



Steve Harrison
NationalPublicitySummit.com

Make Your Book or Business Famous

**9 Insider Strategies
for Landing Free Publicity
on Radio/TV Shows,
Newspapers, Magazines
and Online**

Want Free Publicity For Your Book or Business?

Here are 9 Ways to Land Media Coverage for Whatever You're Promoting

FROM: Steve Harrison

Dear Friend,

Imagine having the opportunity to promote your book, product or service to thousands – even millions – of people!

That's exactly what happens when you're interviewed on a radio/TV program, featured in a magazine or newspaper article or have your book or product reviewed on a popular blog.

When the media interview you, or do a feature about you or your company, you'll reach a huge audience of potential buyers with your message.

And you won't have to spend a penny for the exposure.

Let me give you an example of the power of publicity.

When my past client Barb Schwarz, an expert on home staging, appeared on *ABC's 20/20*, she received 2,300 email requests in the first hour alone.

She was featured throughout the segment, which ran for seven minutes. Just a mere 30-second ad spot on *ABC's 20/20* can cost \$72,000.00.

So by that math, Barb received \$504,000.00 worth of air time and yet never paid a penny for advertising.

In fact, many PR firms would say she received ten times that - \$5.4 million worth of exposure. Why? Because a feature story is 10 times more powerful than advertising and she can forever show prospective clients that



Steve Harrison

she was featured on *20/20*, which gives her instant credibility.

What the Media Will Almost Never Tell You

"But why would the media feature little 'ole me?" you ask.

The fact is there are more media outlets than ever before.

And they all need one thing: fresh information and stories that their audience will find interesting.

That's where you come in.

You see, the media NEED you.

They MUST CONSTANTLY find interesting stories and people to interview, day after day, month after month.

Let's take the average host for a radio talk show.

Let's say his show runs from 6 a.m. till 9 a.m. every day.

That means he has to fill three hours every day, day after day.

That's 15 hours of air time a week...60 hours a month....720 hours per year.

And it never stops. There's always a new day and a new deadline.

Yes... the media need you because they have a voracious appetite for fresh content.

However, there's one thing you MUST know how to do to have the media give you coverage: Position what you are promoting in a way that serves their interests and audience.

But most people don't know how to seize that opportunity.

They don't know how to THINK like the media.

Consequently, they shoot themselves in the foot, make a lot of expensive mistakes and even get blacklisted by the media without knowing it.

I don't want that to happen to you.

So in this report I'm going to give you 10 proven strategies for grabbing the media attention you deserve.

I'll show you how previously unknown people who had never received major publicity before were able to apply my techniques and land valuable free publicity for themselves and what they were promoting.

In this report, you'll get real life, how-they-got-coverage, publicity case histories, including:

- How the author of a book in a crowded subject category stood out from the pack and got booked on the *Today Show*.
- The strategy that landed the owner of a very ordinary business - septic tank inspections - on the *CBS Evening News*.
- How I helped Robert Kiyosaki make his book *Rich Dad Poor Dad* famous.
- How an amateur chess champion landed a big feature in *People Magazine*.
- What a *Good Morning America* producer told me was the absolute best way to get booked as a guest on the show.
- How to use Google to get publicity.
- What you need to do to make the most of the media coverage you generate.
- How a dentist piggybacked on the presidential election to land an appearance on *Fox News*.
- And much MORE!

But before I get into those stories, let me share a little about me.

Why I Am Uniquely Qualified to Make You and What You're Promoting at Least a Little Bit "Famous"

I don't want to sound like I'm bragging but...

I've probably helped more people attract free publicity than any publicist or PR expert in the world. Well over 15,000 authors, experts, and entrepreneurs have received free publicity as a result of my company's coaching, services, training and expertise.

Many previously "ordinary" people who had never before received major media coverage, send me thank you notes and emails after they use my company's training and services to get booked on such major media outlets as *Good Morning America*, *the Today Show*, *ABC's The View*, *CBS*, *NBC*, *ABC*, *Fox News*, *New York Times*, *Time Magazine*, *USA Today* and many other major media outlets.

