



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

Volume Number 18, October 11, 2006

Media-Savvy-To Go Column Debuts in the ***Snohomish County Business Journal***

Success-seeking business owners wishing to earn their own ink and air without spending a fortune will want to visit [the online version](#) to read about powerful tips to help them get the job done. The column debuted in October and continues every month for as long as the readers gain value from it.

**Need Quality Leads?
Take Your Show on the Road.
Here's How.**

**Be Sure to Scroll Down to Learn About
a New Special Report You Can Buy for Just \$10
to Alert the Puget Sound Media About YOUR Events!**

**Dear RecipientFirstName,
We hope you enjoy our newsletter.**

Among the best lead generation tactics you can employ is to host a seminar, webinar, teleseminar, briefing, workshop and/or roundtable discussion that highlights your expertise among a well-qualified audience of potential clients. These can be free or low-cost seminars, classes, or demonstrations of your products/services.

The beauty of small group events is that they offer comfort for both the audience and the presenter. A one-on-one session feels like a sales call for most people. Group settings are non-threatening, information-rich settings in which all parties can learn, ask questions, and decide if either party wants to take another step forward. You can even invite reporters who cover your industry to attend.

Every time I host a special event or workshop, I always meet people who want to become my clients, subscribe to my ezine, purchase my products, and refer me to new speaking engagements. If you seek similar results, try hosting your own information events. To get started, follow these tips:

Choose organizations to pitch about your expertise that are a fit for your expertise. Read the "meeting notice" and "business calendar" sections of your local papers or trade publications for ideas.

Do your homework. Visit each organization's Web site to learn more about their members and prior event programming. Search the site to

Seeking Referrals to Quantity Buyers for *Media-Savvy-to-Go* Tips Booklets

My goal is to sell quantity orders of the *Media-Savvy-to-Go* publicity tips booklets to quality organizations that care about helping their best customers, members, and sponsors succeed.

If you know of decision makers who influence the buying or high-value premiums, client appreciation gifts, sponsor benefits, or holiday gift purchases, your warm introductions are welcome. Send email to Nancy@nsjmtg.com

If you Love *Media-Savvy-to-Go*, Become an Affiliate and Earn Extra Money

You'll earn 30% commission on product sales that result from your recommendations simply by joining my affiliate program. Spread

identify the program director so you can target your presentation pitch properly.

Share three timely and relevant presentation ideas with the program director. Do this whether you use the phone, email, or the U.S. mail. Be sure your ideas address members' very real business issues while making clear why you can comment with impact, credibility, and insight.

Remember to ask for a presentation date. It's one thing to make the pitch. It's another to ask for a commitment.

Prepare a simple press release that covers the "who, what, why, when, how, and where" information in a journalistic style, conveying the facts in the order of highest importance.

Send it to the relevant media and online outlets. Always include a contact name, number, email address, and Website address to make it easy for people to get in touch. This promotes your reputation as an expert and will also help you garner invitations for future speaking engagements. **(See the news about a new Special Report you can buy for only \$10 that can make this easy and time-efficient for you!)**

To follow is an example to promote two of my upcoming speaking engagements. Follow the same format to promote YOUR events.

Make the Most of Your Media Relations without Spending a Fortune

Two Business Events – November 16 and 17, 2006

In these brief, yet powerful 30-minute sessions, PR Expert Nancy S. Juetten will walk audience members through all the steps to follow to get their names in print based on a proven approach that continues to deliver the ink for her agency clients and those who follow the steps to their own reputation-building advantage.

You will learn:

- How to pitch the media so that your story will get told
- How editorial calendars can be used to your best advantage
- How to brainstorm provocative article titles to compel editors to say "yes" to your ideas
- Nancy's top ten favorite ways to earn the ink
- The top ten deadly sins of media relations and why you should avoid them.

Lunch Event: Northgate Chamber of Commerce
November 16, 2006
Noon - 1:30 p.m.

\$15 with event pre-registration; \$20 without reservation

the good news about these powerful publicity tools and earn money as a result. Visit this link to sign-up:

<http://tinyurl.com/mnlef>

Hotel Nexus
2132 N. Northgate Way
Seattle, WA 98133

To Register: Call Mary Fischer at 206-398-5600 or email maryf@smcu.com

Breakfast Event: Renton Chamber of Commerce
November 17, 2006

7:30 a.m. - 9 a.m.

