

Published based on [Want to Get Free Publicity? Then ignore the Free Publicity Myths](#)

Want to Get Free Publicity? Then ignore the Free Publicity Myths

Many people don't attempt to get free publicity because they believe the myths about publicity. Here are seven that you need to know the real truth about:

Myth 1. Publicity and advertising are the same. You pay for advertising, but you don't pay for publicity. Even if you hire a publicist, the cost is much less than advertising. Yet it has more value, because publicity is treated as news.

Myth 2. You have to know someone to get free publicity. Like anything else in life, it helps if you have contacts on the inside. But they are not necessary. Every day, thousands of people without contacts get free publicity in the media.

Myth 3. Only the big guys can get free publicity. Wrong. Refer to Myth 2.

Myth 4. You should send your press release everywhere. Doing this is counterproductive. You should target your release to the right outlets and the right journalists. For example, say your company has just released new customer relations software. Don't buy a giant media list and send it to everyone on it. Select the business publications and talk shows and the editors of the business sections of newspapers and magazines, as well as business websites, and send your release to them only. Warning: only send the release to one person at a media outlet at a time. If that person turns you down, then it is okay to contact another one.

Myth 5. You can get a lot of free publicity if you send out lots of releases. Wrong. Don't waste the time of journalists with trivia. Send them too many trivial releases and they won't bother to read them when you have something really important to announce.

Myth 6. Bigger is better. Don't write long press releases. Journalists have too many to read. The ideal length is 400 - 600 words. If you have more to say, you can provide additional items such as a bio (biography), company history or fact sheet. If the release interests journalists, they will then read your supporting material for more information.

Myth 7. You can get publicity if you buy an ad. Except with smaller media outlets and some trade publications, buying an ad will not influence the decision to do a story on you. With most journalists, telling them that you will buy an ad if they do a story is a turn off and it may make them decide not to do anything at all.

Danek S. Kaus is a veteran journalist and publicist. He is the author of "You Can Be Famous! Insider Secrets to Getting Free Publicity." Check out his site for [More free publicity tips](#) and see his Publicity and Writing Services and a free phone consultation.

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