In fact, as publisher of *Radio-TV Interview Report (RTIR)*, formerly a print magazine and now an e-newsletter, the source of guests for talk show producers, my company helped launch such bestselling books as *Chicken Soup for the Soul*, *Rich Dad Poor Dad*, *Men Are From Mars Women Are From Venus* and the *Dummies* series.

Every year, I do something no other PR expert or publicist has ever done. I bring together over 100 producers/journalists from many of America's most influential media to teach my attendees - people like you - how to promote their message. Then I arrange for my attendees to have one-on-one, face-to-face appointments with these same media so they can connect with them personally.

In this report, I'm going to share with you some of the proven strategies I routinely teach and use with my clients to get them media coverage.

The Secret to Attracting Media Attention

Most authors, speakers and entrepreneurs make a big mistake when approaching the media.

They lead with what they are promoting rather than an IDEA for a show or story.

They essentially say to the decision maker, "I have a new book and you should interview me."

Or, "My product is amazing, you should write about it."

This approach usually scares the media away because it sounds more like a sales pitch than a topic or story that will interest their audience.

But here's the good news.

If you approach them the right way, they'll often gladly interview you and allow you to let people know where to get more information about what you're promoting. More on that later.

But how do you approach the media in way that makes you irresistible?

The answer is to give them a HOOK.

What's a "hook?"

Have you ever been watching TV and suddenly a host comes on and says something like, "Coming up...our next expert will reveal three simple ways to cut your grocery bill in half...don't go away."

Well, that's an example of a hook.

The host just teased you into watching a whole bunch of commercials so that you can find out how to cut your grocery bill.

So, Let's Talk About How to Create a Hook for YOU, Shall We?

Well, think about it this way.

Fill in the blank below:

"Coming up _____."

What is the question or statement that a TV host could use which would tease people into waiting through a whole bunch of commercials to hear what you have to say?

Or suppose people were looking at the cover of a magazine where it lists a number of the stories inside. What phrase might they write about you that would get people to want to buy the magazine on the newsstand and turn right to that page?

The answer to that question is your hook.

Truth is you can, and should, have several different hooks.

But sometimes it's hard to create them all by yourself.

So let me help you do it more easily by giving you some proven formulas for creating really good hooks.

Strategy 1: Offer a "How-To" Angle

My student Elizabeth Lombardo has appeared on the *Today Show* repeatedly by offering "how-to" segment ideas

Elizabeth Lombardo is a psychologist.

But there are a lot of psychologists out there.

She also wrote a book about happiness.

But there are lots of books on happiness out there.

She wondered, "How am I going to stand out among all the other psycholo-gists and books? How am I going to grab the media's attention?"

Be Willing to Talk About Things That Are NOT In Your Book

I taught her to do something that most authors never even THINK about doing.

I taught her to give producers a good hook by offering to talk about things that are NOT in her book but ARE related to it.

For example, her first book is titled *A HAPPY YOU: Your Ultimate Prescription for Happiness*.

In the book, Elizabeth shows people how to increase their self-confidence, become more grateful and forgive other people.

Those are important things, but they're not very INTERESTING to the average TV producer when phrased that way.

However, when Elizabeth was preparing to come to my National Publicity Summit and meet producers/journalists from America's top media outlets, she realized she had to make herself more media-genic.

In the training, I pointed out to her that one of the best ways to grab the media's interest is to show their viewers or readers how to do something SPECIFIC.

She realized that instead of telling producers she can help people manage their stress, it would be more effective to offer, "How to avoid being be an over-stressed mom."

See how much more specific that is?

Similarly, rather than offering to help people overcome their fear, she noticed airplane disasters and earthquakes had been dominating the news, so she offered, "How to deal with the fear of disasters."

Both of those hooks landed her appearances on the *Today Show*.

She didn't have a publicist at the time. She had learned how to do her own publicity.

Most of my media friends tell me they would rather hear from you directly than a publicist, provided that you know how to present yourself effectively.

And that's what I'm here for.

I'm so proud of Elizabeth. Through hard work and persistence, she landed her first appearance on the *Today Show*. But it gets even better.

