

## Publicity Seminar - Bill Harrison

### About Bill:

He and his brother Steve have a company called *Bradley Communications Corp.*, which hosts a yearly seminar called *National Publicity Summit* to meet journalist and producers from media outlets provide seminars – only 100 attendees

They publish a trade magazine called *Radio-TV Interview Report (RTIR)* twice a month that is distributed to 4000 radio/TV producers to find interesting guests – they sell advertising to hopeful guests and they also will write your copy.

They have a coaching program called *Quantum Leap Publicity & Marketing Program* – one year in length.

And they distribute a daily newsletter called *Reporter Connection* – list of media who looking for experts and links to connect with them. Reporter Connection, HARO (Help a Reporter Out), Source Bottle are services used by journalists and bloggers to find experts and information for their publications.

### Webinar:

First 25 minutes of the webinar was spent saying you need to have publicity and media attention –get the word out.

He then identified seven differences in the way famous experts promote themselves as opposed to what unknown experts do.

Unknown experts	Famous experts	Tip
1. Give the media info about their products - try to get media to give them coverage	Give the media a <u>good idea</u> for a story or interview  Make the media want to give them coverage right now	Give the media a good hook - a catchy title or phrase – a tease to make tem want to look more. Eg: <ul style="list-style-type: none"><li>• Coming up – [fill in the blank]</li><li>• “How to” angle – give advice on how to fix something</li><li>• Counter a myth</li><li>• Make a prediction</li><li>• Ask a question (eg, is your house making you sick?)</li></ul> Make hook timely – base it on: <ul style="list-style-type: none"><li>• Time of year</li><li>• Anniversary (of an invention or event, etc)</li><li>• Create your own holiday</li><li>• Tie into a predictable news events – one that happens every year (ie, ground hog day)</li><li>• tie into current events – what's happening in the news / culture / events</li></ul>

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2. Use just one hook	<p>Use many hooks</p> <p>How can I tweak my message to reach a larger audience?</p> <p>Do not confine yourself to only what's in your book – think expansively</p>	<p>EG: if your story was about Nutrition 101 how could you angle your hook?</p> <ul style="list-style-type: none"> <li>• Health &amp; fitness -- seven products to fight the common cold</li> <li>• Consumer advice -- warning, 5 food labels tricks companies use</li> <li>• Personal finance -- 5 ways to trim your grocery bill</li> <li>• Relationships -- does the one you love try to sabotage your diet?</li> <li>• Psychology &amp; self improvement -- how to set weight loss goals you will actually keep</li> </ul>
3. Pursue one or two media formats (eg only TV and radio or only blogs and online newsletters)	<p>Go after many (as many as are available)</p> <p>You want and need to be on them all</p>	<p>Find those in your field, media who specialize in your expertise:</p> <ul style="list-style-type: none"> <li>• Trade publications</li> <li>• Blogs</li> <li>• TV / Radio</li> <li>• Newspapers</li> <li>• Magazines</li> <li>• Podcasts</li> <li>• Ezines</li> <li>• Teleseminars</li> <li>• Webinars</li> <li>• Speaking</li> </ul>
4. Seek to get coverage on blogs	Offer blogs ideas / help.	<ul style="list-style-type: none"> <li>• Make a list of the top 50 blogs -do any focus on your area of expertise?</li> <li>• Make a list of bloggers who do focus on your area</li> <li>• You need to research the blogger – find out about who they are, what they believe, what is important to them, who is their audience, etc</li> <li>• Prior to approaching each blogger, read their blogs, contribute to the comments – become known to blogger and their readers.</li> <li>• Offer to guest post</li> <li>• Offer blogger option to interview you</li> <li>• Offer blogger opportunity to review your book</li> <li>• Offer a free sample chapter to bloggers readers</li> <li>• Offer book as a prize in a contest</li> <li>• Participate in the comments section</li> </ul>

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5. No publicity plan - no sense of what they are trying to do	Have a plan – know what they are trying to do and where they want to go.	<p>Plan: Ask yourself:</p> <ul style="list-style-type: none"> <li>• who is my core audience and</li> <li>• what do they read or watch. (research this)</li> <li>• when will my topic be timely (make a list of the type of things to watch for, what is coming up in the news)</li> </ul>
6. Wait until they are “ready” - book is done, product is finished, etc	Start getting publicity BEFORE book / product is finished or ready	<p>Get publicity before you have done anything. Begin as soon as possible. Get media coverage now. In this way you can:</p> <ul style="list-style-type: none"> <li>• brand yourself as an expert to sell your book/products</li> <li>• build relationships with media - what do they want to know, you can help</li> <li>• can help write a better book, come up with a better title, etc.</li> <li>• you get media experience. Media prefer those with media experience</li> </ul>
7. Try to do it all themselves	Get others to help – experts with results)	<p>At this point his webinar became a sales pitch – the last 15 minutes of his presentation Last tip was to hire him – you need to buy our services because we are the best and we can make you famous</p>

### Additional information gleaned:

Item	Tips
Media need content every day. They have to interview experts – fresh experts.	<ul style="list-style-type: none"> <li>• Become the “go to” person for information in your field</li> </ul>
What is a good response from the media?	<ul style="list-style-type: none"> <li>• 12 interviews is a good response.</li> </ul>
Tell your story effectively to the media	<ul style="list-style-type: none"> <li>• Learn your story in bite sized packages the media can use.</li> <li>• Know everything you can about your subject, even other experts</li> </ul>
Get on you tube – create a channel	<ul style="list-style-type: none"> <li>• Have lots of videos that people can search for useful content - each just a few minutes long</li> <li>• Short, to the point</li> <li>• make your topic a search word / phrase that are people searching for – eg, coaching</li> <li>• Plug your product at the end of each video</li> </ul>
Make a goal to continuously get the word out about your product	<ul style="list-style-type: none"> <li>• Make a commitment to average at least media interview per day / week / month (whatever your timeline might be)</li> </ul>

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Build demand for your product	<ul style="list-style-type: none"><li>• In every media opportunity say “My book is available everywhere” even it isn’t</li></ul>
How do you and your expertise fit into what is current in the media?	<ul style="list-style-type: none"><li>• How would your story fit into this week’ major stories?</li><li>• Practice creating bite sized information packages to send the media on how you fit.</li><li>• Offer media list of experts</li></ul>