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Powerful
Publicity Boosters
to **Build** Your
Business

by

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*M*edia-Savvy-to-Go
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“There is only one thing in the world worse than being talked about, and that is not being talked about.”

— Oscar Wilde

Is Your Company a Well-Kept Secret?

Many business owners and professionals want their names and expertise celebrated in the media. You are probably one of those people. Even though your products and services are clearly superior, you might be disappointed that your competitors are featured more than you are. And, you might believe that if your most important audiences knew more about your products and/or services, a boatload of new customers would beat a path to your door. The good news is that when you finish reading this booklet, you'll be better equipped to earn print ink and broadcast air for your own products and services.

My Story

I launched my public relations and marketing communications agency in February of 2001 when my son was just a toddler. Building on 15 years of corporate marketing and promotion experience, my goal was to do work I love from a home office and earn enough money to buy better groceries. Now, after following my own business building and public relations advice, my company has grown into a thriving corporation of three full-time employees, and we are all too busy to cook.

My firm has earned the reputation of a results-oriented public relations and marketing communications agency that delivers quality service in an engaging, authentic, and winning way.

It's Your Turn to Shine

You can earn a similar reputation as your own business takes flight by following my time-tested and proven tips. The *New York Times* once declared, “Good publicity lasts forever.” The time to begin capturing headlines for your growing business is now.

For information about quantity purchases and customization of this booklet or to discuss speaking, mentoring, and consulting services, use the contact method below that suits you best.



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“Helping winning companies tell their stories and build their brands.”

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“Success is the sum of small efforts, repeated day in and day out.”

— Robert Collier

*Best-selling author and publisher of **The Secret of the Ages***

Launch & Sustain a Regular Ezine

- 1 Realize that ezines are among the most effective lead generation tactics for professional service firms.** An ezine is an electronic newsletter that offers news your readers (clients, prospects, and referral sources) can use to run a better business or live a better life as a result of your expertise.
- 2 Connect with readers by name.** Most people love being called by name, and most ezine software programs make it easy to customize your messages in this way. Take advantage of this option, and leave “Dear Colleague” or “Dear Client” greetings to other less savvy marketers.
- 3 Demonstrate your expertise and value over time.** The beauty of ezines is that prospects sign-up to receive them through a form on the home or contact pages on your Website. In doing so, they declare their interest in what you have to offer, though they may not yet be ready to engage your services/products right now. When they are ready to get into action with your area of expertise, you will be among the first professionals they call.
- 4 Tell. Don't Sell.** Lead with news and insights the reader can use. Leave just 20% of the content for a selling message about your products or services.
- 5 Share important research.** Your findings will help your readers do business with more impact and efficiency. This will compel them to want to do business with you.
- 6 Extend a valuable offer that invites readers to respond.** For example, stage a special event. Include yourself and other credible experts who can offer news and information from which your prospects can profit, and ask readers to RSVP. Or, offer a white paper or special report. These invitations encourage inquiries and dialogue about your products and services.
- 7 Issue your ezine regularly for best results.** When in doubt, start with a quarterly effort. Then, increase the frequency as you receive favorable reader feedback. It is far better to start with a