

by Bob Lewis

Savvy Business Promotion



Through
Writing Tips Lists

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**How to Position Yourself as an Expert in
Your Field and Benefit from a Constant
Flow of Free Advertising and
Business Promotion**

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How to Position Yourself as an Expert in Your Field and Benefit from a Constant Flow of Free Advertising and Business Promotion

During a recent teleseminar, my friend Don Crowther of www.101PublicRelations.com explained how one of his clients submitted a tip list that was read by 29,757 people worldwide. More than 2100 journalists published it in some form, and a number of them contacted the author of the list for an interview.

Lydia Ramsey, <http://www.mannersthat sell.com>, author of *Manners That Sell: Adding The Polish That Builds Profits*, shares this success story. She provided a tip sheet to a reporter from the St. Paul Pioneer Press, and the bonanza of free publicity followed.

Lydia says:

"...she published them verbatim. She signed up for my monthly ezine on business etiquette. When she received my holiday tips, she contacted me again to ask if I could write them up in a format that she could print. She published them unedited. In January she saw the Busiquiz which I had just added to the site and featured it on the front page of the business section. This time she didn't contact me in advance, but printed it and sent me the tear sheet.

Each time she has provided my resource box at the end of the article. I have seen a noticeable increase in book orders and inquiries about my speaking from the Mid-West. I attribute that activity directly to the three articles that she has published in the Pioneer Press."

Why Tip Lists Are the Fastest, Surest Way to Get Free Publicity

News organizations are constantly looking for information and insights on any number of topics. And just as often, they're looking for people who can add insight or "expertise" on a particular event or topic in the news.

When to Offer a Tip List

Tip lists are a great, low key way to introduce yourself to journalists who frequently write about topics in your field. You can offer them anytime because they can be used as a “stand alone,” or they can be tied to a story the journalist has recently written or is currently writing.

You can also create tip lists to:

- Roll out a new product or service
- Tie into an upcoming holiday or special event
- Get publicity in a supplemental sections of a newspaper or magazine
- Market a new book
- Snag publicity for an upcoming event
- Announce the results of a study or research project
- Piggyback your story idea on a hot trend
- Offer on your website or brochure to entice the reader to subscribe to your newsletter or ezine
- Have a handout to leave behind after a public speaking engagement or trade show
- Place in your media kit or post on your website’s “Media Room.”
- Offer a “value added” bonus to clients who purchase certain products.

Creating Your Tip List

When you’re writing you tip list, here are some general guidelines to follow:

- Keep the list down to one page.
- Make them quick and punchy by using active verbs.
- Employ alliteration in the title and headlines if possible. Example: “Six Secrets for Safer Skiing.” But don’t overdo it.
- Use numbers in headlines if you can.
- Always include contact information, and the name of someone who reporters can call for an interview. Be aware that journalists may want to

find you nights and weekends, and be sure to provide something that tells them where to find you during non-business hours.

Other Important Steps

Some writers sell their tip lists, but it's usually easier to get publicity if you offer it for free. You can give away "one-time rights," which means you retain the copyright and reprint rights. By doing that, you can offer the same list of tips over and over again to lots of different publications or broadcast outlets. But...

When you offer it for free, insist that you get credit somehow. Make it a condition that if your tip list is used, your company name, url or phone number will be included.

My friend Joan "The Publicity Hound" Stewart, who is the former editor of the Milwaukee Business Journal, uses the following when she submits tip lists:

"Tips excerpted from "The Publicity Hound," a subscription newsletter published by media relations expert Joan Stewart of Saukville, Wis. Sign up for your free "Publicity Hound Tips of the Week" at www.PublicityHound.com and receive free by autoresponder the handy checklist "89 Reasons to Send a News Release." Contact Joan at Jstewart@PublicityHound.com or 262-284-7451.

Editors: Joan Stewart is also a source for stories on media relations, crisis communications, marketing and employee recruitment and retention. You may reprint other articles at her web site at www.PublicityHound.com."

Recommended Resource

Joan Stewart's "Publicity Hound" Website

Joan offers a huge website with a vast number of resources, including many free articles and tips for publicity-hungry savvy business owners. Also featured: dozens of inexpensive but information-packed audio programs and ebooks.



Joan Stewart
Speaker/Trainer/Consultant

Click here to visit the *Publicity Hound* website

Be careful to avoid using tip sheets as blatant promotions.

Don't write "8 Reasons You Should Buy an Acme Roadrunner Catcher." The tips must provide value. A better tip sheet would be "8 Little Known Ways to Catch a Roadrunner."

But that said...

In some circumstances, you can "get away" with making a flat-out offer right in the middle of your tip list.

Brad Henson, publisher of <http://www.heartattacksurvivor.com> and the author of "Heart Attack Survivor – A Field Guide," recently emailed me with this story:

"I needed to find a way to drive traffic to my site, but, more importantly, offer life-changing information to people who want to get rid of stress in their lives and live an outrageous No-limit lifestyle.

I submitted a news release through PRWEB.com.

Here is what I did: I created a release titled "6 Tips for Relieving Stress Today!"

Buried down around the middle of the Tip sheet is the following:

FREE SPECIAL REPORT

"12 Tips for Relieving Stress Today" To obtain the complete free report "12 Tips for Relieving Stress Today", and be added to our opt-In mailing list to obtain future stress tips and newsletters, send a self-addressed stamped envelope requesting a copy to 2510 G Las Posas Rd, Camarillo, CA, 93010, OR:

Send a blank e-mail message to: stresstips@freeautobot.com

George, I realized that the most important asset (besides the book) was their contact information - mainly their email address. I had to figure a way to capture it, and "mine it" in the future. As your goldmine is publicity, my goldmine is to help people from around the world achieve their greatest potential.

