

# Media Insider's

## Secret The Sure Fire Way to Get Publicity

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# CHAPTER 1:

## Publicity Works Better Than You Think

Only 10% of the paper remains if you cut out all the “News Articles” that started because of self-interest publicity efforts. This means PUBLICITY WORKS GREAT!

Regardless of the media, about 90% of what is covered starts because a media insider provides a media release, source, or story angle to a member of the media.

Further, six times as many people read, listen to or watch the editorial content (The News) than read, listen to or watch an ad that someone pays for in the same media.

Media is the CLEAR WINNER because it gets more attention than ads of the same length and are considered 9-times more believable than an ad containing the same claims.

# CHAPTER 2:

## But There's a Catch...

Every media source gets enough media inquiries to fill it's needs 4 times over. That means 75% of all requests fail to get publicity. That's why you need the Insider's secret to be this smiling one in a sea of frowns...

This is the number one challenge that you will face in getting FREE Publicity.

You have to have a way to get to stack the odds in your favor to be the one in four who gets covered.

You can do so through three key methods.

1. Have a GREAT Publicity "Stunt" / "Angle" / "Strategy" that the Media Will LOVE.
2. Provide all the "Elements" of the story.
3. Most Importantly **Apply the Media Insider's Secret** you'll discover on the next several pages.

# CHAPTER 3:

## The Media Insider's Secret!

There are two key elements to the Media Insider's Secret

1. Understand the two types of media professionals.
2. Focus on building a relationship for the long term.

Likewise there are two reasons it's a sure-fire system

1. Human nature (We like to keep our work a little easy)
2. And a Little Bit of Greed (We like to make easy money)

If you get only one idea from this entire document filled with specialized knowledge about how to get Free Publicity, really acknowledge the fact that **The Media Insider's Secret** is completely based on human nature and a little bit of GREED!

The Media Insider's Secret

## When You Have The Option, Put Your Media Release In The Hands Of A Freelancer.

The two types of media professions are the "Staffer" and the "Freelancer".

The "Staffer" is a salaried individual who has a "job" and doesn't make any more money by covering you and your story nor any less by not covering it.

The "Freelancer" is more of an entrepreneur. The income of the Freelancer is not set. The more s/he writes the

more s/he makes.

Consequently, when you 'pitch' your story to a staff writer (who already has 4 times as many pitches as s/he needs), you're just more WORK. When deciding which 25% of the media release s/he will cover, s/he picks what s/he knows and likes—not you!

### The Media Insider's Secret

Your best hope with the staff writer is to build a relationship with the staffer so s/he will want to cover you in the future.

Even forging a relationship is easier with the Freelancer than the staffer because **when you give a well written media release to the Freelancer, you're not handing him/her work - you're handing him/her a CHECK.**

So, how does the Freelancer pick which of the media ideas to cover that s/he has been pitched?

**There are 58,500 Staffer media pros in the U.S.**

Source: Bureau of Labor Statistics

The Freelancer prefers the FASTEST story. Show you have all the elements available in your media release.

**Please note:** There are several kinds of "Freelance" writers. You might hire one to write a blog post or you may hire me to write you media release.

## **This is NOT the type of freelancer being discussed in The Media Insider's Secret.**

This is a person paid by the newspaper to write. You do not pay this person to cover you. They do not work for you.

### [The Media Insider's Secret](#)

At this point you know you want to work with a Freelance writer, but how do you find them? Well, there are two good ways...

First, scan the media where you want publicity for a giveaway title like "correspondent", "A Special By (Writer's Name)", and/or no designation when other authors have "Staff Writer" after their name, that is a clue the media pro is a Freelancer.

### [The Media Insider's Secret](#)

When looking around isn't enough, you can call the editor of the section in which you want your story to appear and use the **"Blue Vase" strategy**.

When the editor answers you say, "My boss has asked me to find a good writer for a project we have. Naturally, I couldn't ask for one of your staff writers—they work for you; however, as you think about the Freelance writer you really like, who comes to mind for a short term project? Please have him/her call me?"

You Can Find Freelance Writers Just By Looking Around...This writer, however, is a staff writer..

# CHAPTER 4:

## Avoid the Trash Can with Your Media Release (and get Free Press)

Frankly the very best way to avoid the trash can with your media release is to have it written by someone who is a media pro and who has helped you develop the story angle.

No matter how you have it done, do all you can to keep the media release to a single page. (Extended to a second page MAX)

Here is a checklist for key elements to a media release:

- 1) Always include your phone number
- 2) Put 'FOR IMMEDIATE RELEASE'
- 3) Your headline must sell it
- 4) Always Include "Quotes" with the main subject speaking
- 5) Always Include an attribution of expertise to the person quoted
- 6) Always put ### centered at the bottom at the end of your media release
- 7) Make sure that everything on your page (at most 2 pages) is building the case for YOU to be the business owner or charitable cause leader that gets covered...

[Avoid the Trash: Use Credentials and Quotes correctly!](#)

One of the key advantages of working with a publicity expert in getting coverage for your business is that the right expert will help you identify your credentials and help you develop your “pithy quotes” or “sound bites”.

Here’s an example:

“To get free publicity for your business, send your media releases to freelance writers,” said Adam Torkildson, a publicity and marketing expert on Forbes.com. “Because when you send it to a staff writer, you look like work. But to a freelancer, you look like money.”

