



HOW TO GET YOUR NAME IN THE NEWS **Presented by Susan Ratliff**

It takes Practice, Patience, Preparation and Persistence to get publicity, but it's powerful if you know how to manipulate it, maximize and exploit it. Will Rogers said, "Let someone else toot your horn and the sound will travel twice as far". That's exactly how publicity works. You can tell hundreds of people about your product or service and spend thousands of dollars in advertising, but if you get a TV interview or a feature article about yourself in the newspaper, you will not only reach more people, but your message will be perceived as more credible.

This presentation is for: Corporations, small business owners, non-profits, associations or individuals who want to:

- Promote their product or service for FREE
- Support a charitable cause
- Increase attendance to an event
- Gain exposure for their business
- Be a resource to the media
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Learning objectives and Benefits

In this 60 minute seminar the speaker will share unique ideas, original techniques and her personal successes stories about how she became a media magnet. The audience will discover the secret to getting their name in the news, and how to manipulate it, exploit it and maximize it.

How to get publicity

Publicity does not cost you a penny, but it does take time to research the appropriate medium, cultivate your relationships with reporters and craft your personal angle. With the right tools anyone can master the publicity game.

The first steps you will learn are:

- Why publicity is powerful
- How to preparing your PR plan
- Techniques for luring reporters to your door

How to manipulate publicity:

The proper implementation of a well-planned PR campaign will result in exciting opportunities to tell your story to the public. If you do not know what makes the publicity machine run and how to work the system, you could lose your chance for beneficial promotions and maybe even ruin your shot at fame.

This presentation will show you how to:

- Create the perfect hook
- Turn on your PR Radar

- Wow the reporter in the interview
- Avoid the most common interview mistakes
- Prepare your props and plugs

How to exploit publicity:

After all your hard work the reporters are calling on you. There are many ways to magnify the impact of your moment of glory.

Be ready to learn techniques to:

- Extend your 15 minutes of fame
- Prepare for the flood of attention
- Calculate the number of inquires
- Milk it for all it's worth

How to maximize publicity:

TV and radio interviews hold great prestige and will give you enormous credibility for a moment, but print publicity is the most valuable. A newspaper or magazine article has a long shelf life and can be easily duplicated.

Attendees will get the most out of print media by using these tips:

- Extend the life of the article
- Track the extent of your reach
- Create a history book
- Chronicle your media hits

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