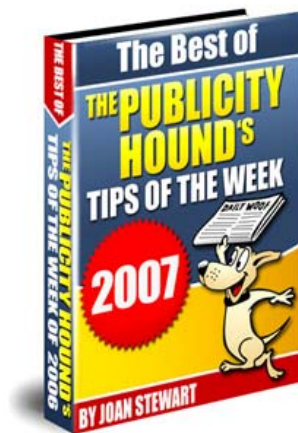


The Best of “The Publicity Hound’s Tips of the Week” of 2007

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

By Joan Stewart, The Publicity Hound®



About the Author



Joan Stewart's 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 knew she wanted to be a newspaper editor. She eventually worked as a reporter, then 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>, read by more than 35,000 subscribers worldwide. The newsletter, read by publicists and self-promoters everywhere, shows you how to build and maintain strong relations with the print, broadcast and online media.

Joan is a past president of the Wisconsin Chapter of the National Speakers Association. She shows you how to use the 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. 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.

You are also free to pass along this ebook to your own customers. To subscribe to the ezine, visit <http://www.PublicityHound.com> or visit the archives at <http://www.PublicityHound.com/tipsoftheweek>.

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The Incredible Shrinking Newsroom

January 9, 2007

You probably don't pay much attention to this, but many major newspaper companies are slashing staff like never before.

Declining circulation and ad revenues are forcing management to lay off editors, beat reporters, newsroom clerks, photographers and anyone else who they can do without.

During the telephone seminar I conducted yesterday for people in The Publicity Hound Mentor Program, I identified the incredible shrinking newsroom as one of 10 trends that will affect the way we manage our publicity campaigns this year.

Here's what newspaper layoffs mean to you:

- Don't be surprised if you pitch a story to a newspaper and an editor says, "I like the idea. Do you think you can write it yourself?" If that's what you hear, don't get huffy and think, "Why is she asking ME to do HER job?" Instead, get to work writing a balanced article that sounds much like an article a reporter at that publication would write. (If you're in my Mentor Program, I'll show you how, and I'll serve as your personal writing coach.)
- The physical newspaper is shrinking too. So don't forget online versions of newspapers and magazines. Some of these have their own editors, and you need to know who they are. If an article about you is posted online, it usually lives there forever. But the shelf life of a print newspaper totals about 24 hours.
- The phrase "How can I help you?" Ranks right up there as perhaps the most important question you can ask a journalist, particularly one who must cover additional beats to make up for the staff shortage.
- Newspapers will rely on freelancers to replace staff writers. So find out which freelancers cover your industry, and get to work building relationships with them.
- Newspapers will be more inclined to accept good-quality photos that can accompany your story. Learn how to take them. (See "How to Use Photos & Graphics in Your Publicity Campaign" at <http://www.publicityhound.com/publicityphotos.htm>)
- Pitching succinctly and convincingly is more important than ever. Launch into a rambling pitch while talking to a reporter on the phone and you'll likely hear a "click" on the other end.

Raleigh Pinsky, the master at turning long, boring pitches into tempting 10-second pitches, explained how to do it during a telephone seminar I conducted with her. "How to Create the Perfect 30-Second Pitch" is available as a CD or electronic

transcript you can be reading as soon as your order is approved. Read more about what you'll learn at <http://tinyurl.com/6xghx>

On the fence about whether to join The Publicity Hound Mentor Program? Read about all the benefits at <http://www.publicityhound.com/mentorprogram/intro.html> then call me at 262-284-7451 to see if we're a good match. I only accept people who I am convinced will follow through on my advice.

Pumpkin Soup and Sea Moss Punch

January 23, 2007

Having problems conceiving?

Go on vacation to a resort where you can dine on pumpkin soup and drink a sea moss punch three times a day. Relax, enjoy a romantic dinner for two, get a massage and then let nature do its thing.

That was the key message in a wildly successful PR campaign for Starwood Hotels and its resorts worldwide.

Quinn & Co., its PR firm, discovered that the locals in the Bahamas had been using pumpkin soup and sea moss for generations to help make babies. Certain spa treatments and lots of relaxation also helped. So the PR firm came up with the idea of "The Procreation Vacation."

Here's where it gets really interesting.

The agency knew freelance writer Lucinda Hughes and had heard her talk about how she and her husband wanted to have a baby. So it invited the couple to try the Procreation Vacation. It didn't take long for the media to find out.

A staffer at "Inside Edition" read about the vacation package in Travel and Romance and asked to follow the Hugheses on their quest. "Good Morning America" featured the recipes for pumpkin soup and sea moss elixir. Next month, it will air a tasting demonstration of the recipes.

Other media picked up the story. It was featured in USA Today, The Washington Post, Delta Sky inflight magazine, Travel & Leisure magazine, Prevention, Conceive and American Baby. Broadcast coverage included CNN, "Live with Regis and Kelly," "The View," "The Tonight Show with Jay Leno" and ESPN's "Pardon the Interruption."

Amid all the hoopla and as if on queue, Lucinda found out she was pregnant. That has sparked renewed interest by the media. You can read the USA Today story here: <http://tinyurl.com/ysabux>

The PR campaign was brilliant, but the most important element was that the freelancer experienced the story. She didn't just write about it. By the way, Lucinda says that if it's a girl, she and her husband will name the baby Lucaya, after the resort where they stayed.

The next time you try to interest the media in your story, ask yourself if there's a way to invite a reporter to go along for the ride. "Special Report #42: Tips for Letting Reporters Experience Your Story, Not Just Write About It," gives you lots of ideas on how to create memorable experiences for the media, tips for getting reporters excited about your story and ways to entice the media to write about your new product or service.

You can order it at <http://publicityhound.com/publicity-products/reports.html>

"Do Business in Your Bathrobe" Day

January 23, 2007

I do 95 percent of my job in my bathrobe and slippers, in front of my computer.

So do lots of other entrepreneurs who have home-based businesses.

If you're one of them, generate some fabulous publicity for "Do Business in Your Bathrobe" Day on Feb. 12. The idea was conceived by Kristie Tamsevicius, founder of the Webmomz.com.

Kristie says "Bathrobe Day" has generated publicity for her and other entrepreneurs in six countries. In fact, she's flying to San Francisco where she'll be on the popular show "The View from the Bay" on KGO-TV Channel 7, which airs just before "Oprah."

Kristie encourages other Publicity Hounds to piggyback onto the idea. She's even offering a sample press release you can send to your local media at <http://tinyurl.com/2q2ejh>

You can also post it to Expertclick: The Online Yearbook of Experts. Your subscription to Expertclick allows you to post up to 52 press releases a year for no additional per-release charge. Be sure to tell them The Publicity Hound sent you and they'll knock \$100 off your subscription. Learn more at http://www.ExpertClick.com/Referral/Publicity_Hound

I'm betting your local newspapers and TV stations will jump on this story.

