

PR Basics for Your Entrepreneur Success- Part I

Are public relations a big mystery to you? Have you avoided creating your PR plan because you just don't know where to start? Well the good news is most PR is free and I'm going to show you how to begin. Here are 3 success tips that you can implement RIGHT now to get the exposure you need to be seen as an expert and to become a "go to" person in your field.

Success Tip #1. Know What You Want to Say and Who You Want to Say It To

What is the main point you want to get across? My example is "Self employment is the best road to happiness—you absolutely can be paid to do the things you enjoy doing."

Who are you talking to? Is your ideal customer/client within your local geographic area or are they national? Get clear on who you love to serve. Individuals or businesses. Consider demographics – gender, age, income level, educational level, etc.

Success Tip #2. Define which media you want to approach –what are your customers/clients reading and listening to?

Which magazines, blogs, ezines are they reading? What radio stations or podcasts do they listen to? Which social networking (Facebook, Linked In) groups are they participating in? What has got their interest right now? What problems do they have?

Success Tip #3. Create your own media list.

Here are great resources to get you started.

The Internet Public Library (<http://www.ipl.org/div/news>) lists newspapers for each state and all over the world. You can also choose subject areas and find blogs and groups you may want to get active in.

Technorati's Top 100 Blogs (<http://technorati.com/pop/blogs>)

TVA Productions provides a media directory on their site with listings of major networks and cable programs. Once you identify those you're interested in, you'll need to Google to get current contact information.

MediaOnTwitter bwiki (<http://www.mediaontwitter.com>)

This tool can help you find specific media contacts. And don't be afraid to pick up the phone to call and ask for the appropriate contact person's email address.

Bacon's Media Directories

You can find these directories in the library –one for newspapers, one for magazines, one for TV/Cable, one for Internet –they're pricey at about \$495 each so you probably don't want to get your own unless you're doing a lot of research and "pitching".

More to come in Part II about what a “pitch” is and how to do it. Building your list takes time – and it is time well spent. PR is a powerful, free, strategy to build your credibility and get known.

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Ann delivers smart, simple ways for people to acknowledge what they love to do and do more of it. Her articles, products, and books have motivated and inspired readers in numerous print and online publications. She regularly leads coaching programs, tele-seminars and live retreats, bringing the message to audiences internationally that living a passion-based life will bring prosperity and success.

She was recently selected from a nationwide search to be featured in Discover Your Inner Strength. The book features best-selling authors Stephen R. Covey (Seven Habits of Highly Effective People), Brian Tracy (Million Dollar Habits), and Ken Blanchard (One Minute Manager).

<http://www.authenticlifeinstitute.com/selfemployment.htm>