



**The Best of
“The Publicity Hound’s Tips of the Week”
of 2010**

**25 publicity tips to help you
generate the publicity you deserve
for your product, service, cause or issue**

Excerpted from the popular weekly newsletter

By Joan Stewart, The Publicity Hound®

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The Publicity Hound

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About the Author



Publicity expert Joan Stewart shows you how to use traditional and social media to establish your credibility, enhance your reputation, sell more products and services, promote a favorite cause or issue, and position yourself as an employer of choice.

Her free publicity campaign started at age 10 when her hometown newspaper wrote a story about a blue ribbon she won for a 4-H sewing project at the Ohio State Fair. She was hooked on newspapers from that point on and she knew she wanted to be a newspaper editor. She eventually worked as a reporter and then an editor for 22 years at three daily newspapers in Ohio, Pennsylvania and Wisconsin and at the weekly Business Journal in Milwaukee, Wisconsin. She left the newspaper industry in 1996 to start her own business.

Today, she works as a media relations consultant, speaker and trainer and publishes the popular online news "The Publicity Hound's Tips of the Week" at <http://www.PublicityHound.com>. The newsletter, read by publicist and self-promoters everywhere, shows you how to build and maintain strong relations with the print, broadcast and online media. She is the author of three ebooks, and her commentary on publicity topics has been included in more than 60 book about marketing, publicity and small business.

Joan is past president of the Wisconsin Chapter of the National Speakers Association. She has created more than 100 educational tools, from special reports and ebooks to CDs, to help publicists and self-promoters manage a strong media relations campaign. You can read more about them at <http://www.PublicityHound.com>.

This ebook is a compilation of the very best tips from her weekly ezine, "The Publicity Hound's Tips of the Week." You may reprint any item from this ebook in your own print newsletter, ezine, blog or at your website as long as you reproduce the item in its entirety and link to the page where your readers can download the ebook.

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Four Benefits of a Google Profile

Feb. 16, 2010

Have you ever Googled your name, and then flinched when you saw what showed up on the first page?

If so, you might be able to push what you didn't like onto Page 2. That's the first benefit of creating your Google profile at

<http://tinyurl.com/createmypofile>

It's sort of like a mini version of a Facebook profile page. After you list your name, occupation and location, your profile will appear in a box on the first page of Google's search results for your name. Next to the thumbnail information and your photo, people can click a link to your full Google profile.

Three more benefits of creating your profile:

--It's a powerful tool for search engine optimization and comes up very high in the search results.

--You can link to your website, blog, Twitter and Facebook pages, social bookmarking profiles, photo-sharing sites, and other places where you want traffic.

--Your profile page can be your main home on the Web if you don't yet have a website.

After you've created it, here are five ways to share it:

- Add it to your IM status message.
- Link to it in your email signature.
- Note it in Google Reader.
- Post about it on Twitter.
- Share it on Facebook.

How you write your profile often determines whether someone wants to learn more about you, or bail out. See "Can Your Social Media Profile Pass the 10-Second Test?" at <http://tinyurl.com/socialmediaprofiles>

5 Places to Meet Journalists

March 2, 2010

Meeting journalists and broadcasters in person is easy if you know where to look.

In most cases, you should start to build the relationship first, and pitch later. Here are five places to find them:

1. At your local press club events. These are great opportunities to meet them in casual settings.
2. At the many public events hosted by local business journals. Reporters and editors often attend.
3. At events where journalists are speaking. Groups hosting awards dinners and fund-raisers frequently invite TV anchors to deliver the keynote address.
4. In the press room at conventions and trade shows. You might not be allowed inside without a media pass, but you can hang around near the exit. Don't hesitate to invite a journalist for coffee, and pitch.
5. At the National Publicity Summit in New York City, April 28-May 3, where you can meet editors, reporters, freelancers and guest bookers for TV and radio talk shows, and pitch them. You must apply, and only 100 people will be chosen to attend. Learn more at <http://www.nationalpublicitysummit.com/?10011> (Note: The publicity summit will be held again in the first half of 2011.)

I'm a compensated affiliate, and I've been recommending the publicity summit to Publicity Hounds who have great story ideas because the event will help them refine their pitches and meet the right journalists.

Social Media Cheat Sheet

March 9, 2010

You'll love Drew McLellan's handy, color-coded Social Media Cheat Sheet that will help you understand how to leverage major social media sites: <http://ow.ly/1g8CO>

Notice how well Digg, the popular bookmarking site, fares on this chart. It's a valuable tool for brand exposure, generating traffic to your site, and search engine optimization.

If you're not using Digg, now is the time to start. Colin Martin explains how during the teleseminar on "How to do Social Bookmarking to Promote Your Expertise, Attract Followers & Pull Massive Amounts of Traffic."

