

**The following is a selection of pages from the
Media Readiness Pack.**



Get Published

**An Industry Insider's Guide
for Business Executives
and Entrepreneurs who
want to secure quality
publicity for their businesses
– *without spending a fortune***

By Jonathon Walsh, Business Grow

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What the Media Readiness Pack (MRP) will do for you

The prime purpose of the Media Readiness Pack is to train, teach and inform business managers, media executives, entrepreneurs, and anyone interested in gaining valuable publicity for their businesses in the art of getting published *and* generating greater publicity – *without* spending a fortune.

The MRP is structured into 2 sections:

1. **PREPARE** – Describes how to prepare your business to be published should an editor call.
2. **PROACTIVE** – Outlines how you can proactively promote your business to an editor.

In addition, we showcase **7 MARKETING WEAPONS** that you can use to promote your business.

You will also find valuable additional information including:

- Options you can use right now to get information about your business published through Business Grow's network of professional organizations.
- Tips from an industry insider to give you the edge when marketing your business.

Fortunately, you don't need to pay huge amounts of money to an advertising agency to promote your business – you just need a little insider knowledge and some solid, clear-cut advice to point you in the right direction – **and that is what the MRP provides.**

Not only can insider knowledge position you ahead of the majority of other companies, but actioning it can quickly help you to boost credibility for your business *and* present you with opportunities you never had before to leverage publicity to gain extra business.



SECTION 1:

Prepare

Are you ready to be published?

Many companies from tiny start-ups to large multinationals are simply not prepared to be published. As a result, a large number of these businesses miss the chance to have key information about their activities – *potentially leading to increased sales* – disseminated to thousands of potential customers.

Besides having news worthy of publishing, preparation can be critical to your company receiving exposure through the media.

This is because even if your company does have facts, figures and photos on hand, if they are not in an immediately usable format to meet an editor's strict requirements, a potentially valuable opportunity – *and sales* – may be lost forever.

The alternative: *not being fully prepared to be published* – may mean that pro-active businesses – possibly including your competition – that do have effective media promotion strategies and immediately usable media-friendly information, get published instead.

Here is an example of how Business Grow has successfully promoted a foreign-managed business throughout the Japanese and foreign business communities in Japan –

Getting Published: CASE STUDY

Company: Oak Lawn Marketing (OLM, also runs the 'Shop Japan' infomercial shopping channel).

Challenge: Promote OLM to the foreign and Japanese communities in Japan.

Solution: In order to promote Japan's largest infomercial company, Business Grow requested and received all necessary information, images and graphics, then interviewed, wrote articles and distributed them to a bilingual Japanese/English magazine and a foreign entrepreneur-focused organization.

Business Grow also arranged for OLM's president to be interviewed for a 50+ page bilingual article in a magazine targeted at Japanese business professionals. OLM was well prepared to be published and promptly supplied all the required information and graphics on time and to specifications.

Outcome: OLM is promoted to 85,000+ potential customers in both the foreign and Japanese markets.

Exploding opportunities

The explosion of the Internet has created many exciting opportunities to get published and spread the good word about businesses. The options are now widely known and include magazines and newspapers, websites, blogs, forums, industry and sector-specific industry organizations, and more.

But while many more options now exist for companies to get published, it is still crucial for business owners to:

- 1/ Be aware of the options available to them,
- 2/ Know how to approach editors in order to get their story published, and
- 3/ Be fully prepared to supply all necessary information and components of an article to an editor to enable them to craft a customer-winning article about their business.

What's your story? – Discover your sales points

There's magic to having a well-written article published about your business. However, to reach this stage, it is of course **imperative** that you have news that is worthy of an editor's time and resources to publish.

How can you identify your news? The following investigative process will help you pinpoint key factors about your business that can be presented to an editor:

Discover your sales points

This is a key step in the process of getting into print. To make your business stand out above the multitude of others, you need to have **sales points**.

Sales points are facts and factors that make your business stand out – they identify your 'edge' and are very often the reason an editor will pick up the phone, call you and request an interview.

As an example, a shoe shop that just sells shoes probably isn't worth publicizing, but a shoe shop selling biodegradable shoes containing built in deodorizers, a satellite tracker so you never lose them and where \$5 from each sale is donated to charity – that's a sales point!

Perhaps you will have already highlighted sales points in your business plan, but if not, here are some questions that will help you identify them.

