-minute interview on the show last Thursday morning by following a tip she learned in The Publicity Hound Mentor Program: Ask other TV producers who have booked you if they know of other shows that might want you as a guest, and then ask if they'd be willing to contact the other producer on your behalf.

That's what she did after appearing on Dr. Phil's "Decision House" TV show. The "Today" show took the bait, and she got the phone call she was waiting for.

Eli, an author and coach, discussed how she turned her life around after losing her business, marriage and health, all within 18 months. She was \$88,000 in debt but dug out. Today, she coaches others on success strategies and turnaround techniques.

Other pointers she passes along for getting onto a show like "Today":

- Study the show closely. She noticed that hosts Kathy Lee Gifford and Hoda Kotb both had dark tans. So to avoid looking like a ghost next to them, she got a spray tan.
- Talk in sound bites. "Men talk like they're laying bricks," she said on the show. "Women talk like we're tossing salad."

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- Offer props. She took a glue gun and a hair barrette to help tell the story of the successful company she started to get back on her feet.
- Encourage friends and relatives to comment on the video that the show might post online. Producers pay attention to the number of comments and might be swayed to invited you back if the video triggers a big reaction.

"How to Get Booked on the Morning TV Talk Shows" explains dozens more tips on how to get onto the big morning shows and the kinds of guests producers are looking for. It's available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved.

Read more about how to wow the "Today" show, "Good Morning, America" and "Fox & Friends" at <http://tinyurl.com/ab86x>

And then find out whether you're a good fit for The Publicity Hound Mentor Program at <http://www.publicityhound.com/mentorprogram/intro.html>

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Use LinkedIn to Snoop and Promote

July 8, 2008

In the old days, spying on your business competitors was next to impossible without hiring a private investigator.

These days, however, social networking sites are an open door to snoop on the competition quickly and easily. But be forewarned that you might not like what you find.

Take LinkedIn, the popular business networking site, for instance. If you're spying on somebody who works for a competing company and is working hard to position herself as an expert in your field, one of the first places to look is at LinkedIn.com. Type her name into LinkedIn's search box near the top of the screen. If your competitor has a profile on LinkedIn, you'll be able to learn all kinds of interesting tidbits about her.

Now scroll down a little and look for the sub-head that says "Questions & Answers." You can see at a glance her areas of expertise. You might also find something called "best answers" which refers to the number of times she has provided an answer to a question asked by another LinkedIn user, and those users have flagged her answer as a "best answer."

You can also see exactly how many questions she has posted to the LinkedIn community, and how many people answered them and started building a relationship with her.

How many best answers did she provide in each area of expertise on her bulleted list? How many does your LinkedIn profile say you provided?

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If somebody came to LinkedIn looking to do business with somebody in your industry and they compared your profiles, who would they be more inclined to view as the expert? You or her? If her LinkedIn profile shows far more expertise than yours does, who do you think would get the new business?

If the answer is her, she has done an outstanding job promoting herself on LinkedIn.

But wait! She has only 148 connections. You have 589. Doesn't that count for something?

Not necessarily. What I've described so far is what social networking expert Scott Allen says is a good example of how fewer but better connections can give your competitor the edge. It can also mean new contracts for her, new joint venture partners, and lots of new introductions to top decision-makers on LinkedIn.

During two 70-minute teleseminars, Scott explained "How to Use LinkedIn to Promote Anything—Ethically and Powerfully." He even created an entire timeline that explains what you should be doing on LinkedIn, and when, if you want to use that site to promote. The recordings of the sold-out teleseminars are available as electronic transcripts and your choice of MP3s or CDs.

Learn how to start using LinkedIn today to snoop, promote and stand miles above your competitors at <http://www.publicityhound.com/teleseminar/linkedin.htm>

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How to Claim the #1 Spot on Google

Sept. 23, 2008

When news breaks in the TV advertising industry, journalists Google "TV advertising expert" and, within seconds, find Adam Armbruster's telephone number so they can call him for an interview.

When news breaks in the toy industry, reporters can Google "toy expert" and find Tim Walsh, who can talk about everything from Hula-hoops to Wii, Nintendo's home video game console.

Both men have the coveted #1 spot on Google for their area of expertise.

"When the new Bill Gates commercials came out recently, Fox News called me and wanted an interview because they wanted to know if I thought the commercials were a good tactic," Adam said. The segment lasted about eight minutes.

Reporters from the Boston Globe, E Television, the Daily Globe & Mail in Canada and other media have found him in the experts database at Expertclick: The Online Yearbook of Experts.

