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OTCBB Companies: How To Make Your Stock Price Soar! A Must Read!

I consult in the turnaround sector with public companies on the Pinks, OTCBB, London Exchange, Frankfurt Exchange and every exchange in-between and everyone seems to have the same issue: their stock isn't trading at the price they desire and they are dying to find a way to fix the problems that are hindering their trade. It usually comes down to a few basic elements. Use each of these elements with caution as this industry is full of predatory organizations and consultants and can be dangerous to amateurs. If you're a newbie, that's ok. Do what you can but know when you are in over your head and turn the remaining process over to people that swim with sharks for a living.

Public company structuring and turnaround strategies typically center around the elements of: corporate publicity, individual executive publicity, lack of an experienced publicist, lack of strategic alliances and lack of the proper promotion that is conducive to getting stock investors to pull the trigger.

Corporate publicity can be broken down into the immediate and ongoing use of: press releases, viral marketing video and article submission, corporate blogs, investor relations, market maker or broker dealer that is affective and of course the almighty strategic alliances that build hype and build power behind your brand.

Another major component that most companies are lacking is 'Individual Executive Publicity' by use of press release, viral market: video uploads with interviews and how to type material, article submission and personal blogs that center around the particular industry genre issues. It is important to make each executive stand out like a beacon in the industry and to press the reality or create the reality that your executive staff is composed of the who's who of your industry.

Next you'll need a corporate publicist with a focus on getting your CEO, CFO and/or corporate executives on TV and radio panel discussions as industry authority as well as newspaper and magazine articles and interviews about your company and its executives.

Don't forget the importance of 'Strategic Partnerships'. Announce new partnerships with multiple press releases, photo ops and articles. Pick strategic partners that have name recognition or are about to be in the public eye to piggy back off of the publicity they are receiving.

If you are an OTCBB or Pink Sheets company email campaigns to stock investors are a quick way to get a nice bump in exposure and stock price but too many of these campaigns done the wrong way can hurt your company so be careful. Your investor relations consultant should have you listed on multiple stock alert services that run ongoing back to back. And the last but not least, the old fashion snail mail 'Direct mail to stock investors' can be the added bang to your stock price rising and stabilizing.

Turning around a company can be an expensive proposition today but can increase your company's value exponentially if done by an experienced professional. It's a process that's worth it to companies with an eye toward longevity.

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