The CD, MP3 and electronic transcript include a series of four videos in which Colin demonstrates how to create your accounts at bookmarking sites, how to bookmark content, how to make friends and join groups, and everyday uses for this powerful marketing tool.

Read more about what you'll learn at <http://tinyurl.com/ybzam7u>

Create Link Bait

April 27, 2010

If you're looking for an enticing headline for an article or blog post that you want to go viral, here's a handy, free tool that can help you create link bait.

It's <http://www.LinkBaitGenerator.com>.

Just type in the subject of your blog post, note whether it's singular or plural, hit "submit," and it creates a headline. I typed in the word "publicity" and it suggested these three headlines:

10 ballsy pranks involving publicity that failed miserably

9 crazy ways that publicity is infiltrating pop culture

6 ways Hollywood makes publicity look ridiculous in movies

Not every headline suggestion will work, but keep plugging in words and you'll find one that fits.

Compelling headlines are just a small part of generating interest, and keeping it, at your blog. The blog should be set up correctly, and include features and plug-ins that will engage visitors and keep them coming back. Blogging expert Patsi Krakoff explained how during the teleseminar "Time-saving Tips for Smart Business Blogging." It comes with 23 pages of handouts, including 101 ways to find content for your blog. Learn more at <http://budurl.com/blogcontentideas>

5 Facebook Security Dangers

May 4, 2010

If you're on Facebook, LinkedIn or MySpace, Consumer Reports says you're putting your security in danger if you do these 5 things:

1. List your correct birthday.
2. Use a weak password.
3. Overlook the control you have in your privacy settings.
4. Post a child's name in a caption.
5. Mention being away from home. I'm astonished at how many people do this, and about the popularity of FourSquare.com, the hot new site where you can "check in" with your followers and advertise where you are at any second of the day. Connect FourSquare with your Twitter account, and you could end up on the site PleaseRobMe.com.

Read about two other social media dangers at the L.A. Times blog at <http://ow.ly/1GSty>

And then once you're safety is assured, follow Christine Buffaloe's tips on 11 Ways to Avoid Missed Opportunities on Facebook at <http://budurl.com/facebookwithchris>

Story Ideas for June

May 18, 2010

Here are five story ideas worth pitching during June:

1. Speakers, authors and experts: Do you have advice for college graduates? Offer tips on careers, finances and relationships.
2. What about advice for newlyweds? Mortgage lenders, marriage counselors and professional organizers, offer your best tips for getting started on the right foot.
3. Gardening is booming. How can people use small spaces to grow veggies and save on grocery bills?
4. What kind of summer clothing is unacceptable in the workplace? Image consultants and HR experts, share your horror stories.
5. Tell people how to save on summer travel. Share tips on saving gasoline, buying cheap airline tickets and finding inexpensive lodging.

Now, look ahead and start thinking about ideas you can pitch in July and beyond. Shawne Duperon and I can help. We recorded the teleseminar I hosted on "103 Sizzling Story Ideas from July through December." It includes a handout listing all of our ideas, which we invite you to steal. Learn more at

<http://www.publicityhound.com/publicity-products/marketing-tapes/JulyIdeas.htm>

How to Catch CNN's Attention

June 8, 2010

If you've been pitching CNN and you're getting nowhere, take matters into your own hands.

Go to the network's IReport page at <http://www.ireport.com/> where you're invited to write your own story, be heard and shape what CNN covers.

"One of the goals of CNN IReport is to expand the current definition of news. Please share the stories you think are newsworthy and participate in discussions you think are interesting. CNN's producers will check out the most compelling, important and urgent stories, so we can verify the information and add them to CNN's coverage."

The stories in this section are not edited, fact-checked or screened before they post. Only ones marked "CNN IReport" have been vetted by CNN.

But if you can pique the network's interest here, where you KNOW they're paying attention, you might end up on the televised news. Be sure to stop by the assignment desk at <http://www.ireport.com/community/assignment> so you know exactly what kinds of sources they're seeking. Your IReport article doesn't have to tie into one of the assignments, but it helps to know what they need.

If you're content with being on the news in your own community, increase your chances. Check out the teleseminar I hosted with TV producer Shawne Duperon on "How to Get on the Local TV News Tomorrow" at <http://www.publicityhound.com/publicity-products/marketing-tapes/getinthenews.htm>

LinkedIn's Badge of Honor

June 15, 2010

Here's a powerful way to promote your expertise and outstanding work.

Generate more than 10 recommendations on your LinkedIn profile and you can become a member of LinkedIn's Top Recommended People group. Its logo will show up on your profile, along with those of your other group memberships.

