

The best method for free publicity you should know

By Emma Okafor

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Product/service publicity is the superhighway to business success everyone dreams. Then imagine having your product/service written on newspapers, trade publications, aired on radio and viewed on television absolutely for free!!! That's going to skyrocket your profit target only if you know how to use the best method of getting free publicity.

The million-dollar question now is, what's the best method for a free publicity? It is the PRESS or NEWS RELEASE. The knowledge about how it works is the key to your success. This knowledge depends entirely on how you understand the psychology of the editors and news directors that publish or air your press release. This article will show you how their psychology works and how best to manipulate them for your benefits.

Number one. These editors and news directors are very busy people. Don't bother them with your trials and tribulations or your plans for the future. They are only interested in something new and profitable to their readers or viewers. So the rule here is to sell him first. Convince him that your business fills a need to his readers, viewers or listeners. Then your press release will be welcomed.

Number two. Editors and news directors move with the trend. They concern themselves more with current issues and events. So timing of your press release with current news events is an important factor. For example a story on job layoff and increased unemployment carried out on newspapers, on TV and radio should prompt you to get a publicity release out to all the media on help and opportunity offered by your product/service.

Another kind of timing to keep in mind is publication. For Articles you'd like to appear in the Sunday paper, you'll generally have your release in at least nine days prior to the date of publication.

Number three. Media men appreciate polite gestures. When an editor uses your publicity release, always follow-up with a customized "thank you" note. Next time you send out your publicity release with others, his more likely to pick yours. If he doesn't use your publicity release, never call him demanding to know why he didn't use it or only gave you a mention. Do this once, that particular media will "round file" my further material received from you, unopened! If your first effort is not used, change the story, perhaps write it form a different angle and try again and again.

Number four. They appreciate a formal press release. Finally you need an actual publicity release

that's well written and expected to be used by the media. It must be typed, double spaced, and short (1/2 page total length). About an inch from the top of the paper, with an inch and half margin on the side of the paper; from the left hand margin, type in capital letters: PRESS RELEASE. Then, underline this word. Immediately following the colon, in small letters put the date. Note to put the date forward, at least one day after you intend to mail the release.

On the same line, but on the right hand side of the page, all in capital letters, FOR FURTHER INFORMATION: underline it, and immediately below type your name, your phone number and your address all in small letters.

Skip a couple of spaces, then in capital letters-centered between the margin type story headline, and underline it... skip a couple of spaces, and from the left margin, all in capital letters, type the words, FOR IMMEDIATE RELEASE: from there on, it's the news or publicity story itself.

Use these four basic psychologies of the media men and enjoy a free publication of your product/service always.

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