

Published based on [How to Get Free Publicity with a Fact Sheet](#)

How to Get Free Publicity with a Fact Sheet

If you want to get free publicity, you need to send a press release to the media. But a press release is basically your calling card to the media. It is a sales pitch that contains the hook of the story and some basic facts. It covers the broad strokes, not the details. So if you really want to increase the probability that your press release will be read, you may want to add in a fact sheet as a separate item.

This is why many people who want publicity create a press kit, which may include a list of suggested questions, a photo and a fact sheet, among other items.

A great way to make your pitch to the media stronger is to augment it to include a separate fact sheet with the press release. Fact sheets are easy to create. Simply list of series of facts that relate to your story.

Let's say you're in real estate (perhaps a bad choice at this time). You might list begin your list with some general facts such as:

The median price of the average home in your area.

What the median price in your area was six months ago.

A statement about how long as house in your community was on sale this time last year vs this year.

If you are beating the competition, you may want to list some facts about your company, which might include:

How many homes you've sold so far this year, or the monthly average

The average number of homes sold by all the realtors in your area

Number of years in business

How many agents your company has

One of the many good things about fact sheets is that you can create as many different ones as you like, each of which can support a specific press release. Use them well and you will be able to get free publicity on a consistent basis. Just remember what the used to say in the old "Dragnet" movie and the TV show before that, "Just the facts, ma'am.

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