In the news release, I stated - that by requesting their free report, they gave me permission, in advance, to send them future stress tips and newsletters.

As of this date, 16,601 media outlets have accessed its content. 305 media outlets actually picked up the news release. Six media outlets forwarded the news release to someone else within, or outside, their organization, and six copied of the news release have been printed.

According to PRWEB.com "This is the number of times that someone has printed your news release. We measure this by the number of times that the "printer friendly version" link is pressed. In reality, only a small percentage of users actually click this link before printing a release.

The procedure was done a no cost, and I have gotten one reporter calling to get permission to submit a review of my book in a magazine that she writes for. This promotion has been extremely successful, and I'll repeat it weekly."

Brad Henson
<http://www.heartattacksurvivor.com>

Example of a Tip List

Here's a tip list I recently published in my weekly electronic newsletter, or "ezine." This list is customized specifically for the nationwide chain of "Business Journals," but it can also be rewritten for the business section of your daily newspaper.

Note to Editors: You are welcome to reprint the following tips, as long as the contact information at the end is included.

1) Write a letter to the editor.

They're among the best-read items in the paper, and we're always seeking more. Letters should be brief and must include your name, address and daytime telephone number.

2) Announce a new contract, a name change, or a new address.

Items appear in the "Business Notes" or "Contracts" areas of the "Record" section.

3) Announce a job change or promotion at your company.

The paper welcomes photos of those hired along with news release about them. The "People" section is one of the most read parts of the paper.

4) Announce a new product or service.

5) Announce an event.

Send time, date, topic and speaker for business related events to the "Calendar" section. Please include the sponsor of the event and the number to call for more information.

6) Announce other information for the "Record" section.

News of awards and grants, leases, mergers, acquisitions, and new products or services offered by your company.

7) Submit your company's information to one of the paper's "Top 25" lists.

Business Journals usually publish more than 70 "Top 25" lists each year, ranking companies in a wide variety of categories.

8) Suggest a story for the "Special Report" or "Entrepreneur" sections

Each week, the "Special Report" section focuses on a different topic, from manufacturing to real estate. The "Entrepreneur" section focuses on how area companies can grow their business. Also see the Editorial Calendar for topics and publication dates.

9) Suggest a story for a supplement

In addition to weekly "Special Reports," the paper publishes several special publications, including the "Commercial Real Estate Guide," "Business Philanthropy Guide," and "Economic Development Guide."

10) Suggest a story about a business trend you've spotted recently."

Where to Send Your Tip Lists

I already mentioned PRWeb at www.prweb.com. There are a number of other services that will help you get your lists "out there" where they can be seen by journalists.

Web portals

Reporters often check web portals to find experts.

Portals are online communities of people who share information about a certain topic. All you have to do is go to google.com and type something like "public relations portal" into a search.

You can get a list of 10 portals that welcome articles when you purchase Joan Stewart's audio program "How to Submit Online Articles That Pull Traffic to Your Website," a recording of a one-hour teleseminar Joan recently conducted with online publishing expert Sharron Senter.

Join and participate in online forums and discussion groups

Journalists who are looking for sources sometimes visit these. You can post articles and tip lists, publish the results of surveys, ask for suggestions, and invite people to ask you questions.

Word has a way of getting around when you're active in forums and discussion groups. The more you do it, the more likely you are to score some media successes.

You can also register for www.Assignmenteditor.com's chat rooms, which host discussions specifically for reporters, anchors, news directors and assignment editors. Keep tabs on hot discussion tops and threads in these chat rooms and you'll have no trouble figuring out the hot topics of the day.

Send articles and tip lists to electronic newsletter publishers

There are hundreds of thousands of electronic newsletters being published independently these days. The people who publish these newsletters are hungry for contributions on subjects of interest to their readers, so you can offer them your articles and tip lists.

Many post their newsletters to their websites, where they can be found by search engines – and journalists.

Jason Potash has developed an extremely inexpensive software program that automates article distribution to ezine publishers. He even includes a database of publishers so you don't have to spend hours and hours finding them yourself.

The program is called EzineAnnouncer, and you can visit the website by clicking on <http://www.articleannouncer.com>

Trade Magazines and Industry Publications

Trade magazines will often post articles and tip lists to the web, where journalists can easily find them.

Trade mags are especially helpful to “beat” reporters who regularly cover one field or industry.

Use News Alerts

Google offer service called “Google News Alerts.”

Yahoo has a similar service, as do a number of other web portals and news outlets.

These alerts are nothing short of a Godsend if you want to get publicity by positioning yourself as an expert with the media.

You can sign up for news alerts for free. Then you fill out a form with keywords of your choice.

You’ll get an email whenever there’s an item in the news *almost anywhere in the media* related to your keyword. The email contains a link that connects you to the story.

Like news.google.com, these alerts also give you a chance to offer a tip list to reporters who are writing stories about your field.

To learn more about Google News Alerts, go to www.news.google.com

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Raleigh R. Pinsky's
Promote Yourself!



Raleigh Pinsky has worked with some of the biggest names in the entertainment industry: McCartney, Sting, Bowie, and Blondie.

Her website contains dozens of free articles and inexpensive audio, video and ebook products.

Click here to visit Raleigh Pinsky's *Promote Yourself* website

Dan Janal

PR Leads

Dan Janal provides a unique service for both journalists and experts who want to be quoted in the stories journalists write and broadcast.

Journalists turn to Dan's PR Leads service when they need comments from an expert or consultant for a work in progress.



When I was host of a daily radio show in Texas, Dan often saved me hours of research and phone calls by providing interesting and insightful guests for my program.

You learn how to work with Dan, whether you're a journalist or someone who would like to be quoted by journalists in their stories, click on the picture below.



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