You'll also find six sub-groups. You can join at the Gold level, like I did, if you have from 25 to 99 recommendations, at the Platinum level for 100 to 499 recommendations, and at the Elite level for more than 500.

Of the more than 50 million people on LinkedIn, only about 1,600 are in the TRP group, so you'll be in elite company.

Learn more about TRP, which was created by LinkedIn member Ross Dodwell, at

<http://www.linkedin.com/groups?home=&gid=1857786>

After you join, you can also display the badge proudly at your website or blog, and in your online press kit. Mention that you're a member of LinkedIn's Top Recommended people in your email signature, and in your social media profiles.

A gourmet doggie treat for Dustin Martin, one of my LinkedIn connections, who tipped me off to this group.

How to Get LinkedIn Recommendations

June 15, 2010

How do you get LinkedIn recommendations so you can become a member of Top Recommended People?

Here are my three favorite ways:

1. Give recommendations. Every time you recommend someone, LinkedIn will notify that person and ask them if they want to recommend you. But don't go hog wild. Space out your recommendations every few days or you'll raise a red flag on LinkedIn.
2. Every time someone compliments you, tell them, "I'd be honored if you'd say that in a recommendation on my LinkedIn profile." That's what I do, and many people reciprocate. Pay particular attend to compliments in your email.
3. Ask co-workers, people in your trade associations, clients and vendors. But be very careful. Make absolutely sure they are familiar with your work.

Social media strategist Scott Allen (who has 71 recommendations on LinkedIn) was my guest during a teleseminar on "How to Use LinkedIn to Promote Anything--Ethically & Powerfully." Learn about how to create a promotional campaign on this high-powered site without looking like you're promoting. He shows you how at <http://www.publicityhound.com/publicity-products/marketing-tapes/linkedin.htm>

Sneak Your URL into Media Stories

June 22, 2010

When a reporter is interviewing you, one of the worst questions you can ask is, "Can you please be sure to print my website address in your article?"

You must give her a good reason to include it. Here are five ways:

1. Instead of identifying your company by its correct name, The Widget Company, tell her it's TheWidgetCompany.com.
2. Offer a free download at your website.
3. Offer a quiz or poll at your website.
4. Offer a free cheat sheet on how to (fill in the blank).
5. Share with her five tips on how to solve a problem that's related to the interview. Tell her that readers can find 15 more tips on that topic in an article at your website, and give her the URL.

I shared dozens more tips like that during the webinar "How to REALLY Use Publicity as an Online Marketing Channel and ZIG When Everyone Else is ZAGGING." Regardless of what you're selling, you'll trounce the competition when you start adopting killer strategies that few other Publicity Hounds are using. Read more about it at

<http://www.PublicityHound.com/onlinepublicitytips.htm>

The Stealth Interview

June 22, 2010

You're reading USA Today and you see yourself quoted in an article.

Problem is, you never talked to the reporter who wrote it, or any other reporter for that newspaper. In fact, you never remember anyone interviewing you on that topic.

Welcome to what blogger BJ Ochman calls The Stealth Interview. It happens when a journalist, freelancer or blogger lifts quotes or other material from you that they find online, and attribute it to you. That material can include:

- A tweet.
- A status update on Facebook.
- Comments you made at someone else's blog.
- A LinkedIn question you answered, or a discussion in which you participated.
- Material from an email newsletter, yours or someone else's, that's archived online.
- Quotes taken from a podcast you hosted, or one in which you appeared as a guest expert.
- An email you sent to someone.
- Anything you've said in an online forum.

In her blog post on this topic at

http://www.whatsnextblog.com/archives/2010/05/the_stealth_interview_yet_another_reason_to_think_before_you_hit_submit.asp

BL writes: "You will definitely be quoted out of context in a Stealth Interview because there is no context. The interview

never happened. But you're quoted nonetheless, and you did make the statement. You just didn't think you were saying it to a reporter."

It's another reason, she says, to think before you hit "Submit." BL, a prolific blogger and social media expert, explains how she juggles it all in the teleseminar I hosted on "How to do Social Networking, Run a Business and Still Have a Life." Learn more about you can juggle it all, too, at

<http://www.publicityhound.com/publicity-products/marketing-tapes/socialnetworking.htm>

How to Follow Up

July 20, 2010

Five annoying things you should never do when following up with a journalist or blogger who doesn't reply to your pitch:

1. Emailing and asking, "Did you get my email?"
2. Calling and leaving a voicemail message reminding them that they haven't replied to your pitch.
3. Emailing the same pitch with an obnoxious reminder in the subject line that says something like "Second attempt to contact you."
4. Any type of message that berates the recipient for not replying.
5. Stopping by the magazine or newspaper office unannounced and asking the receptionist to call the reporter to the front desk to meet you so you can pitch in person. (Yes, clods actually do this.)

