



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

Volume Number 17, September 5, 2006

Nancy's Shares How to Manage Big Ink and Great Expectations

Dear RecipientFirstName,

Wouldn't it be great if everyone who read your how-to articles in the local or trade press was so inspired by your insight and perspective that they rushed to the phone, your store, or your Website to engage your services or buy your products today? After all, you spent hours of your valuable time researching and writing an article intended to reach thousands of readers. You may have even paid a ghostwriter or publicist to help you write and place it. Isn't it reasonable to expect a boatload of new prospects to beat a path to your door?

Truth be told, select few readers respond in this way. However, when the right readers respond, the rewards can be meaningful. One close colleague and employee benefits expert wrote an article for an obscure trade employee benefits trade journal that reached thousands of human resource professionals. One reader turned out to be the decision maker for a large corporation who engaged him for a \$100,000 project. Another local financial planner and author was profiled in the small business bulletin of the **Puget Sound Business Journal** and enjoyed a single qualified call from an estate planning attorney. That call resulted in a \$25,000 engagement. Still another retailer did such a great job with her holiday window display that the **Seattle Post-Intelligencer** responded to our suggestion for a photo essay about the best of Seattle's holiday windows. Three gorgeous color photos of her store were featured in the Saturday newspaper just prior to Christmas Day. Store traffic and sales escalated dramatically in response to this coverage.

Remember, it is the quality of responsive readers that counts.

Always keep that in mind so your expectations from publicity can remain in reasonable check. And remember that one how-to article in the local or trade press does not a campaign make. Keep pitching great stories to the media to keep your name and expertise in the media and keep the quality leads flowing. You've got to continue to suggest new story angles, perspectives, and hooks to the reporters who write about your industry to

*Media-Savvy-To Go Column to Debut in the October Issue of 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 [newspaper online](#) to read about powerful tips to help them get the job done. The column debuts in October.

Power Tools for Women Business Owners and Entrepreneurs

Register by Sept. 17 to Enjoy Tuition Savings

Plus, members of WBO, WBE, E-Women Network and Elements of Power Enjoy a

Special \$139 price.

Secure Your Place as Seats are Filling Fast.

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

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.

keep your expertise, products, or services in the media spotlight. And your stories must be timely, newsworthy, relevant, and/or trend worthy to capture editor's attention and serve the readers.

The media can be a powerful partner in bringing your knowledge, products, and/or services to a much wider audience in a highly credible way. When you score ink in the right publications, be prepared to convert leads into sales by listening carefully and addressing each respondent's very real issues or pain. In doing so, you'll earn new relationships that can lead to tangible rewards to fuel your business success.

All this is to say that it just takes a few qualified respondents to your how-to article to deliver on your great expectations and make your media relations efforts worthwhile. The key is to get into action to enjoy the benefits. If not now, then when? That is your question to decide.

Really Great or Boilerplate? Check Out This Great Article About Corporate Statements

The folks at Outsource Marketing issued a really great article about the corporate statement --- really great or boilerplate. I think it is a must-read for anyone serious about writing quality press releases. Visit this link for the whole story:

http://www.outsourcemarketing.com/articles/OM%20article_aboutus.pdf

May We Recommend:

www.linkpopularity.com - Get an immediate and free read on your Website's link popularity. Aside from "Googling" your name and company name, this is one of the fastest, easiest, and most comprehensive ways to gauge where your Website stands in terms of link popularity. This is a great tool to benchmark the awareness you build as a result of your publicity activities from this day forward.

www.theopenpress.com - The Internet has leveled the playing field and made it possible for business owners to reach consumers and other decision makers without having to rely upon journalists to deliver their news. Send a free press release across the Internet via this online service and bring your company name, news, and offerings higher into the search engines so more qualified/interested prospects can find you.

If these tips pack a punch of value for your do-it-yourself publicity efforts, consider purchasing the *Media-Savvy-to-Go* tips booklets today to enjoy 147 powerful publicity tips and ideas to build your business and profit from free publicity. Visit the online store at www.nsjmktg.com to order. It's the best \$10 you can spend to kick-start your publicity efforts into action to realize winning results.

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.

Breakfast and networking lunch included.

Bring plenty of business cards.

\$139 for members of WBO, WBE, E-Women Network, and Elements of Power

\$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.

Special Offer - Get Your Free Report - How to Become a Published Author Fast -- Absolutely FREE

Are you curious about *Media-Savvy-to-Go* products, but sitting on the fence about whether or not to part with the \$10 to buy the duo of well-reviewed tips booklets? Here's an offer that's hard to refuse. *Get Your Special Report - "How to Become a Published Author Fast"* absolutely FREE. This is an excerpt from the 60-page *Media-Savvy-to-Go* Workbook that offers worksheets, press release examples, valuable free resources, and media relations tips to help you take your do-it-yourself media relations efforts without spending a fortune. This is the perfect way to sample the quality of the content within the tips booklets and the workbook and decide if you want more. Make your email request today at nancy@nsjmktg.com.

Nancy's Upcoming Speaking Engagements:

- Seattle E-Women Network - September 21 - www.ewomennetwork.com
- Issaquah Chamber of Commerce - September 28
- Power Tools for Women Business Owners - October 5
- North Gate Chamber of Commerce - November 16
- Renton Chamber of Commerce - November 17

Get in touch with Nancy at nancy@nsjmktg.com to arrange a presentation for your professional group, association, or trade organization. Helping your members learn how to work with the media to take their stories far and wide is a service your audience will value and appreciate.

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Referrals to
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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. [Please get in touch today.](#)

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