

mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister

MAXIMIZING YOUR MARKETING MONEY

VOL. 9, #2

Online Media Launches PR

Talk Effectively About Your Company to Media and Others with an Online Media Room on Your Website

Reluctant publicists run many firms. You probably know several such people. If comments like these sound familiar, a reluctant publicist can't be far behind:

- ◆ *"Where do I begin? Who would care about my story anyway?"*
- ◆ *"Running a business takes everything I've got; why, I rarely see my family and you expect me to handle my own publicity? Don't be thinking I can hire it done, either. Not in these times."*
- ◆ *"I talked with a friend who knows somebody at the paper. They wanted some kind of media kit. I've never done one of those."*

The realities of communicating with media seem overwhelming and yet represent one of your company's biggest opportunities. The Internet lets you promote directly to customers. A web storefront with an online media room, a place where you post news information about your company, puts you in charge of your own publicity, thus making for effective communication.

Experts estimate more than 70% of reporters begin their research on the web. Online media rooms position your company to be at the forefront of a campaign simply because your information is available. Naturally, this requires accountability of a different sort:

1. You're in charge

2. You determine the message
3. You set the pace

For the reluctant publicist, the business owner who says "I'm not used to thinking this way," the initial steps can intimidate. Refuse to go there. Instead, think about your product or service and connect with your passion.

You're in charge

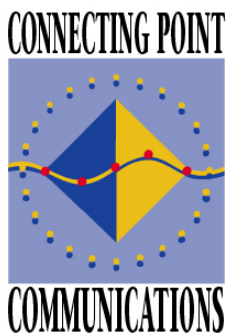
"Once you get clear and focused about what you do best, it's easy," says Karen Van Cleve, Anthony Robbins Results Coach. "Even with a lot to do, I find it's still about coaching. My marketing works when I connect or help my clients connect. For example, one client defined her niche, got clear about who her background could serve, and booked five speaking engagements for March."

Rebecca Keller, author and publisher at Gravitas Publications underestimated her ability to influence. Consistent, standing-room-only crowds at her speaking engagements indicated she had something to say. When she changed her thinking to "How can I get this message to hundreds of people?" her publicity began to shift.

Like Karen or Rebecca, you're in charge. When you decide to generate publicity for your company, your focus causes something to happen. I'm convinced that the decision itself makes a difference.

"You took the confusion out of online media rooms and gave me a simple plan I could follow."

Cynthia Morris
Author, Creative Coach
OriginalImpulse.com



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Building an online media room could seem like an onerous task, but writing one press release to post this week might be doable.

An online media room allows you to communicate directly with your customers and prospects. As you position news about events, awards, and future plans you drive the focus of a variety of audiences including the general public, your employees, stakeholders and, of course, the media.

Your message

Because you produce information for your online media room, you can emphasize key points as appropriate for your company schedule. For example, if your product catalog is delayed, make the PDF available online and then post a news release directing traffic to a particular page.

Casey Hibbard posted stories on her blog about information resources and then linked to them. When her book, *Stories That Sell* launched took a different approach by soliciting feedback from the audience with each post. Many of the tools she outlined were featured in her book. The blog created additional interest and helped generate more sales.

In addition, a Media Room for *Stories That Sell* offers cover art, an author photo, a sample chapter, the table of contents, and a news release about how the book soothes nervous buyers by showcasing happy customers.
(www.storiesthatsellguide.com/media.php)

In a tough economy, Casey has positioned her book as an investment, not an expense.

Gravitas Publications launched an online media room with a concentration on “message” and a plan for each month’s news release. Over the course of a year, Rebecca included newsletters, e-books and blog postings in her campaign. Website hits and sales are up and a Yahoo! group following now totals 1100-plus.

Nothing happened overnight, but by the end of a year she had netted a couple of

feature stories and a published article. Rebecca now has a plan for monthly content and directs other writers to polish and publish for her. Postings on Wiki and other applications give additional traction or visibility to her efforts.

Your pace

The small business owners mentioned in this newsletter face the same challenges as you. Each woman reported non-linear progress to me. Yet, by breaking difficult tasks into small pieces, each made progress.

Building an online media room could seem like an onerous task, but writing one press release to post this week might be doable. Or, gather your photos and develop a punchy biographical sketch. Ask yourself: “What am I trying to accomplish?” The answer to this question points to your highest priority.

“The important thing is to do just one small NEW thing at a time,” Karen emphasized. “If you’re overwhelmed, try shifting the proportion of your work. Do less of the new and focus more on what you do best. You’ll feel calmer and more in control.”

Summary

In a few minutes you can make a detailed list of all the items you might include in an online media room. Then, do one thing each day or each week to move it closer to reality.

To learn more

You can easily begin the process of building an online media room and controlling your own publicity. The special ProfitMeister report, *Tell the World! Step by Step to Publicity: The Starter Kit for Adding an Online Media Room, Press Room or News Center to Your Website* is available for download at www.ProfitMeister.com.



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