

mei-ster:  
Suffix denoting  
a professional  
practitioner

# ProfitMeister

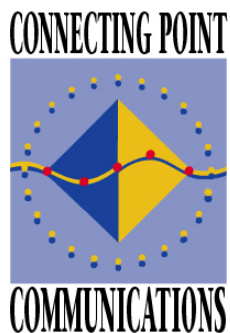
M A X I M I Z I N G   Y O U R   M A R K E T I N G   M O N E Y

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"You took the confusion out, gave me a simple plan I could follow and made the whole Online Media Room process easy."

Cynthia Morris

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## Online Media Rooms Sizzle

**Launch your OMR easily and quickly with a three-item starter kit that starts your publicity campaign**

You're smart, savvy, a business woman experiencing the success of your latest entrepreneurial venture. Your firm has product positioning and you care about making a difference for your community and your world. Sound familiar? Consider this: even though you're busy you know you must do more to get the word out and keep people coming in. After all, your competitor just had some major publicity.

Like you, my clients present products and services in a competitive arena. While they have solid offerings, there's no expectation of instant fame or fortune. What they are searching for is a way to tell their story more effectively.

Getting the word out in 1988 meant you hired a public relations (PR) firm or an advertising agency; the success of traditional media 20 years ago promotes significant myths that fail to serve business today: Myth: If I get to the right reporter, they'll do a feature story and I'll be quoted in USA today; Myth: If I present the perfect hook (or find someone who can do that for me), I'll be invited to be on Oprah and my business will take off; and Myth: If I get enough press releases out there, we'll get publicity.

Dismiss these myths once and for all. Thanks to the transparency of the Internet, you don't have to hope for the big break; you can control your own publicity destiny with an online media room. If you

identify with any of these situations, the online media room is for you:

- ◆ *Amy, held hostage by her webmaster, had to get the word out about five new products fast.*
- ◆ *Cheryl launched a new website complete with product offerings; her viral marketing component began to build.*
- ◆ *Mary needed to expand her product beyond the home school market;*
- ◆ *Jenny, already successful at engaging the media, wanted to capture the public with her new book.*

Case studies like these offer value; these women (not their real names) participated in producing an online media room. Their starter kit stories prove you can take control of your own public relations and easily repeat their success. The starter kit includes items which you already know and for which you have information.

### Starter kit items

Uncomplicated do-it-yourself media rooms seem like an idea whose time has come. Your starter kit contains three items which non-media professionals can easily pull together: 1) news release, 2) fact sheet and 3) Biographical sketch

Each of these pieces adds to the credibility of your firm, providing information you want known to your potential customers, employees, media, stakeholders such as in-

“The main way of finding products is through Internet search. Your Online Media Room will pay significant dividends for your firm.”



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vestors, and the general public. One article in one magazine can pay huge dividends for years to come. So, let's take a look at what each piece can do for you.

## News releases

News releases, the anchor for your media room, are also the element that changes most frequently. For that reason, small business owners tend to shy away, protesting the time required to coordinate and write, or fearing that the stories at their firm might not be noteworthy. A basic news release can be relatively easy to assemble and serve the purpose of positioning your business to a diverse audience including current and potential customers, investors, employees and the media.

Rather than selling for your firm, a news release offers an opportunity to share current news, such as an award received, a contract secured, or a paper published. The news release or press release can also give insight into current happenings. As you may know, a news release answers the six journalistic questions: who, what, when, where, why and how. Best of all, it answers these questions succinctly in three to four paragraphs of approximately 150 words.

It may be well worth your while to hire a professional to write the release. He/she can help you position information to make a stronger impact, or unearth an unusual angle to make a story more appealing.

## Fact Sheet

A fact sheet is the second-most important element of your online media room. It summarizes pertinent information about your firm. Items as simple as company ownership, address, web site and customer profile can be included as bulleted points on a fact sheet; in addition, current products, products in development, and specifics on product manufacture, pricing or upcoming marketing events can be listed.

Because of their brevity and succinctness, fact sheets appeal to a variety of audiences and can be customized to fit any number of forms, including talking points for special events. Some large organizations use fact sheets internally to help with positioning and communication; in a diverse organization, everyone knows the same information.

## Biographical sketch

A biographical sketch provides insight into a company with an insightful picture of its chief executive officer. In many cases, the story behind the organization offers a glimpse to its values. Potential customers may identify with the achievements of a founder or the story behind his/her success. When you put this information online, you personalize the company; prospects who want to know more about the background find this satisfying.

In this case, a bio is not a resume; it is a compilation of interesting and informative information presented in three to five paragraphs. Effective bios flow and are written in a simple conversational style. One test is to read your bio aloud. It will quickly be apparent if it flows.

## Putting it all together

There's simply no other way to meet the needs of your market. Responding to a national news story? Post it on the web. Discover that sales happen because of stackable packaging? Let other prospects know with a story about that as well. The online media room creates a container that presents your company to the world and is accessible to anyone 24/7.

Your time spent in the creation of an online media room will pay significant ongoing dividends for your firm. In the lightning-like speed of the Internet make your outline, commit to a completion date and go. Start now.