**Avoid the Trash: Remember Who Wants What From Whom**

✓ Remember, no media pro cares one bit about helping you “make money”, “promote your business”, “drive traffic”, or to get you coverage for an event that is significant only to YOU and not to others!

✓ The kiss of death with the media is to be “me too” (just like every other \_\_\_\_\_). You don’t get publicity because you’re an insurance agent who sells insurance (even if you do it very cheaply). That’s not



“news”, that’s marketing. If you approach it that way, the media will send you to their advertising department!

- ✓ Keep your ego out of the equation. Learn to play the game. If necessary, get media training.
- ✓ Part of getting your ego out of it is playing nice with others. Sometimes, the best way for YOU to get publicity is to **help the freelance or staff writers have all the elements they need to complete the story**. That is, sometimes you get publicity by helping others get publicity. (The Insurance sales person can get publicity when s/he has a homeowner who’s struggling with hail damage after a storm to tell part of the story!) As a publicity expert, I see a complete story akin to an entertaining juggler. One ball isn’t interesting, but juggling 5 chainsaws certainly is.

#### Avoid the Trash: Remember Who Wants What from Whom

More points of caution for you, based on over 700 publicity coaching sessions I’ve done with people like you.

- ✓ While the Publicity or PR results in unpaid coverage in the media, this doesn’t mean publicity is a “zero cost” activity. To hire a publicist can be as much as \$5000 a month with no promises while a good media release writer will be around \$200 and worth every penny!
- ✓ If your business is marketing, you have a special challenge. After all, the “business side” of the media is to sell advertising. If you’re an “alternative” to buying ads to grow a business, you’re in opposition with the media. If this is you, you really need the help of a pro to get you publicity indirectly and intelligently.
- ✓ While some people use a “press release” as an SEO strategy, to get real publicity, you’ll need a professional media release.

- ✓ Maintain Focus: A big, new eCommerce site selling hundreds of product lines will find it harder to get publicity than a site that has ONE PRODUCT with ONE SPECIAL WHIZZ-BANG IDEA to solve ONE SPECIFIC PROBLEM for ONE MARKET.
- ✓ These PR and Publicity systems work in any nation with a “Free and Open Press”. I’ve done it for business owners just like you on 6 of the 7 continents.

## BONUS CHAPTER 5:

### PR Templates from Adam Torkildson

In a moment you’ll see a number of proven publicity plans or templates I use for clients. While this is not an exhaustive list, is it highly representative.

(Remember, for as little as \$500 I will look at your business and find all the “elements for the juggler” on one of these or many of the templates I use for clients who pay a whole lot more money than you.)

[click here to see it on YouTube](#)

#### PR Templates

**NEWS LEACHING** is where you plug into a “news cycle” with some “longevity to it”.

When a news cycle (the amount of time a story stays in the news for) prolongs, media outlets look for a local angle and/or a new take on this same old stuff.

For one client (who was a martial artist), he was able to plug into the News Cycle regarding the Travyon Martin story by offering free self defense lessons to local children (he was near the location of the shooting), as well as to come out against the “Stand Your Ground ‘law’” as a martial artist.

With **Perennial Publicity** you either plug into an existing excuse or establish an excuse for the media to cover you that comes up again and again in a predictable way.

Holidays, election cycles, Olympic games, flu season, etc. can all be reasons to get publicity for various businesses. A client gets publicity throughout the year for a flea and tick solution for dogs each time the season approaches, as well as doing so around the globe, making the “season” different for different geographies.

## PR Templates

With **Predatory Publicity** you set up a system whereby you’re alerted when something pops up on the news-o-sphere that is relevant to what you do.

Then, in that crucial moment, you hire a pro or craft your own media release to deliver to your favorite staff or freelance writer and “ride the wave” of the news already out there.

This was done with a client a couple years ago who owned a bowling alley the year that [Taylor Swift was inducted into the Bowling Hall of Fame](#).

When the contest was taking place we didn't know who would win, so we prepared several copies of the same media release. Once we had the results, we knew which one to send out.

Then, of course, the local bowling alley got publicity AND visitors for the "celebration" day they wrapped around the induction into the hall of fame.

### PR Templates

**Juxtaposition** is where you get publicity because you PUT something "out of sorts" together that makes it all "fit". Sometimes in my office we call this, "The Reese's Peanut Butter Strategy" for that old commercial "You got your chocolate in my peanut butter and you got your peanut butter in my chocolate".

For one charity based client who was dealing with overcoming food insecurity for people in the US, we did a campaign that was also a fundraiser They sold a ticket to a black tie dinner affair for \$500 a plate.

It was fully appointed, with servers with white gloves carrying silver covered platters.

But the meal served was subsistence food. We also did this with [animal rights people here](#), and the resulting controversy garnered even more publicity. It was great.

### PR Templates

**TrojanMedia** is where you get publicity because YOU *don't* get publicity.

That may sound like a Zen Riddle, but it's really not.

What you do is you get publicity for someone/something else whereby you become connected. You see this all the time.

Every time there is a famous trial, it's the trial lawyer who gets covered when the client gets covered. It's even the trial lawyer who does the talking, right? And, as you can [see here, the publicity can last for decades.](#)

There are several other strategies, but this should give you a flavor of what I will be looking for in helping you.