

30 TIPS ON GETTING MEDIA EXPOSURE

1. If you want to get media exposure, give it to your niche peers, clients and competitors.
2. Build a regular schedule as a guest author—and let it be known you are available for interviews—if you want to gain media exposure.
3. To gain more media exposure, put on a workshop if you have a local business, or a webinar or teleseminar, if online.
4. Don't forget the lowly press release, if you want to grab media attention.
5. Start and cultivate a Media List, so you can make sure all media contacts, directories and platforms get your latest news.
6. If hosting a local event and inviting the media, let them know you're serving refreshments. Most journalists love free food.
7. Remember that editors and newspaper reporters often look for experts. Send a postcard listing your areas of expertise & contact info.
8. For media exposure, create a new holiday and promote it on local news, TV, your blog and social media.
9. Contests help you gain media exposure – and don't forget advertising! (What's your favorite method?)
10. A great way to build media exposure quickly: Organize a blog tour. Not only will you gain exposure, but also valuable contacts!
11. Another tactic for gaining media exposure: Don't worry about winning awards – create and give one.
12. The best way to gain media exposure: Keep yourself consistently representing your brand while staying visible online and off.
13. Suit media contact to your business size and age. National TV shows will not be interested in a start-up (unless you sell Martians).
14. Your business will naturally generate media exposure opportunities. Be on the alert and look for them!

15. Anniversaries are a great excuse for contests, samples, articles – and media exposure for your business.
16. When writing your press release, think “What will most interest this publication or directory’s readers? What do I want to say?”
17. Do your best to find out how your media contact thinks. What is most important from his point of view? What can you do for him?
18. Never “just answer” a media person’s questions. Always have your answers well thought out and prepared for best impact.
19. Giving a good interview will get you more interviews – and maximum media exposure.
20. If a media contact requests an interview, always ask what he or she is looking for. Do this in a friendly, cooperative manner.
21. When being interviewed by the media, get straight to the main point. Tangents and details will make them abandon the interview.
22. When answering technical questions, do “dumb it down”. Explain as you would to a seventh grader – avoid jargon.
23. Build a relationship with online and offline press. Learn editors’ and reporters’ names and learn their main reader focus.
24. When researching your local and online press arenas, learn their deadlines and write these into your editorial calendar.
25. Joining local business organizations and participating in events will make your face familiar to local media.
26. Get involved in your community. Donate prizes. Support teams. Volunteer. (And wear your company t-shirt, when appropriate!)
27. Periodically review your media contact attempts. Which ones worked the best? Put more of your future energies there.
28. Never think your story won’t interest an editor or niche platform. The people who run these are always looking for good stories.
29. Create hashtags to promote your publicity events as well as your products and services. Get the community behind you!

30. No matter what publicity exposure method you are using, be consistent in branding your business.



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