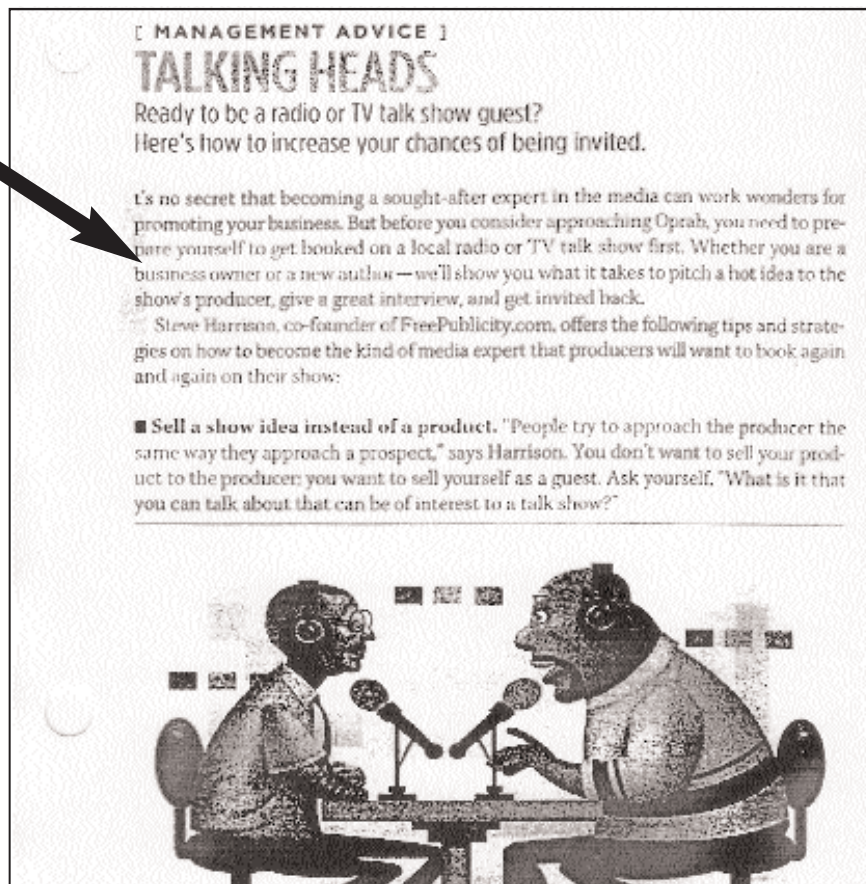
She is such a good guest, that she has now appeared on *Today* more than 13 times, as well as *Dr. Oz*, *Steve Harvey*, *CNN*, and *Fox News*.

An example of how the "how to" approach landed me a full-page feature story about my business in this national magazine!

You don't have to be a psychologist talking about happiness to create a compelling "how-to" angle. In fact, here's a full page article that was done around me and my company in *Black Enterprise Magazine*.

If a white guy like me can get written up in *Black Enterprise Magazine*, there's hope for you and what you're promoting, don't ya think?

They quoted me and plugged my website



To apply this "how to" strategy: Ask yourself, "What problems do people have every day that I know how to help them solve?" Make a list. Then drill down and make each one even more specific and focused. For example, a hook like, "How to relax," isn't as appealing as, "How to relax in rush hour traffic." That's an actual hook that we created for one of our clients and he was booked on more than 40 radio talk shows. So be specific. It could lead to a ton of free publicity.

Strategy 2: Counter a Myth

How I helped Robert Kiyosaki make his book *Rich Dad Poor Dad* famous

If you have ever tried to get publicity and failed, don't let it stop you from trying again. Often it just takes a new approach to hit PR gold.

Robert Kiyosaki's success is a good example of what can happen when you continue to believe in your message and you're absolutely committed to sharing it with the world.

He had initially hired a PR firm to promote his book but he was very disappointed with the results

After spending a lot of money, he'd only been booked on a few college radio stations and not much else.

Most people would just stop there and figure the media weren't interested.

But not Robert.

His wife Kim called my office and explained they had 3,000 copies of *Rich Dad Poor Dad* sitting in their garage. They had self-published the book and wanted to find a way to promote the book effectively.

So my team created a hook for Robert that we ran with some additional copy for him in my *Radio-TV Interview Report*. The headline was a natural hook, "What the Rich Teach Their Kids About Money (That Most of Us Don't)."

Radio talk shows loved Robert because he did something that the media love: he countered a common myth.