The best publicists know all kinds of sneaky ways to follow up without making it look like they're following up. Publicist Michelle Tennant of Wasabi Publicity does this better than anybody I know. She has a particularly clever strategy of following up when news is breaking and she's trying to place one of her clients on a TV news or talk show to comment on the news event.

Michelle shared that when she was my guest during the webinar "How to Tie Your Story Idea to Breaking News and Make the Media Interview YOU."

Your email pitches will be a lot easier if you follow Michelle's lead and pattern your pitches after hers. The handouts include two email pitches she used successfully to land her clients fabulous publicity.

Get a taste of the type of tips she discussed and buy the video replay at <http://www.publicityhound.com/onlinepublicitytips.htm>

A Poop-Free Zone

July 20, 2010

When employees of an ad agency in Roanoke, Va., became annoyed with local dog owners whose pets were pooping on the sidewalk outside the agency's offices, they fought back with a clever publicity stunt.

The Becher Agency posted signs outside its building declaring the area on Warehow Row a poop-free zone. They even created a special Facebook Fan Page called "[A Partnership for a Poop-Free Workplace](#)"

And they proved themselves true Publicity Hounds when they called Dan Casey, Metro columnist for the Roanoke Times, to let him know about the campaign. Brilliant!

Thanks to Publicity Hound Brett LaGue of Roanoke for tipping us off to this one. You can read Dan's column about it at <http://www.roanoke.com/columnists/casey/wb/253427>

The next time you're thinking about a publicity stunt, remember this. And consider all the ways you can use a Facebook Fan Page. See "[11 Ways to Avoid Missed Opportunities on Facebook](#)."

Note: We've updated the handouts for the third time since this teleseminar was presented, to reflect all the new changes on Facebook.

Make Money While Writing Your Book

Aug. 10, 2010

The moment you decide to write a book, you can begin to leverage that fact to attract new clients and revenue.

John Eggen, a publishing and marketing mentor, says one way to do that is to include this one-liner in your email signature:

"Author of the forthcoming book, (insert your title and subtitle here)."

Independent professional Jeanna Pool tried it. She reported, "I got two new clients and \$25,000.00 in income, all within 30 days of starting my book. It took just three minutes to use John Eggen's simple technique."

John has two more incredibly easy ideas that I'll email you later this week, along with information on how to join me when I interview him during a teleseminar at 8 p.m. Eastern Time on Wednesday, Aug. 18. Don't miss this one if you're writing a book, or thinking of writing one.

Editor's Note: You can access the free replay of the webinar at <http://mypublishingopportunity.com/joans/>

60 Ways to be Influential Online

Sept. 14, 2010

Struggling to create a brand that stands out from all the rest in the crowded online world?

Don't know what you need to do right now to attract more customers and earn greater trust with your prospects?

Earlier this summer, The Influencer Project, the shortest marketing conference ever at just one hour, asked 60 top online marketers to take only one minute and give at least one concise and valuable piece of advice.

Sixty leaders. Sixty seconds each. Sixty ways to increase your online influence.

I found a quick summary of the list at the Hubspot blog at <http://tinyurl.com/theinfluencerproject>

Scan it, and choose two or three things you need to improve. You can even download the free mp3 and transcript.

I'm going to be concentrating on Number 6, "Follow better people," and Number 7, "Align yourself with outstanding strategic partners."

A fast, easy way to do that is by looking at the Twitter lists of people who I respect, and then following the people they're following and paying attention to their tweets. When I find somebody with whom I want to partner, I'll call and introduce myself.

The webinar I conducted last month on "How to Use Twitter Lists & Directories to Generate Publicity and Build Your Brand" walks you step-by-step through the process of creating your own Twitter lists, peeking at other people's lists, spying on your competitors, and choosing the five very best Twitter directories where journalists and consumers can find you. Read more about what you'll learn how to do at

<http://www.publicityhound.com/publicity-products/marketing-tapes/twitterlists.htm>

Tramp Stamps & Bromance

Sept. 21, 2010

Hey bloggers, here's a fun story idea that's ripe for commentary and maybe even a contest.

Lexicographers have added 2,000 new words, phrases and new meanings to the third edition of The Oxford American Dictionary.

New words include: bromance, unfriend, turducken, tramp stamp, eggcorn, nimrod, agroterrorism, megachurch, staycation, steampunk, truthiness, tweet and waterboarding.

New phrases include: get one's arms around, my bad, job something out, less is more, what's not to like?, have skin in the game, talk the talk, and the ubiquitous "heart" as a synonym for love, as in "I heart publicity."