Just in case they don't say yes immediately, you should know how to follow up and sweeten your pitch with some little extras. Publicity expert Jill Lublin explains "Failproof Ways to Follow Up After Sending a News Release or a Story Pitch." It's available as a CD or electronic transcript that you can download as soon as your order has been approved. Read more about what you'll learn at <http://tinyurl.com/bmyn7>

Heart-shaped Pizzas

February 6, 2007

Leave it to my friend Shawne Duperon, a TV reporter in Michigan, to suggest some fabulous last-minute pitching tips for Valentine's Day:

- Heart-shaped anything is great, from soaps to pizzas. Or maybe your restaurant is creating heart-shaped omelets.
- If you're a relationship expert or therapist, offer advice on how to create romance, fight fair or negotiate.
- Jump on the celebrity bandwagon and offer advice to celebrities who are making headlines. What would you tell Angelina and Brad about dealing with stress in a relationship? What about Britney and Kevin? Why not offer advice on how to have a civilized relationship during divorce? What couples seem to be doing it right?

"Newsrooms will eat that up!" Shawne says.

A few of my own ideas:

- What about singles who don't have a sweetie? What are the advantages of being unattached?
- Massage therapists can pass along tips on how to give a relaxing massage.
- Pitch any story about unusual Valentines, or methods of delivering them.
- Are you creating a clever video related to Valentine's Day and posting it at YouTube?
- Kids still say the darnedest things. School teachers can ask the little ones to comment on Valentine's Day, then share comments with the media. Just be sure children are not identified unless you have the parents' permission.

Shawne teamed up with me to present a telephone seminar called "116 WOW Story Ideas from January through June," including other Valentine's Day angles I don't have room for here. The audio CD comes with a list of all 116 ideas. This is perfect if you're still trying to fill in gaps in your current media plan because we invite you to use our ideas. Read more about it at <http://tinyurl.com/6k7zk>

Sign up for Shawne's excellent ezine, "ShawneTV Guide," at <http://www.shawnetv.com>

Feed a CPA

February 20, 2007

Here's a fun, timely publicity idea that just about anybody can steal.

It's called "Feed a CPA," and I heard about it from Seth Hodes, marketing director for Hodes, Ulman, Pessin & Katz, a Baltimore law firm.

On March 1, a local caterer hired by the firm will deliver delicious gourmet lunches wrapped in a beautiful silver bag, complete with fresh flowers, to three random CPA firms throughout Baltimore, Harford and Howard counties, all in Maryland.

"CPAs are one of our great allies," Seth said. "And since they barely come up to breathe this time of the year, we wanted to do something fun to thank them, while creating some goodwill between our firms."

He wrote a three-paragraph press release, posted it at their website at <http://www.hupk.com/news.asp?opt=1&id=244> and sent it to a targeted list of 200 media outlets. The story already has appeared in The Daily Record in Maryland, at an accounting blog, and in the AICPA Newsletter read by 350,000 CPAs.

The Publicity Hound loves this brilliant promotion for many reasons:

- It's the local angle to the national story of preparing income tax returns.
- Notice the CPA firms are in three counties, which means more newspapers and TV stations will likely cover the story. (The law firm also has offices in those three counties, by the way.)
- CPAs are a gatekeeper industry for law firms. "Being a law firm, we cover the legality of all the financial stuff the CPAs do, so we get a lot of great referrals," Seth said. "We wanted a promotion that was more than just ringing our bell or pushing our wares."
- Each year, three different CPA firms will be chosen. That means more publicity, more goodwill, and more valuable referrals for the lawyers.
- This story has all the elements TV news crews want: people, color and motion. Can't you just picture the harried CPAs surrounded by stacks of papers, a bouquet of fresh flowers and all that tempting gourmet food?

Smart Publicity Hounds can take this idea and give it their own spin. How about "Feed a Santa" at Christmas? Or "Feed a Landscaper" during the spring? Or "Feed a Florist" on Valentine's Day?

Create your pitch, make it enticing and then set aside lots of time for all those media interviews. And don't forget the bloggers who love newsy tidbits like these. "How to Pitch the Best Bloggers & Create a Publicity Explosion" shows you how to save time by finding the influential bloggers, getting in front of them without being pushy, and convincing them to blog about you.

Learn more about this CD or electronic transcript that I created with Denise Wakeman and Patsi Krakoff (aka The Blog Squad) at <http://tinyurl.com/m7ymr>

Public Access Channels Need You

March 20, 2007

Thanks to Publicity Hound Jim Hunt, immediate past president of the National League of Cities, for passing along this great tip on Saturday, when I spoke to the Pittsburgh chapter of the National Speakers Association.

Jim, who speaks and consults for cities all across the U.S., says many local public access channels are begging people in their communities to submit decent-quality videos that can be broadcast for free.

"Most local officials will tell you they're astounded at how many people watch these channels," Jim says. "If they don't have a lot of content, they'll replay your program sometimes 20 times. So people who might be surfing through the channels late at night might stop and see your program for maybe 5 seconds, get a good taste for what it's about, and then keep watching."

In the old days, Publicity Hounds who wanted to be on the public access channel would have to go to the studio at their local cable TV company, pay a small fee to rent camera equipment, bring their own camera person with them, and record the show.

Today, however, most cable companies will accept videos that you can create in your own basement, living room or office. And you don't even need fancy equipment. Some digital cameras, for instance, can produce decent-quality video that you can edit on your computer. It's that easy.

Jim says an auditor he knows created a video on identity theft, and the local cable company featured it several times. A local high school created programs on drug prevention.

I know many of you Hounds can come up with ideas on how to use the public access channel, also known as the PEG channel (public education and government) in lots of ways.

A dog trainer could demonstrate how to train a dog. A law firm could feature a panel of attorneys talking about a controversial legal issue in the news. A hair stylist can demonstrate how to cut hair. Professional speakers can promote their expertise by speaking on their particular topic. An author can create a fun program that ties into a recent book. And on and on.

Visit your local cable company's website, or call them for more information.

Confused about how to create great video? My friend, Tom Antion, walks you step-by-step through the entire process of how to create compelling video for your website, to use as an information product, to post to YouTube, or just to have fun. It's called "How to Make a Fortune Using Video, Even if You Don't Have a Computer." Read about what you'll learn at <http://tinyurl.com/y3b6wj>

Origami Dollar Bills

April 17, 2007

Publicity Hound Brian Foley read last week's item in which I complained about those uncreative ribbon-cutting and check-passing ceremonies that seem to be everywhere.

He loved my idea of a bank hiring a magician to perform magic tricks with dollar bills at its grand opening. Brian, a professional magician who does exactly that, offered another tip that's worth sharing.

"Banks can also have origami displays of animals made out of bills," Brian wrote. "I've seen displays like this in banks in Europe, in glass cases in the middle of the bank floor. They always get great responses, and you can keep them on display for weeks. I think they'd result in good publicity for any bank."

Use the origami display idea not only for grand openings, but to celebrate anniversaries and during other special events.

Since it's tax deadline time, how about a local tax preparer's office finding local students to make origami animals from all the unused tax forms, then displaying them?

If you teach origami, do a joint promotion with a local print shop. Your students can use over-runs or leftovers and turn them into animals, flowers and other colorful pieces of paper art.

An office supply store can sponsor a local contest inviting people to submit the most creative piece of origami artwork. Those are just a few ideas to get you started.