"The Yearbook of Experts really turbo-charges the PR momentum of what I'm doing," said Adam, who has had an Expertclick subscription for only 18 months.

It includes his profile and contact information in the database, which journalists search frequently, and the ability to post up to 52 press releases a year with no additional per-release charges.

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Tim, the toy expert, credits Expertclick for his media hits.

"Anytime there's a toy safety recall, or a Cabbage Patch doll anniversary, or a new hot game, they call me after finding me on Expertclick," Tim said.

His biggest media hit was an appearance on CNBC's "The Big Idea" with Donny Deutsch. Donny interviewed Tim for a segment on how to be successful after you've been rejected. Several toy companies rejected Tim's idea for a board game called TriBond in which players have to guess what three seemingly unrelated things have in common. So he manufactured it himself and sold 3 million copies.

The Washington Post called Tim for a story on Wham-O's 60th anniversary because he's the author of "WHAM-O Super Book: Celebrating 60 Years Inside the Fun Factory," which will be on book shelves in a few weeks.

KGO radio in San Francisco called him for an interview on Wii, Nintendo's electronic game "and I've gotten a ton of smaller media hits as well."

A trade publication even asked him to write an obituary for Richard Knerr, WHAM-O's founder, who died in January at age 82.

"Expertclick isn't like a typical ad that you hope people find and read," Tim said.

Indeed.

I've had an Expertclick subscription for several years, and my press releases at

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<http://www.expertclick.com/NewsReleaseWire/default.cfm?Action=ViewMyNews&NRWID=6192> have pulled in thousands of people to my websites.

Mention The Publicity Hound, and Mitch Davis of Expertclick will knock \$100 off the price of a subscription. Read more about how to flaunt your expertise in front of journalists and the world at

https://www.expertclick.com/Discount/Publicity_Hound

You can call them at 202-333-5000 (a human answers the phone!).

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Annoying Facebook Invitations

October 13, 2008

Are you sick of seeing all those invitations from your Facebook friends who are promoting teleseminars, book-signings, Internet radio programs and who knows what else?

I am.

Are you vowing to never pester your Facebook friends again with those invitations? If so, big mistake.

Creating events on Facebook and letting your friends know about them is one of the most powerful strategies you can use in your publicity campaign, and it can make the cash register ring.

Last week, I created an event for the teleseminar series "How to Use Twitter to Amass an Army of Followers, Customers & Valuable Contacts—and Promote." My assistant spent more than an hour emailing the invitation to my 1,500 Facebook friends.

As soon as she did, I got 12 registrations at \$77 each, for a cool \$924 just from that one promotion technique.

Here's another powerful feature on Facebook. Thousands of people who are not your friends can see the invitation on the walls of your mutual friends.

And if your friend responds to the RSVP, even more people can see it, click through to the page where you're promoting your event, and sign up. That's what happened to me last

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week. I described it in step-by-step detail, complete with screen shots, at my blog at <http://tinyurl.com/4reos4>

If you aren't on Facebook yet, what are you waiting for? Jason Alba explained dozens of tips on how to use this wildly popular social networking site during two teleseminars earlier this summer on "How to Use Facebook to Promote Your Business or Nonprofit."

The training is available as electronic transcripts and your choice of CDs or MP3s. Read more about how to get started on Facebook today at <http://tinyurl.com/3zfdum>

Then start head over to Twitter.com, create a profile and start collecting hundreds and maybe even thousands of followers who want to read your tweets. Warren Whitlock, one of the savviest and most well-respected Twitter users, explained how he uses that site to promote his consulting and speaking business and his books during two teleseminars I hosted earlier this year.

Read more about "How to Use Twitter to Amass an Army of Followers, Customers & Valuable Contacts—and Promote" at <http://www.publicityhound.com/publicity-products/marketing-tapes/twitter.htm>

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Avoid Spray-and-Pray Publicity

November 18, 2008

If you're guilty of any of the following, you could end up with a publicity campaign that falls on its face:

- To reach journalists that write about your area of expertise, you rely primarily on a list of media contacts you've bought from a company, without knowing whether the contact information is a month old, or a year old, or whether the journalist receiving your pitch is dead or alive.
- You use the "spray and pray" method of distributing press releases. You spray the same one-size-fits all release to a variety of journalists and bloggers, and then pray that one of them bites.
- You use the same "spray and pray" approach with pitches, spraying the same pitch to everybody without bothering to customize it for different audiences.
- You know you're supposed to post comments at other people's blogs. But you don't know how to make them sound like anything other than "Visit my website. I have something to sell to you."
- You don't know about the secret weapon that can penetrate TV and radio newsrooms and get you on the air. Instead, you keep spraying and praying.
- You "spray" your press releases and pitches to everyone at the same time. You're unaware that you can sometimes get onto TV the same day you pitch but that if

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you want that same story in a national magazine, you must sometimes pitch six months before the magazine hits the newsstands.

