

How to Get Free Publicity

by

Lisa Saunders

Marketing & Public Relations Specialist

Topics Covered

- Become Known as an Expert
- Ad Versus Article
- Suggested Newsworthy Events
- Press Releases
- Internet Marketing (social media)
- Your Website: Business and Personal
- How to Network
- Where to Post Your Profile or Resume

Become Known as Expert

- Give free “How To” lectures at libraries and colleges
- Write newsletters highlighting new developments
- Submit articles to magazines and online article sites
- Send “Letters to the Editor” (or ask satisfied customer to write one)
- Write a “How To” book—a publisher may be interested
- You can easily self-publish an e-book online

Ad Versus Article

- Readers/listeners know you paid for an ad
- An article is not obviously self-promoting like an ad
- Articles promote you as a trustworthy or interesting person more than they promote your product
- An article by or about you gives you credibility—makes you an authority on a subject

Getting Featured in Articles

- Send press releases to the media
- Attach your own photos
- Post news on your website and social media sites
- Call reporters
- Make yourself available as a quotable source

Newsworthy Events

Unearth Human Interest Stories

- Your elderly employee is earning first college degree
- You are giving a free lecture on “How to Get a Job”
- Local school brings students to your business
- You’ve written a “How to Tile Your Bathroom” article
- You have developed a new product
- You donated goods or services to needy children
- It’s your company’s 30th anniversary
- Someone in your organization won an award
- Your secretary was promoted to executive secretary

Press Releases

Also referred to as news or media releases

- Post it to your website—reporters search by topics
- Make your release stand out—without using hype
- Clearly state why the public should care
- Most important information first
- Write according to Associated Press (AP) style
- Send a photograph taken by you or your staff

Internet Marketing

- **LinkedIn:** good site for professionals
- **Facebook:** good for non-profits, museums, colleges
- **Twitter:** good site for news organizations, non-profits
- **Blogs:** “Blogging” is good for anyone who can write

Most Important

- **Your website**—people will look there first
 - Keep it up to date
- **Networking**
 - Show an interest in others
 - Read their business cards and comment
 - Send customers or reporters their way

Post Your Profile/Resume

Important if you are a consultant

- LinkedIn
- Organizations you belong to
- College Career Service Centers
- Your company website
- Your personal website
- Google
- Careerbuilder.com and monster.com
- Industry-related resume database sites
- Jobcentral.org
- Craigslist.com

What if I don't have time?

- Ask a professional for help—many give free initial consultations
- My contact info:

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*Awarded National Council for Marketing & Public Relations Gold
Medallion*

860-245-5635

saundersbooks@aol.com