If you're an artist who creates origami or works in any other medium, learn dozens of ways to promote it. "How Artists Can Sell More Artwork Through Online and Offline Publicity" is available as a CD or electronic transcript that you can read as soon as your order is approved.

Read more about what you'll learn at <http://tinyurl.com/yvewm8>

Don't Ask the Wrong Question

April 24, 2007

Here's what usually happens when somebody scores a big publicity hit, either in their local newspaper, or on a major TV show.

They see a big spike in traffic to their website. Then, within a week or two, the traffic slows to a crawl.

That's when they email me and ask, "How can we keep the buzz going? How can we turn this publicity into even more publicity?"

Before answering, I visit their website. Then I usually conclude, rather quickly, that they're asking the wrong question. Instead of worrying about how to turn one publicity hit into multiple hits, they should be more concerned about what to do with all that traffic that's visiting their website. Right now.

The answer? Start capturing people's email addresses once they land on the website.

Offer them something for free: a report, an ebook, a White Paper, or a list of tips on how to solve the Number One problem your customers or clients face. When people visit my website, I ask for their email address in exchange for a helpful cheat sheet called "89 Reasons to Send a Press Release." I also tell them I'll send them this ezine every week.

That intrusive box that bounces down from the top of the screen at <http://www.publicityhound.com/> is largely responsible for my email database that now has more than 30,000 names. It gives me the power, without spamming, of emailing to a targeted list of people week after week after week, and marketing to them--and often selling to them--until they tell me to stop.

If you're planning a publicity campaign for yourself or your PR client, don't start pitching the media until you've figured out how to benefit from all that publicity.

I don't care whether you're a Fortune 100 company or a stay-at-home mom who sells Tupperware from a one-page website. Traffic at your website is worthless if you can't hang onto most of it and then dazzle those visitors with your knowledge and expertise so they eventually become customers.

Can't think of anything to give away in exchange for an email address? I have 55 ideas, and I included them all in "Special Report #51: 55 Free Things You Can Offer to Generate Publicity or Capture People's Email Addresses." Only \$10.

Read more about what you'll learn at <http://tinyurl.com/6uz9g>

7 Reasons to Say No to New Business

May 8, 2007

When PR people complain to me about the Customers from Hell, I always try to help.

At some point in the conversation, I'm not surprised to hear them say, "I should have trusted my gut."

Indeed.

Debbie Bermont, president of Source Communications, a marketing consulting firm, says trusting your gut is one of seven reasons to say no to new business.

"Your gut instinct or intuition is the most powerful weapon you own that is always correct and even if it isn't always a logical thought," Debbie says. "You should never ignore a nagging feeling something isn't right."

Her other six reasons to turn away new business are:

- The customer doesn't appreciate the value of what you offer.
- The customer expects you to invest time and resources into pursuing their business without any financial commitment on their end. (Joan's note: Like asking you to submit a detailed proposal just to get you off their back, even they have no intention of doing business with you.)
- The customer doesn't treat you in a courteous or professional manner.
- The customer asks for products or services you don't provide.
- The customer's requests are too large for your operation.
- The customer doesn't share the same values as you.

Recognize any of these? I sure do. Read Debbie's excellent article at <http://tinyurl.com/3yqk82> Thanks to B.L. Ochman who tipped me off to this in her blog at <http://www.whatsnextblog.com/>

Once you know which clients to say no to, start finding the ones you'll love to work with. I teamed up with PR expert Marcia Yudkin to create a list of two dozen ways PR people can find clients. We explained them all on the CD or electronic transcript called "24 Ways to Attract Clients to Your PR Practice."

Many of our ideas work not only for PR people, but for small business people who are also struggling to find clients. It comes with a list of all 24 ideas that you can download as soon as your order has been approved. Read more about what you'll learn at <http://tinyurl.com/8txj8>

Freelancers and Inflight Magazines

May 15, 2007

One of the big advantages to forming relationships with freelancers is that most of them write for multiple publications. So if they sell a story that includes you as a source, there's a good chance they'll interview you again for another story for a different publication.

Stacy DeBroff, also known as The Mommy Expert, got a nice spike in book sales at Amazon, and traffic to her website, this month when her book "The Mom Book" appeared in the May issue of Go, the inflight magazine for Airtran.

Several months ago, her publicist, Christine Hohlbaum of Wasabi Publicity Inc., started pitching a freelancer who submits to inflight magazines. They stayed in touch periodically. Christine took advantage of the special contact management function that's part of Press Kit 24/7, a PR product that lets Publicity Hounds create and maintain their own online press room, even if they don't know HTML coding or the first thing about managing a website.

Christine's follow-up is quick, and reporters love that. The freelancer interviewed Stacy for a story titled "Mind Your Manners" about how parents can teach manners and etiquette to their children by setting a good example. The pitch met quick deadlines and was well-organized--complete with a link to Stacy's online press kit--making for a perfect placement around Mother's Day.

Christine says many freelancers write for inflight magazines, a coveted placement for publicists because you have a captive audience. For example, just one inflight freelancer Christine knows writes for San Francisco Chronicle, Sights Magazine, MyMidwest (another inflight mag), Bottom Line Personal, Sales and Marketing Magazine, Incentive Magazine, Hemispheres (yet another inflight mag) and North Bay Biz.

See how valuable a source freelancers can be? Especially if they are good enough to sell to inflight magazines.

If you want to check out the really cool Press Kit 24/7 software package that also keeps track of who you pitched, when you pitched them and when you need to follow up, learn more here: <http://www.presskit247.com/>

Then save yourself hundreds of hours of research on inflight magazines. My special report "Fly High with Publicity in the In-flight Magazines" includes pitching tips and contact information for 43 inflight magazines. Read more about what you'll learn at <http://tinyurl.com/n3pk4>

Dovetail a Blog & Ezine

May 22, 2007

If you're blogging, good for you.

Hopefully, the search engines are pulling traffic, including journalists, into your blog and your website.

Are you also sending either an electronic newsletter like this one, or a simple email tip at least every other week? If so, you're taking advantage of two of the strongest marketing tools on the planet.

But here's the question that separates the wanna-bes from the true marketers at the higher level.

Are you consciously promoting the blog in your ezine, and the ezine in your blog? If not, you're letting a golden opportunity slip through your fingers. Here's why.

You need to tell all those visitors who arrive at your blog that you want their email address so you can send your ezine or tip of the week. At my blog at <http://www.publicityhound.net/>, that's what I do, in the upper right corner, under my photo.

You also need to tell all your ezine subscribers what you're doing over at your blog. Each week, in my ezine, I give you a list of headlines at my blog from the past week, with links.

Then, when you visit the blog, you might see the covers of my ebooks in the right margin. Or links to products that I promote with my individual posts.

Think of it like this. The blog pulls traffic in. The ezine then pushes out your marketing message. That "pull/push" cycle can really make things happen. Like sales. And a ringing telephone. People want to suddenly buy your consulting services or sign up for your next workshop.

Don Crowther taught me all about the "pull/push cycle." And today, we both use it successfully. I picked Don's brain for one hour on other ways he dovetails his blog with his ezine to boost the bottom line. We recorded the interview, and it's available as a CD or an electronic transcript that you can read as soon as your order is approved.

