

HOW TO GET YOUR NAME IN THE NEWS



TOPIC DESCRIPTION

Publicity is powerful when you know how to attract, manipulate, magnify and maximize it. 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 written about you, it will not only reach more people, but your message will be perceived as more credible. Susan Ratliff will show you how to master effective PR skills by using preparation, planning, polish, pitch, persistence and patience so you can attract the media and get your name in the news.

TECHNIQUES TO BE COVERED:

How attract publicity

Publicity might be free 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.

You will learn:

- 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.

Understand 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 magnify publicity:

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

Leave with 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 to:

- Extend publicity's shelf life
- Track the extent of your reach
- Create a history book
- Chronicle your media hits

WHY THIS TOPIC IS RELEVANT

In this turbulent economy, when budgets are shrinking, businesses are clamoring for inexpensive solutions on how to marketing themselves and their products and services. Attracting the media and generating publicity is something they can do themselves without spending a dime as long as they have a plan of action like the one they will leave with after they attend this information packed session.

THIS PROGRAM IS PERFECT FOR:

Large and small business owners, non-profits and association marketers who want to:

- Promote their product or service for FREE
- Increase attendance to an event
- Gain credibility for a cause
- Have the media calling on you
- Magnify and maximize all publicity

PRESENTATION FORMAT

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 receive relevant strategies and step-by-step instructions illustrated by real world examples. Audience input will be encouraged and shared with the group.

SPEAKER BIOGRAPHY

Without an advertising budget to grow her business, Susan Ratliff became a media magnet. From national magazine coverage, local newspaper features to syndicated radio, and TV exposure, Susan uses free publicity to get customers, close sales and promote herself as an expert. She has been an entrepreneur for 20 years, built an award-winning exhibit company, is a published author, founded a successful annual women's conference and runs a professional speaking business with the help of media exposure. Susan is a master at getting her name in the news and takes pleasure in sharing her proven techniques and successful strategies using detailed instructions and personal examples for attracting free publicity.

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