



"Helping winning companies tell their stories and build their brands."

Quote to Inspire Your Winning Ways

"Practice the Rule of 5. This simply means that every day, do five specific things that move you closer to your goal toward completion."

Jack Canfield, Co-creator of the Chicken Soup for the Soul series.

Save the Date:

October 5, 2006
8:30 a.m. - 2 p.m.

What:

Power Tools for Women Business Owners and Entrepreneurs Half-Day Seminar

Where:

Maggiano's Little Italy, Lincoln Square, Bellevue

Volume Number 15, July 13, 2006

Media-Savvy-to-Go Tips Booklets Debut, Offering 147 Powerful Ways to Build Your Business and Profit from Free Publicity

You are among the first to know about an exciting new development here that will have winning applications for your growing business. Our *new Media-Savvy-to-Go* tips booklets, audio CD's, and e-workbook can serve as powerful tools to build your business and profit from the power of free publicity without spending a fortune.

They can also serve as tools to engender more loyalty among your current and potential clients and offer value to the members and sponsors of associations to which you belong. Let me tell you a bit more.

Since 2001, we've been helping winning companies like yours tell their stories and build their brands. If there is one thing we've learned, it is that the desire to grow business and profit with limited resources is universal. Our *Media-Savvy-to-Go* tips booklets are designed to empower you and your most important business partners with proven tips, tactics, and strategies to build business and profit from free publicity.

- 97 Powerful Ways to Profit from Free Publicity – *Volume 1*
- 50 Powerful Publicity Boosters to Build Your Business – *Volume 2*

Volume 1 shows you how to identify, target, prepare, and share your story and learn how to become a published author fast. Here are just a few example tips to show you what you can expect within the action-packed booklet:

26. Believe in the power of cyberspace and the U.S. mail. Calling reporters to ask if they received your press release doesn't serve you or your story in the least. Those calls annoy and distract deadline-driven reporters and offer no added value. If you insist on telephone follow up, offer late breaking news that makes your press release even more compelling and worth writing about.

31. Go beyond the notion that if it bleeds it leads. *It is not necessarily so.* Sometimes, TV and print assignment desk editors crave visuals on the lighter side of the news. Capturing the magic of the downtown holiday lights or the last minute Easter rush at the local chocolate shop can provide timely, relevant, refreshing, and visual news. These kinds of stories can serve as the close to any

Whether your business is well-established or just starting out, you'll gain tremendous value from this information-rich and powerful half-day seminar that will equip you with essential skills to take your growing business to new heights.

Craft an elevator speech that takes your business straight to the top.

Learn how to make winning connections through savvy networking.

Learn how to earn more and set and raise your rates with confidence.

Learn how to make the most of your media relations without spending a fortune.

Lorraine Howell, Zita Gustin, Mikelann Valterra, and Nancy S. Juetten are your guides for the session.

Pre-Register before 9-17-06 and enjoy preferred pricing!

local news broadcast or grace the cover of your local newspaper.

74. Avoid the dreaded LAQ. LAQ stands for "lame ass quote." "I am just so excited to bring my product to market," "We are pleased to have the opportunity to play the game," and "I'm just happy to help the ball club" are LAQ examples. These statements might work for the movies, but they don't offer much value to inform readers, listeners, or viewers.

Volume 2 shows you how to employ ezines, award contests, seminars, and "Jumbo Shrimp Marketing" into the media relations mix to achieve extraordinary results. Here are just a few example tips to show you what you can expect within this power-packed booklet:

20. Enter award contests. Choose competitions that are well-supported by the media in your industry or community. Select legitimate and prestigious contests that reinforce your company's core values, strategic initiatives, and marketing claims.

28. Host webinars or teleseminars to share your expertise with clients, prospects, and reporters. Visit www.audiostrategies.com or www.freeaudioconference.com to learn how.

37. Promote your events on www.craigslist.com. The "community" section of this site is an online bonanza of publicity opportunities to reach potential customers from hundreds of cities across the nation.

National PR experts have reviewed the tips booklets favorably:

"Don't spend any more time or money on your publicity campaign until you read these booklets. When it comes to forming strong relations with the print, broadcast and online media, Nancy Juetten clearly understands that getting publicity is all about building relationships with the media, and Publicity Hounds everywhere need to read her tips.

These booklets are a fabulous crash course on how to be media-savvy."

Joan Stewart, The Publicity Hound
www.publicityhound.com

"Solid, sound advice from writing an ezine to handling a media interview. Nancy Juetten's booklets give you a quick checklist of everything you need to know about doing a publicity campaign."

Susan Harrow
Media Coach, Marketing Strategist and Author
Sell Yourself without Selling Your Soul
www.prsecrets.com

I invite you to purchase your *Media-Savvy-to-Go* booklets today. Visit the online store at www.nsjmktg.com. You'll benefit from 147 tips to help you build your business and profit from free publicity for just \$10 (plus shipping and handling) or \$8 to enjoy both downloadable versions immediately. Want to chat about quantity orders or booklet customization requests for your organization,

Breakfast and networking lunch included.

Bring plenty of business cards.

\$159 before 9-17
\$189 after 9-17
\$179 after 9-17 when you register with a friend

Visit the online store at www.nsjmktg.com for more details and to reserve your place.

association, or company? Call Nancy at 425-641-5214 or send email to nancy@nsjmktg.com to discuss the details.

Special Offer: Receive a PDF file of our best Puget Sound media contacts from the *Puget Sound Business Journal*, *Seattle Business Monthly*, and *Washington CEO*, among others, with any *Media-Savvy-to-Go* purchase. This single tool will save you hours of media research and support your media relations success.

The *New York Times* once reported that good publicity lasts forever. So what are you waiting for? Order your *Media-Savvy-to-Go* tips booklets today at the online store at www.nsjmktg.com.

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