- You rely primarily on press releases to get big publicity hits.
- You think the word "media" refers only to newspapers, magazines, TV and radio stations.
- If you're an author, you foolishly pitch your book.

Do any of these sound familiar? If so, I'm betting you don't know how to create a media plan, also known as a publicity plan.

A well-thought-out plan tips you off to journalists and bloggers who are hungry for the kind of content you provide. It will help you know, instantly, which TV stations you should be pitching TODAY so you can get onto tomorrow's shows and which magazine you should be pitching TODAY so you can get into the issue that hits the newsstand six months from now.

A good plan also includes lots of ideas you can pitch during the months when there's absolutely nothing happening at your business or nonprofit and the idea well is dry. It includes evergreen story ideas that will work just as well next year as they did five years ago.

I conducted a series of eight teleseminars that explain how NOT to make the types of mistakes I've described above and how to create a 12-month media plan that targets your message like a laser to the audiences that want and need to hear your message.

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It's called "How to Create a Media Plan," available as CDs or electronic transcripts, and it comes with a half-hour of consulting which you can use now or later. Let me help you devise a strategy that will get you maximum exposure. We can even brainstorm story ideas that are irresistible. Or steal any of the more than 200 ideas that you'll find in the handouts that accompany this training package.

Read more about how to create a 12-month media plan at <http://www.publicityhound.com/mediaplan.htm>

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Oprah Does it Again

December 9, 2008

If your Christmas list includes a Kindle, that nifty hand-held, wireless portable reading device that has access to more than 190,000 books, sorry.

You'll have to wait until February to get one because they've sold out. Blame Oprah Winfrey for the delay.

Amazon was confident had thought it had enough Kindles in stock for the holidays, but then along came Oprah in late October, christening the Kindle as her "favorite new gadget" on her TV show, and then gushing about it at her blog.

Now, the shelves are bare.

That's what happens when the most powerful woman celebrity endorses your product. Just ask the numerous authors whose books catapulted to the top of the New York Times Best Seller list after Oprah chose them for her book club.

And that's why authors, speakers, experts, nonprofits and millions of others are hankering to get onto her show.

Did you know, however, that one of the best ways to get the attention of Oprah's producers is to first get mentioned in O, the Oprah magazine? If you can get into the magazine, it's almost as though you've already passed inspection, and her TV producers will be more inclined to take a second look when they get your pitch.

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Or they might hand-pick you for the show, based on the story they read in the magazine.

That's what happened to Genevieve Piturro. She's the founder of The Pajama Program, a charity that gives new pajamas to needy children.

She first appeared in O Magazine, and then on the TV show two years ago. That one segment resulted in more than 32,000 pairs of pajamas being raised for charity. Producers at Oprah & Friends XM radio booked Piturro for an interview on the radio show—so it was a triple whammy.

Sometimes it works the other way around. You can get onto the TV show first, and then appear in the magazine. But because competition for the TV show is so intense, it's often better to try to get into the magazine first.

Susan Harrow's ebook "Get into O Magazine" gives step-by-step instructions on how to wow the magazine editors and outlines the 12 topics that are most in demand.

Learn how O Magazine can be the footbridge to the Oprah show: <http://tinyurl.com/6avcfl>

Joan Stewart, The Publicity Hound
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Other Resources The Publicity Hound Highly Recommends

Click on the titles below to visit these websites that will offer more help, depending on what you're trying to do with press releases and publicity.

Capture Email Addresses

Before you start writing press releases, be sure you capture email addresses at your website by giving away a free report, or a list of tips or other information. The best tool is the Hover Ad Creator. Your webmaster can install this HTML coding on your website. I used this to create the box that pops down from the top of the screen at my website at PublicityHound.com

ContactAnyCelebrity.com

A subscription to this service gives you instant access to a fully-searchable online database of 54,696 celebrities, 6,890 celebrity representatives (agents, managers, publicists & attorneys), plus 4,131 entertainment companies. Great for authors trying to get celebrity testimonials for their books or for press release writers who want to piggyback onto celebrity news.

