

Published based on [Easy Ways To Get Lots Of Publicity For You And Your Business](#)

# **Easy Ways To Get Lots Of Publicity For You And Your Business**

Publicity is a great way to let others know of your business, your products or your book. But is it easy to get booked on radio shows, TV shows, in newspapers and magazines? It is when you know the publicity strategy to get you in the door that you can be successful. The media appreciates a prepared professional but you don't have to be a career publicist to act and look like one. You need to know what it takes to get the media's attention, prepare and pitch. You can enjoy publicity and exposure just like your competitors.

The right publicity tools are key to success. Before your first call to the media, create the materials you will need such as a press release, press kits, video demo or audio demo. If you have everything you need ready in advance, when the media asks you to email your media bio or view your media demo you can get the requested materials right over to them without delay. Once you capture the media's attention, you have to act fast to keep it. Any delay in sending the materials or doing what they ask you to do next, may cost you the media opportunity.

Set your publicity goals in advance. Once you know what you want to accomplish you can find the contacts at the media outlets and start contacting them. Finding the right media target will help you accomplish your goals faster and help you land the media opportunity. Set your goals and go after them. Keep in mind that media begets media so get started and work your way up to the top of the media ladder. Get booked on lots of radio, your local TV shows and even national TV. But start small so you learn the ropes first and then move on to the bigger radio stations in the major cities in the national. Use this publicity strategy to get booked in newspapers, magazines and on the internet.

If newspapers and magazines are on your publicity goal list, start to follow these periodicals. Learn about the content and style and who writes in your expertise. Become familiar with what they have covered so you are pitching a fresh and "next level" article or story idea. When promoting your book or yourself, expect to make about 50 pitch calls before feeling comfortable with the content, style, language and tonality.

The media has a sharp eye and can spot a beginner. It is risky to work with a beginner because of the confidence factor and the untested nature of a beginner. The media wants rock solid experts for their commentary and any uncertainty that you have in your ability will stick out like a sore thumb to them. Your pitch call is an audition for you. If you sound afraid, shy, or stumble on your words the media will be hesitant to book you on the show or quote you as an expert. Practice makes perfect and the idea is to practice your presentation and pitching skills first, before you call important media. Consider media training as this is a fast track to removing the fear and gain the skill set to look and sound like a professional publicist.

Find additional information on how to Find [book publicity](#) or publicity for your business. [promoting books](#) and promoting your business requires that you have a professional skill set. Enjoy the incredible benefits of Finding publicity and the skills you need are simple to learn.

You can also find this article published on [Easy Ways To Get Lots Of Publicity For You And Your Business](#), and on the tag pages [coaching](#), [E-Learning](#), [entrepreneur](#), [leadership](#), [management](#), [motivational](#), [networking](#), [online promotion](#), [Press Releases](#), [public relations](#), [publishing](#), [sales](#), [self help](#), [success](#), [Viral Marketing](#).