

12 PUBLICITY TIPS FOR SPEAKERS!

Enticing Story Angles

1. Let media outlets know if you are “the local angle” to a national story.
2. Tie your story idea to a current event, or a hot topic.
3. Be controversial. Let the media know if you can comment on a controversial topic.

Publicity Follow-up

1. Send a hand-written thank-you note to every media person who covers your story.
2. Ask reporters who write about you if it’s OK to forward story ideas, articles from your trade publications and other interesting tidbits. Stay in touch!
3. After an article about you appears in a publication, you can write a letter to the editor adding a point that wasn’t mentioned in the article. This is another chance to get your name before readers.

The Interview

1. Before every media interview, prepare your key message, and three or four sub-points. Weave these messages into your answers.
2. Never be afraid to use phrases such as “The most important point I want to make about that is....”
3. Before an interview, recruit a friend or family member to play the role of a reporter. Ask them to give you tough questions. Tape-record the interview. Then play it back.

Publicity for Your Books and Products

1. Submit books and products to the new product review section of newspapers, magazines and trade publications.
2. Rather than trying to get a feature story on your new product, try instead for publicity about the topic. If you can offer advice, background or commentary on a particular topic, the media will be more inclined to cover you and perhaps mention the product.
3. Consider writing a tips booklet about your area of expertise. Then send the booklet to editors and invite them to excerpt tips. Include ordering information.

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'the e-book' for \$39.95 on 02 9818 1388 or karenne@mediajuice.com.au.**

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