The new edition also recognizes a variety of abbreviations as words, including TTYL (talk to you later), LBD (little black dress), BFF (a girl's best friend, which originated from best friend forever), and LMAO (laughing my *** off).

Writers, authors, publishers and English teachers can weigh in on this. Would you feel foolish using any of these words in your writing? Why? Are they nothing more than slang?

Parents, would you let your children learn about the English language from this dictionary, or would you ban it from your house?

Bloggers, how about a contest in which readers build sentences from new words or phrases? Offer a cool prize, and then share the best entries with your readers.

Read more about the new words at the publishing company's blog at <http://blog.oup.com/2010/09/noad3/> (I love the headline).

Free Press Room Page for Experts Only

Sept. 28, 2010

Are you an expert, authority or spokesperson with real credentials? If not, skip this item.

If you are, make sure you take advantage of a free Press Room Page in the "Expert Book," offered by Mitchell Davis of the Yearbook of Experts, Authorities & Spokespersons.

I've promoted these listings over the years because the Yearbook of Experts is one of the first places that many journalists look when searching for sources in a particular industry or topic. But until now, you had to pay to get a News Room Page at his website.

No more. Now, you can join for free and get a News Room Page and your photo, text and link to your website.

But here's the really valuable part. You'll also get to post and have distributed one news release each month, for free. News releases posted to Expertclick are picked up by the Google and Lexis news feeds, so your news will get wide exposure. This is a wonderful alternative if you can't afford paid news release distribution services.

Mitch cautions that you shouldn't even bother applying for a listing if you aren't a bona-fide expert. Within the last week, he has turned down five people who claimed to be experts, but aren't. One doesn't have a website. Another claimed she had a variety of credentials from her industry groups, but Mitch checked and discovered that she didn't.

Join free, or save \$100 on a paid profile that's chock full of other benefits, when you click from my link at <http://www.ExpertClick.com/Discount/PublicityHound>

This is a no-brainer. Do it today.

75 Sample Press Releases for Free

Oct. 12, 2010

If you struggle figuring out how to write press releases, why reinvent the wheel?

Mickie Kennedy is giving away a free ebook of 75 sample press releases to give you ideas on all the different ways you can write your own releases (a \$49 value). Download it at <http://www.ereleases.com/ph>

You'll find 35 industry-specific press releases, 40 occasion-specific releases, tips for formatting and getting your press release noticed, and ticklers that will help you generate ideas for your own press releases.

If you see a release format that you like, make note of it, and use it as a template the next time you need to write one.

He's also giving you two free ebooks on how to use Facebook and Twitter. Download them here: <http://www.ereleases.com/ph>

How to Target Zip Codes

Oct. 19, 2010

Don't sweat it if you can't get news about your book-signing, political rally or the church bake sale into your local newspapers, or onto TV or radio stations.

Today's online event calendars make it so easy for you to find people within your zip code who are looking for something to do that you can sometimes draw more people to your events using these calendars than you can with traditional media. And you're leaving money on the table if you aren't using them.

Take EventCrazy.com, for instance. I went there just now to see what's happening within a 50-mile radius of my home.

I typed in my zip code, 53074, and found more than 15 events during the next few months. They include a ghost walk in my city, a Big Band music series, a bird and game breeders show, a holiday art fair, an all-animal expo, Breakfast with the Reindeer, Milwaukee Bucks basketball, and two gun shows.

That's how you target zip codes with your news. You make sure your event is on all the relevant calendar sites where people can search by zip code and even neighborhood.

I'll explain which sites are better than others during today's webinar on "50+ Places Online to Promote Your Live & Virtual Events to Reach Your Target Market & Pull Sell-out Crowds."

It starts at 3 p.m. Eastern Time. If you can't attend, sign up anyway. You'll receive the link to the video replay, the MP3 and a

handy checklist that includes all the sites I mentioned. Use it as a cheat sheet the next time you promote an event.

(Note: You can buy the replay and the handouts at <http://www.PublicityHound.com/events.htm>)

Yes, plenty of these sites are for countries outside the U.S.

Protect Your Online Reputation

Oct. 26, 2010

You can't prevent a disgruntled employee, an angry customer or a jealous competitor from writing nasty things about you online and negating all the great publicity you've received elsewhere.

But you CAN make it more difficult for those comments to show up on the first page of Google by flooding the Internet with so much favorable information about you that it practically drowns out the nasty stuff. In some cases, you can even "push" a bad comment from the first page of Google onto the second or third page. A whopping 94 percent of people who type keywords into Google never click onto the second page of the organic listings.

That's only one of many things you can do to protect your online reputation. Here are others:

--Create your own profiles at high-ranking sites like Amazon.com, BarnesandNoble.com, Borders.com and BooksaMillion.com. Some of these sites allow you to do that, even if you're not an author.

