

Speaker:
Alan Stevens, UK

"Free Publicity that's worth a Fortune to Speakers" 05.09.08

What is the message?

Because the marketing manager decided to be "Burj Al Arab" Worlds only 7 star hotel
Seize the moment!!
Use your possibilities!

9 things not to say to reporter

- 1 This is off the record
- 2 I don't think you will understand this, so ill keep it simple
- 3 We had great reviews for this in the states
- 4 You won't need a map- everyone knows where we are
- 5 Don't be ridiculous, we are not working to your deadlines
- 6 No comment
- 7 Can you call back in a couple of weeks
- 8 You are never heard of your station?journal
- 9 I think we could let you have a free one of these <wink>

Vodcasting

www.youtube.com
It's for free
video

Podcasting !

Guide for speakers how to do podcasting
www.lanstevens.net/podcasting.htm
Websites
www.stock20.com
www.lhsyn.com
It's for free
audio

How to market yourself to over 1mio people for 5,-€ a week

Reduce your marketing budget
Increase the number of people who are aware of you

It's not just being good

It's being seen and heard being good

Press releases

How useful are they? **They are a waist of time!**
A newspaper gets approx. 7000/day
Be careful how you do press releases

Never ever patronise your audience

Book

- Facts and information
- Magazines
- Ads
- Stories
- pictures
- Opinions
- Get to know journalists

That's your target for press releases

How to be an expert

Know your stuff
Seize the moment

How to get on the radio

About 1 hour to a talk show
Early evening - business orientated shows
Take careful notes

- 1 Listen to the radio/radio station
- 2 Make a connection to what you do
- 3 Phone the PRODUCER

Write your connection down
They pick up the guests

Social networking

What sites are you on?
Blogs
www.twitter.com
It's for free
What's your benefit?