Read more about what you'll learn at <http://tinyurl.com/3adrhs>

What Assistants Can Do

May 29, 2007

Longing for an assistant to help you with all the tedious grunt work that's part of a publicity campaign?

Stop dragging your feet and just do it already. Here's a short list of all the tasks you can unload on your assistant:

- Research media outlets where your story would be the best fit.
- Buy back issues of newspapers and magazines so you can become familiar with a reporter's work instead of pitching blindly.
- Search for influential bloggers, podcasters and Internet radio show hosts who are in a good position to spread the word about you far and wide. (See "How to Pitch the Best Bloggers & Create a Publicity Explosion" at <http://tinyurl.com/m7ymr>)
- Ghostwrite how-to articles. You can even give your VA the template for a how-to article that I provide when you buy the CD or electronic transcript "How to Write How-to Articles for Newspapers, Magazines & Trade Journals" at <http://tinyurl.com/dnxhb>.
- Hunt for the best high-traffic websites and article directory sites, and then and then post the article. (See "How to Submit Online Articles That Pull Traffic to Your Website" at <http://tinyurl.com/5zvga>)
- Update print and online media kits.
- Call newspapers and magazines where your articles appear and ask for permission to reprint them, with the publication's nameplate at the top.
- Stand in line at Kinko's to have the reprints made.
- Do keyword research for website copy, articles and anything else you write that will be posted online.
- Track your website and blog statistics so you can see who's visiting, where they're coming from, what pages they're spending the most time on, what page they're leaving from, and which keywords are pulling the most visitors. Is use a nifty web statistics program called Hitslink at <http://tinyurl.com/ldtm8>.
- Post to Craigslist, one of the most frequently overlooked vehicles for free publicity. (See "How to Use Craigslist as a Global Publicity Tool" at <http://tinyurl.com/geog2>.)
- Post your events to online calendars and city-specific calendar sites.
- Compile editorial calendars, and call for updates.

Now, don't you feel better just reading that list and imagining what it would be like to unload all that work onto somebody else?

What? The budget won't allow a part-time or full-time assistant? Then how about a virtual assistant for just a few hours a week?

If you missed my May 17 teleseminar on "How to Find a Virtual Assistant to Help with Your Publicity Campaign," you can get the CD or electronic transcript at <http://tinyurl.com/2e5875>.

Once you've hired an assistant or found a VA, let me train them. By the time they're done with the weeklong series of teleseminars called "How to Help Your Boss or Client with a Publicity Campaign," they'll know more about PR than many PR people. Read more about the training at http://www.publicityhound.com/PHU_AssistantsCourse.htm

Val's Art Diary at YouTube

May 29, 2007

When I was a guest during Ariane Goodwin's January telesummit on how artists can market their creations, I suggested that they create videos of their artwork in progress and post them to YouTube.

Little did I know at the time that an artist who goes by the name Valentina, from San Mateo, California, was doing just that--and pulling thousands of viewers.

In November 2006, Valentina almost gave up her dream of becoming a painter. She claims she can't write very well, and she didn't like having to write the typical artist's statement.

Galleries and museums often don't explain the artist's intentions. And Valentina thought, "Why not let myself ramble a bit on camera as I paint? Wouldn't that make a truly ideal statement?"

So she started Val's Art Diary, a video blog that documents the process of making her paintings. It includes her rants, reflections and funny moments she often captures with her camera. The subject of her episodes always relates to the subjects of the paintings she is working on.

She posts a new video every Sunday night. You can see the most recent one at <http://www.youtube.com/valsartdiary> and judge for yourself.

Today, just seven months later, thousands of fans tune in every Sunday, and she sells every new painting she produces. Here's the kicker. YouTube just announced that it's starting to share revenues with the most popular content creators, and Valentina is one of the few lucky ones.

"My videos have been watched by over 3 million people over the last five months," she said. "What surprised me more was the support and appreciation for art I found among the viewers who post comments under my video."

If you like the YouTube idea, you'll love the more than two dozen other ideas I shared with artists. Ariane recorded the call. "How Artists Can Sell More Artwork from Online & Offline Publicity" is available as a CD or an electronic transcript that you can download as soon as your order has been approved.

Read more about what you'll learn at <http://tinyurl.com/yvewm8>

10 Worst Jobs

June 19, 2007

The next time you're tempted to complain about your job, think about the poor soul who works 9 to 5 cutting the testicles off elephants.

Or studying bugs on corpses.

Or scooping up whale dung and analyzing it for clues.

Or bottling frogs, cats and pigs for biology students.

Those are among the 10 Worst Jobs in Science, listed in the July issue of Popular Science magazine.

The worst job, as ranked by the editors, is that of a hazardous-material diver who often works in water contaminated by toxic spills and everyday pollutants. One hazmat diver, the magazine said, had to retrieve the body of an accident victim from the waste lagoon of a factory pig farm.

Check out the story and the Top 10 list in USA Today at <http://tinyurl.com/2awd2f> and in Popular Science at <http://tinyurl.com/38xj5f>

The list, aside from being entertaining, is generating fabulous publicity online and offline.

So why couldn't your industry create its own "10 Worst Jobs" list?

Or if your business serves a particular industry known for its crummy jobs, why not create your own "10 Unsung Heroes" list and honor workers for doing the jobs nobody else wants?

Think of the possibilities for hospitals, government agencies, manufacturing, law enforcement, construction, farming and even the military.

The media love these lists because people love reading them. They're known as briefs, one of the many ways to get into top-tier media outlets like big national magazines.

"Briefs, Fillers & Quizzes" explains the nine types of briefs, how to submit them, how to follow up, and how to recycle briefs so they do double-and triple-duty. It's available as a CD or electronic transcript that you can be reading as soon as your order is approved.

Read more about what you'll learn at <http://tinyurl.com/d74h7>

Learn from Paris Hilton

July 10, 2007

OK, so you're sick of hearing about Paris Hilton.

Keep reading anyway, because she made a major mistake during her exclusive interview with Larry King last week. Understanding what it was, and knowing how to avoid it, will make all you Publicity Hounds a lot smarter the next time you interview.

Hilton mentioned that when she was behind bars, she read the Bible.

King asked, "What's your favorite Bible passage?"

She hesitated a long time and then said, "I don't have a favorite."

That wasn't a trick question. Interviewers frequently ask you to describe the "best" or "worst" of something, and she should have been ready for that one. Not having an answer made her appear even more disingenuous than she already is. You can see for yourself by watching highlights of the interview at <http://tinyurl.com/2qza6s>

If you're going to introduce a topic during your interview that's sure to pique the interest of the interviewer, you had better be ready to elaborate. Or risk looking unprepared and foolish.

By the way, exclusive interviews like that one provide a great opportunity for media coaches and speech coaches to critique the performance of the celebrity. Many people who missed the interview on TV will be searching for it the next day online. That's why your blog is a great place to comment on it. You can also post comments at other influential blogs that discuss the interview. And offer commentary to the TV columnist at your local newspaper.