--Encourage your customers to post reviews of your products or services on sites like Yelp.com, CitySearch.com, InsiderPages.com and SuperPages.com, or on niche sites like FindLaw.com for attorneys and TripAdvisor.com for travel-related businesses.

--Create a profile on Ebay and link back to your own websites and blog from the "About Me" page.

I learned all this from Tom Antion, one of my Internet marketing teachers, on the 2-CD set he published recently, "Reputation

Management: How to Build and Protect a Great Reputation Online."

I listened to it for the third time over the weekend, took copious notes, prioritized everything, and I've already started using many of his tips.

One of Tom's most valuable tidbits was the incredibly easy way to find .edu and .gov websites or blogs, related to your topic, that allow you to post comments and get links back to your own site or blog. Google views .edu and .gov sites as authoritative and will give you extra points for all those links. (Nine out of 10 Internet marketers don't know this trick, but now I do, and I've been busy commenting at these sites and getting lots of backlinks to my own site and blog.)

Nobody can protect your good online reputation except you. Learn more about what Tom can teach you at <http://tinyurl.com/2eyyljb>

Speak on Cruise Ships

Nov. 2, 2010

Right now, as you're reading this, program coordinators for luxury cruise lines all over the world are reviewing the materials they've received from speakers who want to get booked to speak on next year's cruises.

There's still time for you to submit your materials and take advantage of the greatest gig on the seven seas.

Here's how it works.

You furnish the cruise lines three or four 1-hour lectures on subjects you love, from business topics like leadership and time management to fun topics like how to perform simple magic tricks or cook up a gourmet meal on a tight budget.

In exchange for your lectures, you get a free cruise for yourself and a companion. Since the lectures are usually scheduled on sea days, you'll have every port day totally free to explore.

Swarms of speakers apply for these coveted slots. But most of them make several critical mistakes that kick them out of the running.

Daniel Hall, who has more connections with cruise line program coordinators than anyone else on the planet, was my guest during a free webinar on Friday, Nov. 5. If you missed it, you can listen to the replay here:

<http://www.speakerscruisefree.com/SCFJoan.html>

Please set aside several hours and, if you wish, you can listen to it in chunks. Daniel has sliced and diced the video into several categories for easier viewing.

How to Use QR Codes for PR

Nov. 9, 2010

At first glance, it looks like a crossword puzzle that's about twice as big as a postage stamp.

It's a QR code, short for quick response. And it can be one of the most valuable tools in your PR arsenal.

QR codes, similar to bar codes that appear on packaged products, are used widely in Japan but are becoming a popular way for marketers to catch the attention of busy consumers. You can find them on everything from buses to business cards.

Mobile phones that have barcode scanning applications installed can "read" the code, which can have URLs and other information embedded. Within seconds, a visitor can arrive at your website to learn more about a product or service.

Here are six ways to use QR codes in a PR campaign:

1. Lead reporters to your online pressroom.
2. Point consumers to a press release.
3. Authors, use it to lead people to reviews for your books.
4. Speakers, send people who are considering hiring you to a short video demo.
5. Restaurants, print the code on your menus and let diners read about the specials of the day so they don't have to wait for the waiter to explain them.
6. Nonprofits, use QR codes to send visitors to a donations page.

(More tips at my blog at <http://publicityhound.net/?p=7338>)

I'll tell you where to get QR codes and how to use them during my webinar "60+ Places Offline to Promote Your Product, Service, Cause, Issue or Event to Build the Buzz and Encourage Others to Promote for You." It's at 3 p.m. Eastern Time on Tuesday, Nov. 23. The first 20 people who register get the free bonus handout "13 Ways to Involve Journalists and Bloggers in Whatever You're Promoting."

(The webinar replay, handouts and other files are for sale at <http://www.PublicityHound.com/promoteoffline.htm>)

Your Own "Seal of Approval"

Nov. 17, 2010

The Good Housekeeping "Seal of Approval" has been reassuring consumers about product quality for more than a century.

It's one of the most recognized consumer emblems in the market today. Two years ago, the magazine added the Green Good Housekeeping Seal to help consumers identify products that are effective and environmentally friendly.

What if you could have your own "Seal of Approval" that would underscore your expertise in your field? Just think of the publicity that you could generate!

You could award the seal to a certain number of products, services or companies each year and then, pitch bloggers and journalists. Winners would imprint your seal on their products, use it in paid ads and launch their own publicity campaigns. The seal could become a valuable component to your branding.

A seal of approval was only one of the several dozen promotion tactics I discussed when I hosted the paid webinar "60+ Places Offline to Promote Your Product, Service, Cause, Issue or Event to Build the Buzz and Encourage Others to Promote for You" on Nov. 23.