ExpertClick—Yearbook of Experts Online

If you're an expert, this is the resource guide you must be in because print, broadcast and Internet reporters use this to find expert sources on a wide variety of topics. A subscription also lets you post up to 52 press releases a year. And the releases are picked up by the Google and Yahoo news feeds. This is the service I use, and I love it.

Gebbie Press

If you can't afford expensive media resource directories, the All-In-One Directory is the next best thing. Includes lists of daily and weekly newspapers, radio and TV stations, magazines, trade press, ethnic media, and more.

Gift List

This subscription service delivers contact information for U.S. and Canadian magazines, newspapers, television, newswires and radio, and websites that are looking for consumer products for holiday gift guides. Take a 7-day test drive.

Hitslink

This is the statistics program I use to learn who visits my websites, how they found me, how they navigate my site, and if they buy.

Internet Association of Information Marketers

If you like my business model of a great website, an opt-in email list and kick-butt products, and you want to enter the world of Internet marketing, or sell more online than you already are, join the Internet Association of Information Marketers. You'll have monthly access to Tom Antion, my Internet marketing mentor, and you'll be able to post questions to a discussion board and participate in helpful monthly teleseminars, for as little as \$15 a month.

Internet Marketing

"Click," written by my mentor, Tom Antion, is the very best ebook to study if you're entering the world of Internet marketing. Tom will show you how to build a great website, create info products and create an opt-in list of customers. I refer to this book at least 6 times a week.

Landing Page Cash Machine

I thought I had a pretty good website until I learned what Mark Widawer had to say. Since then, I've made a long to-do list of all the things I need to add or change. Learn how to make more sales on your website every day by signing up for his free tips.

Magazines.com

Use this website to research "formula headlines" on the covers of magazines. You can adopt many of these formulas for your own use by substituting one or more words.

Netaim.info

The Internet Association of Information Marketers is dedicated to enhance the success of Internet information marketers, providing resources, education and information to help them grow their business, income and influence. This is a subscription program, and you can join at one of four levels, depending on where you are in your Internet marketing business.

PRWeb

This is my favorite press release distribution service if you're sending fewer than about 8 press releases a year. (If you're sending more, you'll get greater value with [Expertclick.](#)) Write the release yourself and they'll distribute it, or they'll write it for you.

White Papers

Perry Marshall, one of my coaches, has an excellent free 5-day email course on how to publish and publicize White Papers. It's free, and it explains how you can write a short White Paper in just a day or two. After you've written your white paper, write a press release about it.

Wooden Horse Publishing

Specializing in magazines, complete with expanded descriptions, reader demographics, writers' guidelines, and editorial calendars for more than 2,000 print magazines (consumer and trade) in the U.S. and Canada. Take a test drive for \$1.99.

WordTracker

Find the best keywords for your website, press releases and articles. Amateurs guess. Professionals know. With WordTracker, you'll know which are the best keywords to drive more traffic.

Free Stuff from The Publicity Hound

The Publicity Hound website at <http://www.PublicityHound.com> is chock full of free information to help you generate free publicity for your product, service, cause or issue

- Download a free sample chapter of my e-book “How to be a Kick-Butt Publicity Hound” at <http://publicityhound.com/publicity/publicityhound.htm>
- Subscribe to “The Publicity Hound’s Tips of the Week” ezine and receive free the handy checklist “89 Reasons to Send a News Release.”
<http://www.publicityhound.com>
- Download two free ebooks: “The Best of The Publicity Hound’s Tips of the Week of 2006” and “The Best of The Publicity Hound’s Tips of the Week” of 2005.
<http://www.publicityhound.com/publicity-products/free.html>
- Subscribe to my free email tutorial “89 Ways to Write Powerful Press Releases.”
<http://www.PublicityHound.com/pressreleasetips/art.htm>
- Visit my ezine archives where you can read back issues of my weekly electronic newsletter “The Publicity Hound’s Tips of the Week.”
<http://www.PublicityHound.com/tipsoftheweek>
- Relax, enjoy and learn valuable tips from more than 50 free articles on how to get free publicity on the “Free Articles” page <http://www.publicityhound.com/free.html>
- Read the columns I wrote for Entrepreneur.com at <http://www.Entrepreneur.com>
(In the search bar at the top, type “Joan Stewart” and you’ll get a list of my columns.)
- Visit my blog, where you can read hundreds of postings, by topic, depending on your particular needs. <http://www.PublicityHound.net>