What else do you need to know so you don't step on a land mine during a TV interview? Crisis communications counselor Jonathan Bernstein provided a checklist when he was my guest during a teleseminar called "How to Keep the Media Wolves at Bay." It's available as a CD or an electronic transcript that you can be reading within minutes as soon as your order is approved.

Read more about what you'll learn at <http://tinyurl.com/b8wcy>

Why I'm Crying Elephant Tears

August 7, 2007

I love getting Hound success stories from readers like you.

But sometimes I cry big, fat elephant tears when I learn about missed opportunities, or how people who generated fabulous publicity didn't follow up.

Publicity Hound Sue Lowery of Chattanooga, Tennessee saw a short news item on one of her local TV stations about how the Bliss spa in Dallas, Texas pampered an elephant the day before it was making its Dallas debut at the Ringling Brothers and Barnum & Bailey circus.

She said the news clip showed a spa worker giving the elephant a facial by slathering mashed avocado all over its face. The worker also used an oversized nail file to give the elephant a pedicure.

Curious, Sue started searching for the story online and found a shortened video clip at the Dallas Morning News website at <http://tinyurl.com/2x33bj>. She sent me the link.

I watched it this morning, and got all excited that I had stumbled upon a great story. I Googled the Dallas Bliss, found the website, but saw that the only phone number listed was the one to call for reservations. I was hoping to reach the manager and ask her how the story originated and then congratulate her on a brilliant publicity coup.

Silly me.

I reached what sounded like an answering service, or perhaps the woman who takes reservations for the entire Bliss chain of spas. She said there was no way to reach the manager, and the only thing she could do was send her an email on my behalf.

When I asked for the manager's email address, she wouldn't give it to me. So I patiently dictated the message. She asked me to wait while she proofread it.

This, my dear Hounds, is called making somebody jump through hoops to give you publicity. Had I been a working journalist, I would have given up long before then. I patiently explained to the woman who answered the phone that I send this newsletter to more than 30,000 people, and this was a chance for the spa to get even more publicity. She didn't seem impressed.

What can Publicity Hounds learn from this lesson?

- Make sure your front-line employees understand the importance of media inquiries. Give them an emergency telephone number they can use if the media call on deadline. Better yet, include the emergency number at your website.

- When you get a fabulous media hit, include it at your website. Most local and network news people will gladly let you use the clip. I found nothing at the Dallas Bliss site--not even a mention.
- The Bliss Press Room included several press releases which I didn't have time to open. I couldn't find the name or phone number of a media contact anywhere on the site. Put contact information--including a shipping address, phone number and email address--in an easy-to-find place on your homepage.
- I got callbacks from Vollmer PR, the local firm in Dallas, which pitched the idea, and from the Bliss national PR person who told me they won't put the media contact phone number on the homepage because they get "flooded with calls." (I thought lots of calls were a good thing, not a bad thing.) Besides, she said, the national media all know how to contact them, which I find difficult to believe.

She asked if I wanted to be added to their media list. Uh, no thanks.

Tips on how to make it easy for the media to find you, plus thousands of helpful suggestions on how to make your company media-ready, then build strong relationships long after the interviews are over, are in "How to be a Kick-butt Publicity Hound," my most popular ebook. We've even added an entire lengthy chapter on blogging. Read more about what you'll learn at <http://www.publicityhound.com/publicity/publicityhound.htm>

This Retirement Party Rocks

August 14, 2007

What? Call a newspaper and ask an editor to cover a retirement party?

You've got to be kidding. Unless, of course, the party has a fun little twist that compels not only print reporters, but the TV news crews to show up.

On Monday next week, friends and associates will gather in North Texas to honor legendary TV weatherman Troy Dungan, who is retiring after 31 years as a forecaster for WFAA-TV.

My friend Jeff Crilley, a reporter for FOX News in Dallas, discussed the party in his latest newsletter, and said the theme is Troy's signature bowtie.

"We'll have a giant bowtie cake, and everyone who attends will be asked to wear a bowtie to share a little sunshine with someone who's been sharing it with us for the last three decades," Jeff wrote. "If you have a bowtie, wear it. If not, don't worry. We'll be handing out paper bowties at the door. My forecast for the luncheon is a full house."

Of course, the TV cameras will be there because Troy is one of their own. But the paper bowtie idea is one you can tweak or steal the next time you have a major retirement at your company or organization and you want the media to cover it.

How about asking well-wishers to come with their homemade paper airplanes to celebrate the retirement of an executive who's a pilot? Or paper flowers for someone whose hobby is gardening?

Not elaborate enough for your VIP?

Then how about hosting a progressive dinner? Include the retiree's favorite dishes at different homes, or choose multiple restaurants. You can even transport the guests from place to place on a trolley or bus, or in limos.

The point is, if you want media coverage, make the party fun and visual. Shawne Duperon, a TV producer and reporter in Michigan, says it's important to paint a visual picture of the event when you pitch.

Her advice on how to track down the Queen Bee in every TV newsroom--the person who decides which stories will be covered-- and other tips on how to make your story irresistible for the cameras, are on the CD or electronic transcript "How to Get on the TV News Tomorrow." Read more about what you'll learn at <http://tinyurl.com/4zpuz>

Don't Announce an Announcement

September 4, 2007

My skin crawls every time I see somebody "announcing" something in a press release or a news story.

They act as though the announcement is the news when, in fact, it isn't. The content of the announcement is all anybody cares about. That's why I'd love to ban the words "announce, announced, announcing" and "announcement" from publicity campaigns and news stories.

Then along comes former U.S. Sen. Fred Thompson, a Republican who has been acting for months like he's running for president. Late last week, his office "announced" that on Thursday of this week, he'll make his official "announcement" that he's running.

Thompson and other big-name politicians might be able to get away with this kind of silly PR, but don't you ever try it.

How many times do you use the A-words when you write press releases?

Guilty? That's what I thought.

It's time to learn how to write releases that people will not only read, but find interesting and respond to. Sign up for my free email tutorial "89 Ways to Write Powerful Press Releases." It explains how to write press releases not only for journalists, but for the search engines, which can deliver your press release directly to consumers who are searching for the kinds of information you're writing about.

Warning: This is an intensive 12-week course, but please stick with it. By the time you're done, you'll know more about how to write and distribute press releases than most professional PR people. As of today, 6,665 people have signed up for the course.

Sign up for the free tutorial at <http://www.PublicityHound.com/pressreleasetips/art.htm> and I'll email you your first lesson within 15 minutes.

Don't have 89 days to spare? You can buy the entire course in a handy ebook for only \$27 at <http://www.publicityhound.com/pressreleasetips/ebook.htm>

Bloggers and ezine editors, do your readers a favor and tell them about this tutorial. If you really want to get their attention, challenge them to take this press release quiz at my blog at <http://tinyurl.com/pwnu7>

The College Exam Nightmare

September 11, 2007

Did you ever have the nightmare in which you're taking a final exam for a college course, and it suddenly dawns on you that you've never attended one class?

Or how about the bad dream in which all your teeth fall out?

Or the one in which you're going about your business, usually at work or in a public place, and realized you aren't wearing any clothes?

Dream expert Lauri Lowenberg of <http://www.thedreamzone.com/> says those nightmares and others are good for us because they teach us a lesson about something that deserves our attention.