For example, he would talk about how people THINK if they just go to school and get good grades and work hard, they'll be rich someday.

But Robert said that's not true. He argued that people needed to create pas-



*Steve Harrison and
Robert Kiyosaki*

sive income by investing in businesses and in real estate.

He also countered another common myth.

He said, "Your house is NOT an asset."

You see, Robert defines an asset as something that brings you positive cash flow rather than costing you money.

But at the time (and remember, this was before the 2008 financial crisis), people would often get angry and defensive because what Robert was saying went against the typical advice they usually heard.

So don't feel like you have to get everyone to agree with you. Robert loves to, "draw the line in the sand and dare people to step over it."

When you do that on the air, you may attract more controversy and criticism, but you also attract more publicity and book sales.

Robert sent me this letter - it's proof that publicity can change your life!

The interviews I received from my ads in RTIR were an immense kick-start to the success of my book *Rich Dad Poor Dad*. By doing radio and TV interviews on a regular basis promoting my book, doors throughout the publishing world opened for me. Your company gave me the initial boost I needed to create momentum and sell my first 250,000 copies -- a monumental task for any self-publisher.

To date, we have sold more than 10 million copies of *Rich Dad Poor Dad* worldwide. My book is now available in 38 languages and 80 countries. I've been on the New York Times bestseller list for more than two years. Warner Books is now our publisher and the momentum continues to build. In a few weeks, I'll be presenting another live seminar -- only this one will be in a world-renowned venue -- I'll be live! at Madison Square Garden!

Robert Kiyosaki



Copyright © Steve Harrison. www.NationalPublicitySummit.com

To apply this "Counter-a-Myth-Strategy", fill in the blanks:

*Most of the people I serve believe they need to _____
in order to _____. But I know from experience
this is a false belief.*

*So my hook could be, "Why you don't have to _____
to _____."*

Example: "Most people I serve believe they need to exercise in order to lose weight. But I know from experience that this is a false belief."

So my hook could be, "Why you don't have to exercise to lose weight."

Now do this at least three times and odds are you'll have at least one good publicity hook.

Strategy 3: Demonstrate the Problem You Solve

How Kevin Connell landed on his local Fox TV station

I went to a business seminar and happened to sit next to a very nice guy named Kevin Connell.

As I recall, we began talking during one of the breaks. He said, "Steve, I know your company helps people land free publicity. That's a great service. Unfortunately, I couldn't really get publicity."

"Really?" I said. "In over 25 years of working with entrepreneurs and authors, I haven't met anyone who can't get free publicity. What do you do?"

He said, "I help companies screen job applicants. That's not very sexy."

I said, "Think about it.....you can talk about how people LIE on their resumes. That could make for a really fun and interesting show in itself."

Kevin thought about it and decided to pursue the idea. He decided to attend my National Publicity Summit and went through the pre-event training where we teach you how to position yourself to the media.

He learned about using a compelling demonstration. Kevin didn't just talk about the problem. He learned to say to the media, "Interview me and I will bring on resumes where people have lied."

Learning how to speak to the media paid off for Kevin and his company. He appeared on the 10 p.m. nightly news on his local *Fox TV* station and ultimately received over \$100,000 in new business. Not bad for a guy who initially thought the media wouldn't be interested in him, eh?



To apply this demonstration strategy: Make a list of things you might be able to do or show that serve as "visual proof" of the problem you solve or the solution you provide. Then take a look at this list and see if you can develop a show around just one of these by being willing to do a demonstration, or simply talk about the problem and use visually compelling props.

Strategy 4: Offer a Makeover

In the previous strategy, we talked about the power of simply demonstrating the problem and talking about it.

Another idea is to actually let people see you SOLVE the problem by doing a make over.

Remember at the beginning of this report when I told you that my past client Barb Schwarz was booked on *ABC's 20/20* and received 2,300 emails inquiring about her business in the first hour alone?

The reason the producer from *20/20* booked her is that she was able to makeover a home in a few hours and have it sell for more than what realtors initially thought it would be worth.

The media want you to show fast results

When you offer to do a makeover, it's important that you pick something where you can show results very quickly, if not immediately.

Typically it would take several days to completely stage a home and that wouldn't be very exciting to watch.