\$15 for Renton Chamber members; \$30 for non-members

Lodge at Eagle Ridge
1600 S. Eagle Ridge Drive
Renton, WA 98055

Register: Call 425-226-4560

Nancy owns Nancy S. Juetten Marketing Inc. – a results-oriented public relations and communications agency that helps winning companies tell their stories and build their brands via public relations consulting and Media-Savvy-to-Go do-it-yourself publicity tools. Since opening her business in February of 2001, her firm has served dozens of top Puget Sound organizations and brought their winning ways into the media spotlight. She has written articles on media relations topics for the Puget Sound Business Journal, *the Snohomish County Business Journal*, and *Marketing*. She also has her own Media-Savvy-to-Go column within the Snohomish County Business Journal that advises business owners how to earn their own publicity without spending a fortune. Nancy also ghostwrites regularly for a number of top CEO's. She is also the creator of Media-Savvy-to-Go information products (two booklets and a workbook) that offer 147 powerful ways to build your business and profit from free publicity. Visit the [Website](#) to learn more.

**Save Hours of Puget Sound Media List Research Time
with Media-Savvy-to-Go Special Report #3
Just \$10!**

- **Do you wish more people knew about your Puget Sound-area business or association events so they would register and benefit?**
- **Do you lack the time to research all the best local media and online venues to promote your events?**
- **Do you need an easy system to help you alert the right people in the media in record time so event guests can beat a path to your door?**

If you answered “YES” to these questions, you'll want to purchase and download *Media-Savvy-to-Go Special Report #3* today. This report reveals 27 of the best Puget Sound media and online contacts we've found – and confirmed as of October 5, 2006 --to spread your news far and wide so new event guests can know about and register for your

events.

All you have to do is prepare a simple meeting notice that explains the “who, what, where, when, why, and how” associated with your event. Then, share the news with the “live” links within this *Media-Savvy-to-Go* Special Report.

Now it is both easy and time-efficient for you to share your business calendar items with the specific people who oversee the business calendar and event items for the *Seattle Post-Intelligencer*, the *Seattle Times*, the *Puget Sound Business Journal*, and many community newspapers and online venues. Best of all, you can access this downloadable report for just \$10 right now. Click here to order yours today from the [online shopping cart](#).

And here's another great resource that is geared to helping coaches fill their groups. Visit <http://tinyurl.com/s6nlp> so you can learn about a new program brought you by Get Known Now's Suzanne Falter-Barnes and Travis Greenlee. There is even a free seven-part audio program you can take for a test drive.

And, if you are curious how to use Craigslist to fill your groups and promote your events, visit <http://tinyurl.com/e769r> to order a CD or electronic transcript sharing How to Use Craigslist as a Global Publicity Tool from Publicity Hound Joan Stewart.

And, if you have not yet signed up for Joan's free 89 Ways to Write Powerful Press Releases course, I highly recommend that you do. If you haven't signed up yet, you can join the more than 3,200 people who already have at <http://tinyurl.com/e769r>.

The course is as helpful for press release veterans as it is for beginners. It includes lots of examples of so-so press releases that were rewritten to become great releases, plus dozens of tips on how to write your press releases for consumers and give the releases maximum visibility online so you can pull people into your sales funnel.

Our Clients in the News

Here are links to recent stories that celebrate the winning ways and expertise of our fine clients.

Bankers in the news:

Learn what Puget Sound community banks are doing to boost online security.

<http://tinyurl.com/z5w53>

The Fiduciary Adviser - www.thefiduciaryadviser.com

Learn why there are still unanswered questions as a result of the new

Pension Protection Act of 2006.

<http://seattle.bizjournals.com/seattle/stories/2006/10/09/focus16.html>

Acquisition Services Group - www.asgpartners.com

Learn how to package your business for best return at the time of sale.

<http://seattle.bizjournals.com/seattle/stories/2006/10/09/focus18.html>

Goff Chaffee Geddes PLLC - www.goffchaffeejeddes.com

Learn about how balanced scorecards can help you manage your business.

<http://seattle.bizjournals.com/seattle/stories/2006/10/09/focus17.html>

Cascade Bank - www.cascadebank.com

See Carol Nelson's Top Ten ranking on the U.S. Banker list of "Women to Watch" in Banking Today.

<http://tinyurl.com/puqew>

ABODA - www.aboda.com

See Ralph Jones' article about employee empowerment and how it pays off for successful organizations.

http://www.erc.org/MOBILITY_Online/current/1006jones.shtml

ABODA - www.aboda.com

Graebel Quality Movers - www.graebel.com

Air Van Lines - www.airvan.net

Read Nancy Juetten's article about how award wins pay off with commentary from Dave Caple, president and CEO of ABODA, David Cox, general manager for Graebel Quality Movers, and Marc Galvagno, president for Air Van Lines.

http://www.erc.org/MOBILITY_Online/current/1006juetten.shtml

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