Lauri used her "nightmares are good for you" pitch at the National Publicity Summit in New York City three years ago, and immediately caught the attention of a booker for "The View."

On October 29, 2004, she was a guest on the Halloween episode in which Meredith Vieira and Company wore costumes and talked about spooky stuff like bad dreams.

At the publicity summit, Lauri also successfully pitched a story to the Hackensack Journal in New Jersey. A producer at ABC's "Good Morning America" read it and booked her for that show on November 29, 2004.

Her publicity campaign suddenly grew on its own, like a giant snowball rolling downhill. CNN's Anderson Cooper interviewed her twice, and Dr. Sanjay Gupta, CNN's chief medical correspondent, interviewed her once.

What can national publicity like that do for you?

"Right now I'm in Toronto, filming a pilot for The Discovery Health Channel, which will air in November," Lauri said last night from her hotel room. "It's my own show called 'The Dream Zone' and it will go to series in January. The National Publicity Summit was the launching pad that got me to this point. It was the best thing I've ever done for myself."

As of last night, the summit only had 14 seats left for its October 24-27 event. That's when you'll get to personally meet more than 100 producers and journalists who do stories and shows for many of America's biggest media outlets like the "Today" show, CNN, "Montel," Fox News, "O" the Oprah Magazine, Time magazine, "Fox & Friends," "48 Hours," ABC's "20/20," Alternative Medicine, USA Weekend, "Dateline NBC," Inc., Health magazine, Entrepreneur, MSNBC, Family Circle and many more top outlets.

All those media were represented at the last summit and most of them are expected back. Steve Harrison, who is hosting the summit, is also adding new producers and journalists.

Registration closes Sept. 18, a week from today. Don't miss out and then kick yourself later when you read other success stories like Lauri's in this space. Learn more about the summit at <http://www.NationalPublicitySummit.com/?10011>

(Editor's Note: If the Harrisons aren't taking registrations for the summit at the time you're reading this ebook, fill out the form anyway and they'll place you on their Priority Notification List.)

Join Your Local Press Club

September 18, 2007

Here's an easy way to meet lots of journalists face-to-face in a relaxed social setting.

Join your local press club. Press clubs promote journalism excellence through a variety of programs, activities and monthly meetings. Most members are from the working press, but plenty of PR people also belong.

David Niles, former editor of the Small Business Times in Milwaukee and a former president of the Milwaukee Press Club, says press club membership is a no-brainer for Publicity Hounds. Here's why:

- Anybody can join. The only requirement is that you "have an interest in the media."
- Dues won't break the budget. In Milwaukee, non-journalists pay just \$75 a year. Students pursuing a communications degree pay only \$10.
- You can meet journalists in your community numerous times throughout the year at major events and monthly meetings.
- About one-fourth of the members are PR people, which mean you won't feel out of place.
- You can pitch the journalists in a relaxed setting, often over lunch or dinner. But be diplomatic. David recommends you say, "I've got some great things going on. Is it OK if I talk to you now?"
- Press club membership in your local chapter means you can have access to the National Press Club in Washington, D.C.

David says press clubs in Atlanta, New Orleans, Cleveland and Denver are particularly strong. The Milwaukee Press Club has one of the most comprehensive lists of press clubs in the U.S. and Canada at its website at <http://www.milwaukeeclub.org/resources/links.php>

Now that you're thinking of joining, know what you must do to build those valuable relationships that will pay huge dividends later. See "Special Report #49: 17 Ways to Build Valuable Relationships with Media People."

Click here to continue reading about what you'll learn: <http://tinyurl.com/6uz9g>

Attention Article Writers

September 25, 2007

If you're posting articles to article directory sites, you may have felt the bottom drop out of your stomach when you discovered where some of these articles are showing up.

That's what's happened to me, and to other Publicity Hounds who have emailed me, when we discovered that our articles are appearing on some of the most sickening, disgusting websites out there. And it's all legit, since anybody can use our articles as long as the byline and author resource box remain intact. Even worse, one of my articles that included tips for taking great photos ended up on a website devoted exclusively to dirty photos.

What to do?

Ignore it. That's what all the article experts I've contacted are doing.

Rebecca Morgan, editor of SpeakerNetNews, the excellent ezine for speakers at <http://tinyurl.com/3a2jgb>, gives the best explanation I've seen:

"Stopping this would be a full-time job. There is no way to contact the owner from the site, so you have to look them up in Whois.com. They are often located in Eastern European countries or Asia. Emailing them gets no response. Contacting their ISP to take down the site will just mean they'll be live from another site the next day."

Eric Gruber of <http://www.articlemarketingexperts.com/> agrees.

"I've been getting a lot of questions like that lately. And I tell them that if their articles are on About.com and MarketingProfs.com, what are they worried about? These other sites do not generate traffic from their prospects."

Good point. Besides, what are the chances a prospect would email you and point out to you that your article appeared on a yucky site where they were lurking? If they did read your article and click through to your website and maybe even buy something, their money is as good as anybody else's.

If you want to learn more about how to set up Google Alerts so you can stay on top of what people, including bloggers, are saying about you, and where your articles are showing up, click here to continue reading, and watch the cool video on how to create a Google Alert: <http://tinyurl.com/2d9wkz>

Not worried about where your articles are showing up because you aren't writing them? It's time to start. If you can't write, download the incredibly easy template I've provided. It comes with the CD or electronic transcript titled "How to Write How-to Articles for Newspapers, Magazines & Trade Journals."

Click to continue reading more about what you'll learn at <http://tinyurl.com/dnxhb>

Your Own National TV Show

October 9, 2007

Wishing and hoping for your own show on national TV?

Stop waiting for an invitation to audition. Instead, create your own show on your cable TV company's public access channel.

That's what foodie Dave Lieberman did when he was a student at Yale University. On his show "Campus Cuisine," he demonstrated how fellow students could cook like a gourmet on a shoestring budget. One segment, for example, showed how to whip up a smoothie using dining-hall fruit.

The show gained a cult following, with many students clamoring for recipes they could cook to impress a date. Students passed around tapes of his show, and his fame spread from the campus in New Haven, Connecticut to the studios of the Food Network, where 27-year-old Lieberman now stars in his own popular cooking show "Good Deal with Dave Lieberman."

Taking advantage of the public access channel, where you don't pay for air time, gives you invaluable experience in front of a camera. You can make your mistakes before a relatively small audience, and learn as you go. When you're ready for the next step, you can take your show nationwide by buying leased access time in TV markets large or small.

Using leased access lets you target specific cities during specific times of the day or night. Buying air time in 20 small, inexpensive markets throughout the U.S. can generate as many viewers as buying air time in one large expensive market like New York City.

Robert Smith has been using this strategy for himself and his PR clients. During a teleseminar I conducted with him, he explained how he did it. "How to Create Your Own National TV Show for Less Than \$400 a Month" walks you step by step through the entire process.