So Barb brought in all of her certified home stagers and had them descend on the house and stage it in just a few short hours.

How to use this "makeover" strategy: Ask yourself, "What is a 'before' and 'after' scenario I can demonstrate and show very fast results?" For example, if you are a home organizer, offer to organize a cluttered closet in less than 10 minutes. Chunk it down so it's doable.



Barb Schwarz on ABC's 20/20

Strategy 5: Warn Consumers About A Dangerous Trend

How Jim Vonmeier got coverage on the *CBS Evening News*

Have you ever noticed how negative the news can be?

"If it bleeds, it leads," is a phrase coined by editors who are committed to having shocking headlines designed to make people stop and demand to know more.

The media also love experts who can give practical advice for avoiding problems.

And there's one more thing the media love: a new trend.

Strategy 5 combines all three of these elements.

Simply think about something in your area of expertise that more and more people are doing (or not doing) and then tell the media you can discuss why this is such a dangerous trend and what needs to be done about it.

That's exactly what Jim Vonmeier, CEO of Septic Protector, learned when he worked with one of my publicity consultants to prepare to attend my National Publicity Summit.

Jim had a problem but, fortunately for him, he knew it.

He wanted to promote his filter for septic tank systems.

But that's not very interesting.

However, when we taught him this strategy, we had him tell the media about a dangerous trend.

Tragically, there are a lot of old septic tank systems in America.

Unfortunately, many people have been walking across their front yard and plunged to serious injury or even death when the ground underneath suddenly gave way.

We told Jim to collect newspaper stories about accidents that had happened around the country and then show them to national TV producers so they could see how serious this trend was.

As a result, Jim was booked on *CBS Evening News* for one of their Friday Consumer Alerts.

To apply this "Dangers Trend" strategy: Ask yourself: "What in your area of expertise are more and more people doing and why is that a serious problem? What are fewer and fewer people doing?"

Strategy 6: Tell Your "Why You Do What You Do" and "What" Stories

Why are you doing what you're doing?

When people know the backstory that lead you to do what you're doing, they'll connect with you a lot more.

That's why one of the best ways to attract free publicity is to give the media a compelling "origin story."

The basics of every journalistic story are who, what, where, when and why.

When you have a good story and you're doing something interesting, there's no limit to how much free publicity you can receive.

Orrin Hudson was watching the news one night when he saw a story that changed his life forever.

Seven employees in a store had been shot execution style for \$2,000 in the cash register.

Orrin said to himself , "Evil prevails when good people do nothing." So he sold his business and founded a nonprofit called Be Someone.

He began doing seminars in schools for underprivileged kids in which he encouraged them to be someone.

But he has a unique way of doing it.

Orrin is a chess champion. He teaches kids how to excel at chess and takes the time to teach them how to "make the right moves" in life.

When the media hear Orrin's story, they love to interview him. When I first met him he'd been on TV, but after he came to the National Publicity Summit, he appeared in *USA Today* and *People Magazine*.

He continues to get tons of publicity today...by telling his story and offer-

ing to tie it in with something in the news.

Here's the article that ran in *People*.

People HEROES AMONG US

He Teaches Kids the Right Moves

Orrin Hudson, 44
Lithonia, Ga.

A TOUGH START: Raised in a housing project with 12 brothers and sisters, Hudson was struggling in school and stealing lines—until an English teacher, James Edge, took the 14-year-old aside and started teaching him chess to give him focus. Soon Hudson was playing college kids. “Chess changed my life,” recalls the father of five. “I learned every move you make has consequences.”

PAYING IT FORWARD: In 2000 Hudson closed his used-car business, emptied his bank account and launched Be Someone, Inc. (www.besomeone.org). Through his one-man nonprofit—funded by schools, churches and other groups—Hudson gives free, 16-week chess workshops to disadvantaged kids ages 6 to 19. So far, he’s tutored some 10,000 youngsters at schools and community centers in Alabama, Nevada, California and Georgia. His best players go to state tournaments, but Hudson—who carries a roll-up rubber chess mat—cares most about teaching kids to apply chess strategies, such as recognizing patterns and thinking several moves ahead, to life. “He’s got a way with kids that’s miraculous,” says Jane Fonda, who had Hudson give lessons to kids who were in her teen pregnancy-prevention campaign.

