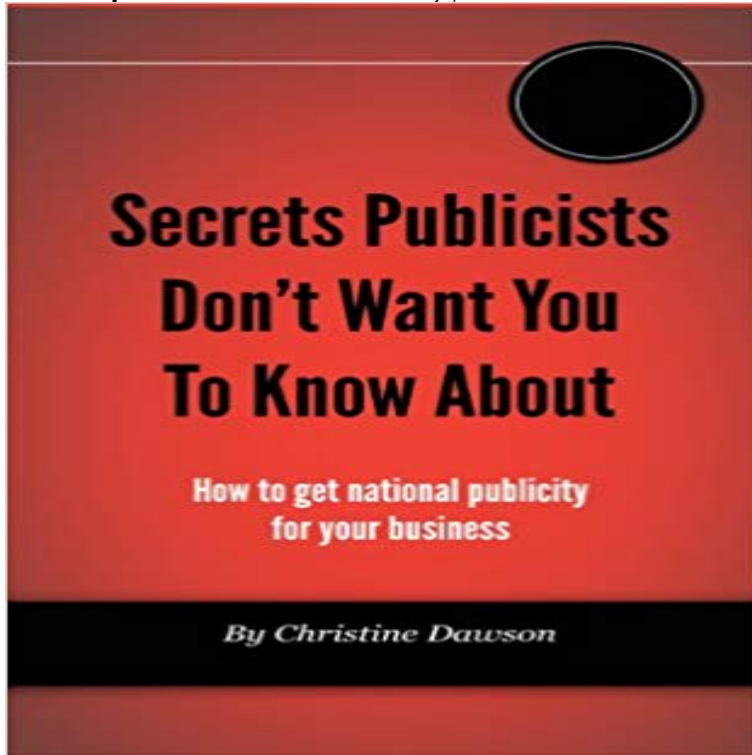


Secrets publicists dont want you to know about Perfect for the entrepreneur on a budget



Getting into the media How to get your idea into public view You may have written a book, have a great business idea or have a great product that youve just launched. You know that the best way to garner attention and increase sales is by getting media attention. But getting into the media is not as easy as youd initially thought. If youre stuck and trying to find a way to get that spotlight, this ebook is the answer youre looking for. This ebook will tell you everything you need to know about the media and how to find your way into public view. How the media thinks Getting your idea, book or business into the media requires you to first understand the way the media works. How they think, how they work, what they like, what they need and what they are looking for these are the questions that you need to answer. This ebook answers all these questions for you so that you understand exactly what the media is thinking and how best to approach them. Trying to approach the media can go the wrong way very easily when you arent aware of how or when to approach them. This ebook, with its explanation on how the media works, helps you understand the person youre pitching an idea to and making the road to getting noticed by the media a lot smoother. The importance of building a relationship People often try to get into the media by shooting off a number of emails to journalists and public relationship managers in the hope of getting a positive response. Unfortunately, that is not the best method to get noticed by the media. This ebook teaches you the steps you need to adopt before making a pitch to a media person. Building a relationship with the person you think is best suited to do a piece on you is the first step in getting into the media. This ebook tells you how to establish and build a relationship that can be in your favor when you are ready to make a pitch. Step by step guide of how to attract the medias

attention Establishing a relationship with the media is the first step towards getting into the media. The journey from there on should be carried out carefully and with deliberation. Each action you undertake will help you stay in the good books, or push you into the bad books, of the media. This ebook teaches you how to build this relationship step by step until you are at a point where you can easily make a pitch and get a positive response. Getting noticed by the media requires you to take a better look at what you have to offer too. You have established a relationship but you need to offer the media something they can use and in a way that they find it appealing. This requires you to often take apart what you have and determine which aspect the media will find interesting so you can pitch the idea from the required angle. This ebook shows you how to spot that aspect of your offering so that you get the medias attention. The best part is that you dont need an expensive PR company to do this for you. With this ebook, you will learn all the tactics that large PR companies undertake so that you can get the medias attention all on your own, without any cost! Recommended Reading: Free Publicity: A TV Reporter Shares the Secrets for Getting Covered on the News by Jeff Crilley Publicity: 7 Steps to Publicize Just About Anything by David Carriere Be Your Own Best Publicist: How to Use PR Techniques to Get Noticed, Hired, and Rewarded at Work by Jessica Kleiman and Meryl Weinsaft Cooper

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