The replay and handouts are available at

<http://www.PublicityHound.com/promoteoffline.htm>

Where to Find Labor for \$5

Dec. 7, 2010

Need a snappy headline for your press release?

What about a logo for your business? Or a cartoon for a special report you're publishing?

Need help installing a WordPress blog? Or creating a Twitter account?

Head on over to Fiverr.com where thousands of people have posted little ads about what they're willing to do for \$5.

Daniel Hall mentioned this site last week when he was my guest during the webinar on how to create an ebook for the Kindle. He suggested it as a place to find a dirt-cheap artist who can create an ebook cover, or a proofreader who can make sure your ebook is error-free.

When I shared the link on Friday, during my presentation on blogging for the Wisconsin Business Owners Association, several people in the audience raved about the site. One guy said he paid \$5 to have someone install his WordPress blog.

Fiverr.com can be a thrifty alternative to sites like Elance.com, ODesk.com and Vworker.com, particularly if you have a small project and you're in a hurry.

Jump on the Kindle Craze

Dec. 1, 2010

Amazon's Kindle is at the top of Christmas lists all over the world, and if you haven't jumped on this craze yet by selling your own content for Kindle users, you're missing a chance to promote your expertise and create a new revenue stream.

The Kindle is so popular that for Amazon's 10 best-selling books, Kindle digital books are outselling print (both hardcover and paperback combined) more than 2 to 1. Kindle books are also outselling print books for the top 25, 100 and 1,000 bestsellers—pretty remarkable when you consider that the Kindle has been for sale for only three years.

Somewhere on your hard drive, you have content that can be turned into an ebook for the Kindle. But writing it could take months. Formatting it can be a pain. And pricing it always dicey.

Tomorrow, Daniel Hall will walk you through all the steps on how to create an ebook for the Kindle—fast. He'll be my guest during a complimentary webinar at 4 p.m. Eastern Time, and you should set aside at least two hours. You'll learn how to:

- Get an Amazon Digital Text Platform account so you can start publishing immediately.
- Use material already on your hard drive to create your first Kindle ebook.
- Make an attractive ebook cover quickly.
- Take the actual steps to publish your first ebook.

-- Price strategically so you squeeze the most profit out of each title.

All this without spending a dime.

(Note: The replay is available at <http://www.realfastbook.com/joanweb.html>)

This webinar lasted several hours because Daniel provided two bonus sessions at the end. He has sliced and diced this webinar into several sections for easier viewing.

Other Resources The Publicity Hound Highly Recommends (Many of them are free)

Click on the titles below to visit these websites that will help you with publicity, promotion, social media and Internet marketing. Some of these links are affiliate links from which I earn a commission on sales. But I only include vendors whose products and services I can stand behind 100 percent.

[7 Deadly SEO Mistakes and How to Avoid Them](#)

How many of these 7 mistakes are you making with your website? A free email course from Stompernet.

[Article Marketing](#)

Learn how to increase website traffic, build your list and make more money online just by writing and submitting articles with help from a recognized article marketing expert.

[AWeber Email Manager](#)

This is the email management program I use for my ezine. I recommend it highly. Their customer support is top-notch, and they answer their own phones!

[Blog Squad](#)

Denise Wakeman answers all your questions about how to promote a product, service, cause or issue, using a blog.

[Bradley's Guide to Top TV and Radio Talk Shows](#)

This is the secret weapon that dramatically increases your chances of being booked as a guest on America's top 323 national TV & cable shows.

[Bye Bye Boring Bio](#)

Transform your boring bio from wallpaper to wow to promote your expertise, attract new clients and generate publicity.

[College Speaking Circuit with James Malinchak](#)

If you're a speaker or trainer, let James Malinchak show you how to get onto the college speaking circuit. This is often so much easier—and different—than trying to get speaking engagements from corporations or nonprofits.

[ContactAnyCelebrity.com/publicityhound](#)

A subscription to this service gives you instant access to a fully-searchable online database of 54,696 celebrities, 6,890 celebrity representatives (agents, managers, publicists & attorneys), plus 4,131 entertainment companies. Great for authors trying to get celebrity testimonials for their books or for press release writers who want to piggyback onto celebrity news.

[Dan Janal's Guaranteed Press Releases](#)

Let Dan Janal distribute your press release and it will show up on Google and Yahoo News and more than 72 top-tier media websites, with links back to your website. He'll even write the releases for you.

[ExpertClick—Yearbook of Experts Online](#)

This is for experts only. Expertclick will give you a free Press Room Page and the ability to upload one press release per month. This is a no-brainer, and it costs you nothing. If you're not an expert, don't apply.