A BETTER GAME PLAN: In 2004 Robert Curry of Lithonia was skipping school and going nowhere. Chess lessons with Hudson grew into a mentoring relationship, and today Curry, 19, has a GED and a year of technical college under his belt; nursing school is next. “I am where I am today,” he says, “because Mr. Hudson believed in me.”

By Chandra R. Thomas
Photograph by ERIC McNATT

“There’s nothing like changing the future of young people,” Hudson says. “I was born to do this.”

Know a hero? Send your suggestions to HEROESAMONGUS@PEOPLEMAG.COM

What I'm about to teach you now is often the absolute best way to get publicity

Now that you have a sense of how to create a hook, let me share something most people don't know about hooks.

There are actually two kinds: evergreen and timely.

An evergreen hook is one that will appeal to people almost any time of the year. There's no reason the media needs to interview you right now. But when there's a lull in the news and they're looking for something interesting to their audience, they will do it.

Here's an example of an evergreen hook: How to Make the Perfect Cup of Coffee.

That's actually a show that *The View* did. It could be done any day of the year.

A timely hook is one that relates to something newsworthy that is going on in the news (or will be happening soon.)

Good timely hooks get the media to interview you NOW before the story gets old.

What a *Good Morning America* Producer once told me was the "best" way to get on GMA

I once asked a producer at *Good Morning America* how people could give themselves the best chance of getting booked.

He said, "Look at the major news headlines on the website for the *New York Times* at 3 a.m. and then send me an email telling me how you can comment on one of the day's major stories and why you are qualified to be interviewed."

That's a good example of how to tie in with breaking news.

When you can go to them with an offer to comment on a story that they are already working on, you drastically increase your odds of landing coverage – especially if you're one of the very first to put yourself forward.

But don't worry. You can still use this strategy without getting up at 3 a.m.

Let me show you how.

Strategy 7: Tie In With Breaking News

Jim Trippon, a CPA, landed publicity in the *Associated Press*, *Reuters*, and *PBS* by offering to comment on breaking news

Jim Trippon is a CPA and he'll be the first to tell you there are a lot of CPAs and financial advisors out there.

But Jim was glad to learn how to use free publicity to stand out from the pack.

One of Jim's areas of expertise happens to be investing in China.

When there was a major stock sell-off in China, he knew what to do. He immediately sent out a press release offering to comment on the story.

The press release's headline read, "Why China's Stock Market Sell-Off Means Big Trouble for U.S. Investors."

When the media could see that he could comment on a major news event, they started calling Jim to interview him. He was quoted in the *Associated Press* and on *Reuters*. In fact, *PBS* even asked to film his trip to China for a documentary.

How to use this "tie-in with breaking news" strategy:

I'll give you two ways:

Tactic #1 – Make a list of things related your subject or expertise that happen from time to time in the news. Then be prepared to comment on them for the media.

If, like Jim Trippon, you're a finance expert, you might think about topics such as the rise and fall of the stock market, Federal Reserve policy announcements and new tax laws.

Are you an expert on relationships? Get ready to comment when news

breaks about a Hollywood star starting a new relationship (or going through a breakup).

Written a book on political history? You might contact the media when the president has a conflict with Congress and offer to put the current situation in historical context.

Psychologist? You could comment when an athlete “chokes” and misses a key shot or makes an unforced error and loses the game.

Get the idea? No matter what you do, I’ll bet things come up in the news you can tie in with.

Tactic #2 – Use Google Alerts to find publicity opportunities. Google has a very helpful free "alerts" service that can help you get more media coverage.

It's essentially an online clipping service that monitors both the web and Google News database, then sends you an email as soon as something you're interested in appears in their search results. For instance, let's say you're a big fan of actor George Clooney. You can set up a Google Alert for his name. Then whenever Google finds him mentioned in a top news story or on the web, you'll get an email including the web site address so you can go see where and how George is mentioned. To set up your own Google Alerts for free, just go to <http://www.google.com/alerts>

This service is also one of the best publicity tools ever created and it's FREE!

One of my past clients is a dog training expert and while helping him craft his publicity strategy, we advised him, "Whenever a kid gets attacked by a dog somewhere in America, you need to contact newspapers and radio/TV shows in that city immediately and let them know you can comment on why it might have happened and how this attack could have been prevented." But my client then asked, "But how will I know when a dog attack story hits the news?"