How to prepare sound bites about your business

As opposed to business summaries, sound bites are fact-packed comments used to describe other areas of your business and/or operations.

Why are sound bites important?

Sound bites are important because they can be directly inserted into an article with minimal effort on the part of the writer. This makes the writer's job easier and gives them more time to craft a great article about your business quickly and efficiently rather than scramble around hunting for facts and figures.

Sound bites – like sample sound bite 1 below about a company's design concept – are generally written in the third person. This means that the text sounds like it is being narrated by a person unrelated to the subject.

Sample sound bite I:

Emphasizing functionality over form, company founder Michael Smith, an industrial designer who with his research team has developed products that have achieved sales of over \$10 billion worldwide, outlined a key concept for producing great products: "Design is not about the way a product looks, but the way it works."

Sample sound bite II:

The 20-member team has a simple 3-step plan to operate their business: Firstly, they identify Japanese companies that they believe could benefit from professional SEO services. Secondly, they support those businesses by providing them access to affordable and effective resources (i.e. training and manuals). And lastly, they promote those businesses through a series of e-mail marketing campaigns and PR consulting services.

Sample sound bite III:

"We started ABC Company with zero in the bank, and for the first year, the only time we made any money was when we made a sale," Smith explains. "And even that wasn't completely true, because making a sale doesn't automatically mean money in the bank. What made money was when we were paid for a sale, so I think one of the important lessons, particularly for any new business, is understanding this, and that it is definitely in your interests to be really hard on your customers at first when you are a small company and encourage them to pay you as quickly as possible."

SECTION 2:

Proactive

One of the most effective ways to get published and subsequently increase sales is to *get proactive* and tell the world about your business.

The bottom line is simple: if an editor doesn't know about you or your business, they will never publish an article about you!

Your mission – should you choose to accept it – is simple – **tell them about your business.**

Identify your target media

It is realistic to assume that due to the busy, deadline-packed nature of the publishing industry, most editors have little or no spare time.

It is also useful to note that many newspaper, magazine and website editors will instruct their in-house staff or freelance writers to search for interesting stories and subjects to write about. One of the aims of the MRP, however, is to do exactly the opposite – *tell them about the stories and break the news to them!*

Do not assume that an editor will contact you directly. There is a very small chance of this happening unless your company is relatively well known in the marketplace or is engaged in activities that have caught a reporter's attention.

The first step to getting your business published (after determining your sales points) is to decide which media you would like you or your business to be featured in. Is it:

- A newspaper
- A magazine
- A popular industry website
- A special interest website or organization
- Members of specific industry groups

Make a list of publications, websites or industry groups that you want exposure in. Take into account that it is usually best to carefully consider media that contain the greatest number of your target customers, not just the most popular media of the day.

Insider's Tip

Focus on the Web first

While there is always limited space in printed media, there is far more space available for publishing articles and news in online media such as Websites and e-newsletters. This makes these media a very attractive medium that you should seriously consider leveraging.

Being published online is not only generally easier than securing publicity in printed media, but it should also provide you with a fair amount of credibility, and act as a stepping stone to further publicity.

There are many kinds of websites that accept articles. Here is a selection:

- Chambers of commerce
- Sector-specific websites
- Industry groups (such as entrepreneur, women's, IT sites, etc.)
- Forum websites
- News websites
- General websites (such as country information websites), etc.

When you are considering target media, look at them through the filter of:

- How does my business news fit with their target audience?
- How will the target audience benefit from my story?
- Will being published in this particular media bring the benefits I expect to my company?
- Even go as far as to ask yourself: "Who cares?"

The power of being 'media friendly'

One of the keys to getting published is to be prepared and be prompt.

If an editor contacts you, always be polite in your correspondence, be prompt and supply them with whatever they ask for as quickly as possible.

Doing this will dramatically increase the chances an editor or writer will write a story about you, and they will be far more likely to react favorably in future to any suggestions or submissions they receive from you.

What to do once you are published

Should you be published, here are some ways to leverage your success:

- Post the article on your website and add a note (“Published in [Name of Media]”)
- Print the article and insert it into your Press Kits
- Add a mention of the article and a link to it in your e-mail correspondence to clients
- Add a mention of the article and a link to it in your press releases.

NOTE: In all cases, request the permission of the writer before you use their article(s) for your own purposes.