It's available as a CD or electronic transcript, and as soon as your order has been approved, you can download the handout that lists more than 50 story ideas. Click here to continue reading more about what you'll learn: <http://tinyurl.com/y4by43>

Confused about how to create your own video? Don't be. My friend, Tom Antion, walks you through the entire process, from the best video equipment to buy to tips for making your video look like it was created by a professional. Learn more about his 2-CD set at <http://tinyurl.com/y3b6wj>.

Replay of Teleseminar for Authors

October 23, 2007

More than 500 authors, wanna-be authors, writers, publicists, speakers, coaches, experts and other Publicity Hounds were on last night's call and heard me interview Tom Antion and Adam Witty about how authors can sell lots of books and related products online.

If you missed the call, you can listen to the replay at <http://www.GreatInternetMarketing.com/joan.htm>

It was 90 minutes of solid content, including these tips:

- Authors, or anyone else for that matter, don't have to spend several thousand dollars on a website. Tom explained how you can create a simple website for under \$100. (This is not a typo.)
- Even fiction authors can set up lucrative membership sites. Adam said: "As a fiction author, people care about not just what you write about, but what you think, breathe and eat. They care about other books you're reading." Smart fiction authors are creating fan clubs and charging from \$19.95 to \$29.95 a month to join. In return, fans receive a monthly newsletter. They get sneak previews of new books the author has written. The author even asks the fans for feedback on things like the title or subtitle of their new book, or plot development.
- Smart authors repackage the content of their books and create spin-off products such as CDs, DVDs, ebooks, special reports, home study programs, and teleclasses. They create a higher-priced product and call it a "system," a "method" or a "kit." Then they create an even higher-priced mentor program. They are always upselling and never use their book as their primary revenue generator.

Listen for hundreds of other tips that explain Tom's and Adam's three-pronged approach to making books and other products fly out the door:
<http://www.GreatInternetMarketing.com/joan.htm>

Their ideas work equally well for many other kinds of products, not just books.

Confusing Social Networking

October 30, 2007

I don't know about you. But when I read about all the opportunities to do social networking, I feel like a rat in a maze.

It's all I can do to keep up with the emails and invitations from my MySpace and LinkedIn friends.

Then there's Twitter. Gather. SmugMug. Wetpaint. StyleHive. ShoutWire. Furl. MeetUp. Frappr. Flickr. 43 Things. Ma.gnolia. WikiHow. Del.icio.us. Reddit. And Ning.

Some of them look like typos. Others I don't know how to pronounce. My eyes glaze over just reading the list. Do yours?

If so, don't miss my teleseminar series on "How to Create a Media Plan." It includes a segment by Internet marketer Don Crowther, who identifies the top 7 social networking sites or tools that we should work into our plan.

Convinced social networking isn't for you? Don will change your mind by the end of the hour.

The entire teleseminars series is available as CDs, MP3 files on a CD, or electronic transcripts. Read more about what you'll learn at <http://www.PublicityHound.com/MediaPlan.htm>

When Writing a Book is a Bad Idea

October 30, 2007

Heather Gallegos says it's a shame that so many women won't visit day spas because they're intimidated by the way they look sans clothes.

So she decided to write a book to bust day spa myths and explain that nobody cares what you look like at a spa. Besides, lots of other women are relaxing with cucumber slices over their eyes and can't look anyway.

Heather, a marketing business consultant to the day spa and medical spa industry, attended Steve Harrison's Quantum Leap program last November for authors, speakers and experts because she wanted the book to be a success.

She learned rather quickly, however, what successful authors already know. The book must upsell readers to other products and services that she didn't have. That convinced her to put the book on hold and start creating products.

"The Quantum Leap coaching program was one of the best investments I ever made because it saved me a lot of time and alot of money publishing a book I wasn't ready to publish," she said.

Fast-forward to last week, when Heather approached me to help her create a training program that teaches day spa and medical spa owners about publicity. I said yes immediately because we're a perfect fit. We'll decide next week exactly what it will entail.

In the meantime, other authors, speakers and experts who don't want to make the mistake Heather almost made, or who want to take a quantum leap in their careers, have until 6 p.m. Eastern Time tomorrow, October 31, to apply for this year's program. Only 65 people will be accepted. Click here to read more about what the program can do for you: <http://tinyurl.com/293jk8>

If all you care about is selling books, consider attending Steve's "Sell Books by the Truckload" event in Philadelphia Nov 8-10. Southwest Airlines serves Philly, so you can save on travel. Click here to read more about what you'll learn: <http://tinyurl.com/yvbtky>

Google Alerts' Big Payoff

November 13, 2007

Google Alerts might well be the most valuable online tool you can use in your publicity campaign.

Just ask publicist Renee Young, whose client, Dr. Amiya Prasad, a New York City plastic surgeon, appeared on a two-minute segment on this morning's "Good Morning America" as a result.

Google Alerts is a nifty service that notifies you as soon as something appears online about your area of expertise.

Renee went to <http://www.google.com/alerts> and created a Google Alert for "plastic surgery" so she could pitch her client and piggyback off related breaking news events. Google scans news stories, blogs, websites, videos and even user groups to find information related to "plastic surgery" and emails her whenever it finds something.

Yesterday, Google alerted her that Donda West, mother and manager of hip-hop star Kanye West, had died, possibly of complications from cosmetic surgery.

"I dropped what I was doing and got on the phone to pitch my doctor as an expert to the national morning shows and local television news," said Renee, of Renee Young & Associates in Scarsdale, New York. "Three hours later, I was in my client's office with a crew from Good Morning America."

Here are other ways to use Google Alerts:

- To find bloggers who are writing about your topic, so you can post comments at their blogs, or pitch them.
- To find journalists who cover your area of expertise. Once you know the name of the journalist who wrote a particular story, you can do even more research on them before pitching. How? By creating a Google Alert for their name.
- To get up to speed quickly on hot topics.

If you haven't created Google Alerts yet, get going. Then, while you're waiting for your information, learn more about how to get yourself or your PR client onto shows like "Good Morning, America," the "Today" show and "Fox & Friends." My CD and electronic transcript on "How to Get Booked on the Morning TV Talk Shows" explains how to pitch each show, what they're looking for, and how to make your pitch stand out from the thousands of other people who are pitching.

Click here to continue reading more about how to score a publicity coup on these shows: <http://tinyurl.com/ab86x>

Those Annoying Follow-up Calls

November 27, 2007

Before you make your next call to a journalist to follow up on something you sent, read the article at <http://tinyurl.com/343etg>

It was written by Washington Post humor columnist Gene Weingarten, and it's a perfect example of what it's like to be on the receiving end of those annoying follow-up calls from PR people.

I know. I took calls like that during my 22 years in the newspaper industry, and they drove me crazy.

Here are some quick tips for following up:

- Journalists say they hate follow-up calls. Truth is, they hate follow-up calls like the ones Gene Weingarten writes about. If you follow up to offer an additional piece of information only for that journalist, or to suggest an idea for a photo to accompany your earlier story pitch, the journalist might welcome your call.
- Never, ever follow up to ask journalists if they received your press release and if they know when it will be printed. They won't drop what they're doing to talk to you, and they'll quickly brand you as a pest. (Why do PR firms keep doing this?)
- You may have to follow up as many as seven times, using a combination of phone and email, before you hear back. If, after seven follow-ups, you hear nothing, stop calling and emailing.
- If you follow up and hear nothing, never assume the journalist isn't interested. Sometimes, a reporter will print your email message; toss it into an "ideas" folder, then return to it two years later on a slow news day.