My answer: "Google Alerts." Within 90 days of beginning to use this strategy, he'd gotten publicity in over 40 different media outlets across the country.

Strategy 8: Tie In With a Time of Year

A dentist landed on *Fox News* and Dream Interpreter appeared on *The View* by using this same technique

Both of them came to my National Publicity Summit wanting to land appear-ances on national TV.

Chris Kammer is a dentist.

How do you make THAT interesting to the media?

We were in the middle of an election season and I gave Chris the idea of talking about the presidential candidates and THEIR TEETH.

The hook was, "Can you judge a presidential candidate by his teeth? This dentist says YES!"

A few weeks later, Chris appeared on *Fox News* showing pictures of the candidates, pointing to their teeth and talking about which had the most "grinding" intensity.

It was hilarious and fun!

Here's another example of how to tie in with a time of year and have some fun while getting more free exposure for your message.

Lauri Quinn Lowenberg is a dream inter-preter.

But as far as I know, she doesn't have a master's or Ph.D in psychology.

However, she has something that matters even more to the media: the ability to share practical information in a fun and entertaining way.

When Lauri and I first met she was regularly doing a lot of radio talk show interviews. But she wanted to get her big break and land a major national TV show appearance.

So she came to my National Publicity Summit and met the producer of *The View* as well as dozens of other media.

When she followed up by email, she discovered the producer wasn't interested in her original hook.

Then she remembered what we teach in our pre-event training. She asked herself, "What time of year is around the corner?"

The answer Lauri came up with was Halloween.

Since she talks about dreams, she proposed a show by pitching the idea, "Halloween is around the corner, so learn why nightmares are good for you."

Lauri was booked on *The View* – her very first national TV appearance.

They had her on for their Halloween show, where she got to dress up in costume with all the co-hosts and talk about what our scary dreams mean.

Soon after that, she got a call from another ABC producer.

A few days later she appeared on *Good Morning America*.

Traffic to her website soared and she achieved a level of credibility and influence that she just didn't have before.

To apply this strategy: Ask yourself, "What is the time of year when people think about my topic?" Also ask yourself, "What time of year is coming up and how might I tie in with it?"

Strategy 9: Leverage The Publicity You Receive Into MORE Publicity and Sales

I'll never forget bumping into one of my clients at a seminar.

She said, "Steve, you don't know this, but because of you, I was booked on *Good Morning America*."

She went on to tell me all about how the hook we helped her create had worked and how much she enjoyed doing the interview.

I then asked her, "Do your clients and prospects know you were on *Good Morning America*?"

She said, "No. I never told them."

She had missed the opportunity to leverage the publicity into more sales and more publicity.

Entrepreneurs Ron and Lisa Beres didn't make that mistake.

They market products that help people get rid of the toxins in their home.

After connecting with major media at my event in New York, they landed two appearances on national TV. After appearing on *Fox & Friends* they used a combination of the "dangerous trend strategy" and the "makeover strategy" to land their first appearance on the *Today Show*.

The hook was, "Is your house making you sick?"

They came in to someone's home, measured how many unknown toxins and problems there were and then showed what to do about it.

Then they did two things that you should do when you get publicity.

- 1) Display or mention the media you have attracted on your website.
- 2) Tell other media about the coverage you've been getting.

When people go to your website to consider buying from you, they don't know if they can trust you.

But when you display or mention the media coverage you've received, many people will say to themselves, "If he's good enough for ABC, he's good enough for me."

This is one of the great ways to increase the percentage of people who go to your website and ultimately buy from you.

But that's not all.

Have you ever noticed when something hits the news, all the media start talking about it?

That's because the media want to feel like they're covering "hot topics."

So once you get a major piece of publicity, use it to get more.

For example, after Ron and Lisa appeared on *Fox & Friends*, they shared the clip with the producer from the *Today Show*.

Consider having a "media room" on your website - a page that is dedicated to the media you've received. You can start with local press and radio interviews and build it from there.

One big media hit can change everything!

Many of my clients discover once they land their first major piece of publicity from a national media outlet, it's a lot easier to get other major media outlets to pay attention.