[Gift List](#)

This subscription service delivers contact information for U.S. and Canadian magazines, newspapers, television, newswires and radio, and websites that are looking for consumer products for holiday gift guides. Take a 7-day test drive.

[Internet Marketing](#)

"Click, the Revised 2010 Edition" written by my mentor, Tom Antion, is the very best ebook to study if you're entering the world of Internet marketing. Tom will show you how to build a great website, create info products and create an opt-in list of customers. I refer to this book at least 6 times a week.

[KickStart Cart shopping cart for selling online](#)

This is the cart I use and recommend. Because it's so popular, if you get stuck, you can usually find someone quickly who can help you.

[Landing Page Cash Machine](#)

I thought I had a pretty good website until I learned what Mark Widawer had to say. Since then, I've made a long to-do list of all the things I need to add or change. Learn how to make more sales on your website every day by signing up for his free tips.

[Magazines.com](#)

Use this website to research "formula headlines" on the covers of magazines. You can adopt many of these formulas for your own use by substituting one or more words.

[National Publicity Summit](#)

Meet top journalists face to face and pitch your story ideas. The summit is held twice a year in New York City, and only 100 people are admitted during each session.

[PitchRate.com](#)

PitchRate.com is a free service that connects journalists with the highest rated experts for free media coverage. If you're an expert or publicist, you can pitch yourself (or your PR clients) to journalists by viewing PitchRate's incoming requests. Requests can be sorted quickly and easily according to category or keywords by visiting the "Search Requests" tab once you've signed in. Once you've found a request you're interested in, simply make a pitch and all of your contact info contained in your profile will automatically be attached. Then, just wait to be contacted for an interview and free publicity to promote yourself, your book, product, or business.

[PressKit24/7](#)

Online PressKit 24/7 makes you a star by giving the media what they want, when they want it. It keeps your information organized and works for you 24/7.

[Press Release Samples \(Free\)](#)

Mickie Kennedy's Big Press Release Samples Book will give you more than 75 ideas for ways to write your press releases.

[Reporter Connection](#)

Connect with journalists who are looking for specific types of sources for their stories. Bill and Steve Harrison will send you free media leads every day from Monday through Friday. If it's a good fit, you respond on your own and let the journalist know why you're a good source.

[Speak on Cruise Ships](#)

Learn how to trade your talent for free luxury cruises. Free special report.

[SpeakerMatch](#)

SpeakerMatch is the only service of its kind that matches speakers and speaking opportunities. It reaches emerging professional speakers, business leaders, technical gurus, educators, and other subject-matter experts who want to communicate what they know, and put them in touch with event organizers who need to reach this very diverse group of experts who speak.

[Surveys—How to Create Them & Use Them for Publicity & to Boost the Bottom Line](#)

Jeanne Hurlbert, PhD, is one of the world's foremost experts on surveys. She has lots of free webinars and other tips to help you.

[Traffic Geyser](#)

Stop wasting precious hours uploading video. Traffic Geyser lets you upload video to several dozen sites with just one click of the mouse.

[White Papers](#)

Perry Marshall, one of my coaches, has an excellent free 5-day email course on how to publish and publicize White Papers. It explains how you can write a short White Paper in just a day or two. After you've written your white paper, write a press release about it.

[Wooden Horse Publishing](#)

Specializing in magazines, complete with expanded descriptions, reader demographics, writers' guidelines, and editorial calendars for more than 2,000 print magazines (consumer and trade) in the U.S. and Canada. Take a test drive for \$1.99.

More Free Tips & Advice from The Publicity Hound®

The Publicity Hound website at <http://www.PublicityHound.com> is chock full of free information to help you generate free publicity for your product, service, cause or issue.

- Download a free sample chapter of my e-book “How to be a Kick-Butt Publicity Hound” at <http://publicityhound.com/publicity/publicityhound.htm>
- Subscribe to “The Publicity Hound’s Tips of the Week” ezine and receive free the handy checklist “89 Reasons to Send a News Release.”
<http://www.publicityhound.com>
- Download my free “Best of the Publicity Hound Tips” ebooks from past years at <http://www.publicityhound.com/publicity-products/free.html>
- Subscribe to my free email tutorial “89 Ways to Write Powerful Press Releases.”
<http://www.89PressReleaseTips.com>
- Visit my ezine archives where you can read back issues of my weekly electronic newsletter “The Publicity Hound’s Tips of the Week.”
<http://www.PublicityArticles.net>
- Relax, enjoy and learn valuable tips from more than 50 free articles on how to get free publicity on the “Free Articles” page
<http://www.publicityhound.com/free.html>
- Visit my blog, where you can read hundreds of postings on publicity, PR, marketing and social media. <http://www.PublicityHound.net>