Author Jill Lublin interviewed journalists for their best suggestions on following up, and she discussed them during a teleseminar I conducted with her called "Failproof Ways to Follow Up." It's available as a CD or an electronic transcript that you can download and be reading as soon as your order has been approved.

Read more about what you'll learn at <http://tinyurl.com/bmyn7>

Thanks to Publicity Hound Meredith Hamilton of Expert Communications in Clearwater, Florida, for letting us know about the Washington Post article.

Don't Drink from Hotel Glasses

December 1, 2007

The next time you stay in a hotel, you'll think twice about drinking out of the glasses and coffee cups if you watch the 4½-minute video at http://www.liveleak.com/view?i=a7f_1194813218

It's an I-team investigation from a TV station, presumably in Atlanta, Georgia. The team took hidden cameras into guest rooms at three major hotels--Embassy Suites, Holiday Inn and Sheraton Suites. In all three instances, housekeepers never used soap and water to clean dirty drinking glasses and coffee cups.

The Holiday Inn simply rinsed the glasses under running water in a dirty sink and left them to dry.

At the Embassy Suites, a housekeeper put a used glass inside the dirty sink, sprayed a blue liquid on it, and then dried it with a cloth. She held it up to the light to make sure it looked squeaky clean.

At the Sheraton Suites, a housekeeper also used spray from a bottle to clean a glass, then picked up the guest's used washcloth from the sink, smelled it, and wiped the glass with the washcloth. As for the rubber gloves on her hands, well, you'll have to watch the video to learn where those gloves had been just before they touched the drinking glasses.

I don't know when this report was first aired. But what's so remarkable about it is that in all three cases, when asked to comment, the hotel management never fessed up to any wrongdoing, even though they were caught on camera and admonished by the local health officials. A spokesperson from the Sheraton refused to comment, saying "It's too controversial an issue."

Clarence Jones, a former TV and newspaper investigative reporter, says that in cases like the one above, attorneys will almost always advise clients not to comment. And that, he says, is bad advice. He was my guest during a teleseminar called "In a Media Crisis, Your Lawyer Will be Wrong," available as a CD. Read more about what you'll learn at <http://tinyurl.com/zu7td>

Can't Write? "Talk" Your Book

December 5, 2007

No more excuses for not writing a book.

Adam Witty says that if you can't string a noun and a verb together on paper, but you can talk up a storm, and you're an expert on a particular topic, there's no reason you can't "talk" your book.

His company, Advantage Media, works with authors who love to write as well as those who either don't write, or simply cannot but want their own fiction or non-fiction book.

How does he prod authors to get what's in their brains onto the pages of a book? An interviewer sits with the author, sometimes for several hours, and conducts an interview. From there, ghostwriters and editors handle the project, and the author emerges with a book--and quite possibly a best-seller.

The big advantage?

An author who struggles with writing no longer has to tie up from three to five years learning how to write, then write the book and rewrite it.

On Monday night, during our 90-minute teleseminar, Adam explained how to "talk" the basics of your book in less than a week. He stayed on the line for 20 minutes longer than he promised and answered many questions from listeners.

That's one of the reasons Karen Hannon of SpotlightRichmond.com emailed us afterward to say: "I've have been on several calls lately and most have been an hour-long sales pitch. I thought your call was different--so much better. Adam, you sold yourself by being yourself and giving a lot of good information."

If you missed it, that's OK. We recorded it for you. Listen to Adam teach you "How to Write and Publish a Book Quicker and Easier Than You Ever Imagined" at <http://www.advantageteleclasses.com/joan>

Bloggers and newsletter editors, do your readers a favor and share this link with them.

More "Best of" books:

Read "The Best of The Publicity Hound's Tips of the Week of 2006" at <http://www.on2url.com/app/adtrack.asp?MerchantID=20214&AdID=281273>

Read "The Best of The Publicity Hound's Tips of the Week of 2005" at <http://www.on2url.com/app/adtrack.asp?MerchantID=20214&AdID=224710>

Other Resources The Publicity Hound Highly Recommends

Click on the titles below to visit these websites that will offer more help, depending on what you're trying to do with press releases and publicity.

[Capture Email Addresses](#)

Before you start writing press releases, be sure you capture email addresses at your website by giving away a free report, or a list of tips or other information. The best tool is the Hover Ad Creator. Your webmaster can install this HTML coding on your website. I used this to create the box that pops down from the top of the screen at my website at PublicityHound.com

[ContactAnyCelebrity.com](#)

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.

[ExpertClick—Yearbook of Experts Online](#)

If you're an expert, this is the resource guide you must be in because print, broadcast and Internet reporters use this to find expert sources on a wide variety of topics. A subscription also lets you post up to 52 press releases a year. And the releases are picked up by the Google and Yahoo news feeds. This is the service I use, and I love it. They'll give a special discount to anyone who says "The Publicity Hound sent me."

[Gebbie Press](#)

If you can't afford expensive media resource directories, the All-In-One Directory is the next best thing. Includes lists of daily and weekly newspapers, radio and TV stations, magazines, trade press, ethnic media, and more.

[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.

[Hitslink](#)

This is the statistics program I use to learn who visits my websites, how they found me, how they navigate my site, and if they buy.

[Internet Association of Information Marketers](#)

If you like my business model of a great website, an opt-in email list and kick-butt products, and you want to enter the world of Internet marketing, or sell more online than you already are, join the Internet Association of Information Marketers. You'll have monthly access to Tom Antion, my Internet marketing mentor, and you'll be able to post questions to a

discussion board and participate in helpful monthly teleseminars, for as little as \$15 a month.

Internet Marketing

"Click," 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.

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. It's also a great idea to send people to specific landing pages from your press releases so you can track results.

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.

Overture Keyword Suggestion Tool

I use this free tool to do keyword research when I'm in a hurry.

PRWeb

This is my favorite press release distribution service if you're sending fewer than about 8 press releases a year. (If you're sending more, you'll get greater value with [Expertclick.](#)) Write the release yourself and they'll distribute it, or they'll write it for you.

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's free, and 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.

WordTracker

Find the best keywords for your website, press releases and articles. Amateurs guess. Professionals know. With WordTracker, you'll know which are the best keywords to drive more traffic.

Free Stuff from The Publicity Hound

[The Publicity Hound website](#) is chock full of free information to help you generate free publicity for your product, service, cause or issue

- Looking for a publicist, someone to write your press releases, or a writer to ghostwrite articles for you? [The Publicity Hound's Resources List](#) features experts who sell products and services to help with many aspect of your publicity campaign.
- Need Download a free sample chapter of my e-book ["How to be a Kick-Butt Publicity Hound"](#)
- Subscribe to "The Publicity Hound's Tips of the Week" ezine and receive free the handy checklist "89 Reasons to Send a News Release." [Sign up](#) in the box that comes down from the top of the screen.
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- Read the columns I wrote for Entrepreneur.com at <http://www.Entrepreneur.com>
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