Remember, producers and journalists put their jobs on the line every time they decided to interview you.

They want to know you're credible and can deliver.

Seeing other media who have covered you will make them feel more comfortable.

So getting your FIRST big piece of publicity will probably be the hardest.

After my company helped them break through to prime time, Ron and Lisa have become regular guests on TV. They've appeared on *Dr. Oz*, *Ellen*,

Today, The Doctors and many more.

In fact, their website has rotating pictures of them on different shows. Check these images out to see good examples of leveraging media appearances.



Copyright © Steve Harrison. www.NationalPublicitySummit.com

Strategy 10: Get Out of the Pile and Meet the Media in Person

I have interviewed hundreds of media and they all tell me the same thing: they just can't keep up with all the emails, press kits, phone calls, faxes and books that are sent to them.

A writer from the *Philadelphia Inquirer* told me he gets 800 unsolicited books per week for review.

When I visit my media friends in their offices, I see a massive deluge of stuff that's sent to them. It IS overwhelming.

So what can you do to stand out?

Three things.

First, watch the show you want to get on. Read the publication or blog.

Ask yourself, "How do they like to use experts and guests?"

Every media outlet has a formula or two which - if you notice it - you can use to create a hook that will help you stand out.

Second, use one or two of the ideas I've given you here to propose a show or story. Feel free to combine more than one of these strategies.

Third, don't give up.

You may not hear from the media right away or at all.

But if you're focused on serving them and their audience and you're offering them ideas for shows and stories, they WILL remember you.

Then, just when you least expect it, you'll get a call and they'll say, "We're working on a story about your topic and we'd like to interview you."

The very BEST way to stand out is to meet them in person when possible.

For example, if you want to get written up in your local newspaper and you

have some compelling printed material, consider going to the newspaper's office and simply asking the receptionist if you can hand it to the journalist.

Just that quick interaction will help you get on their radar and stand out. Of course, you'll only want to do this if you're pitching a staff journalist who works in that office (most freelancers work off-site).

When you go to trade shows, ask for the press list. Hang out near the media room where they pick up their press badges. See if they are different colors. Then just go and introduce yourself to them.

When you happen to be walking down a street and you see cameras set up, hang around and see who you can strike up a conversation with, provided they're not busy at the moment.

If a journalist who covers your topic is doing a local book signing, go and meet him or her.

These are some of the ways you can meet them personally.

When I noticed how much meeting the media personally had helped my clients, I created a fun, one-of-a-kind event in New York City where you don't have to chase them.



At the National Publicity Summit, you'll have the chance to meet top editors & producers from leading media outlets

It's called the National Publicity Summit.

And it's a breakthrough way for people to land major media coverage for themselves and what they're promoting.

In just four days, you'll get unparalleled training and be able to have one-on-one, face-to-face appointments with over 100 producers and journalists - many from America's top media outlets.

We actually have more media who attend than attendees!

Want to attend the National Publicity Summit and have one-on-one meetings with major media who can write about you or book you as a guest on their programs?

Apply for one of 200 spots available before the price goes up Friday, Feb. 22 at 6 pm Eastern

The next National Publicity Summit will be held April 10-13 in New York City (the media capital of the world).

When you attend the Summit, you'll get to personally meet over 100 top journalists/producers who do stories and shows for major media like: *ABC's The View, CNN, Today Show, Fox News, Fox & Friends, 48 Hours, ABC's 20/20, USA Weekend, Dateline NBC, Inc., Health Magazine, Entrepreneur, Family Circle, O the Oprah Magazine* and many other top outlets.

All those media were represented at my previous Summits and I'm not only expecting most of them back, but we're also adding many new producers and journalists.

In this report, you've seen just a few examples of the major publicity hits landed by our attendees - many of whom had never been featured in national media before attending the Summit.

How about you? Are you ready to get started landing the publicity you and your work deserve.

We limit the event to 200 primary attendees to ensure everyone gets enough one-on-one time with the media.

If you'd like to attend, go here now for info:

www.nationalpublicitysummit.com

**Apply before the price goes up
Friday, February 22nd at 6 pm Eastern
(3 pm Pacific)**

Copyright © Steve Harrison. www.NationalPublicitySummit.com