



- >Telephone talk - The mission IS the message
- >Speak! Speak! Speak!

#### Media relations- Question

Why you and who cares? Answer - Reporters do!

Believe it or not -You and your business ARE the news!

Are you a business success story? Are you new in business?

Doing an exciting in-store event?

Finished a high visibility project?

Consider these often overlooked PR tactics

- Ø Send your release by e-mail - more print media (papers and magazines) take e-mail releases
- Ø Think AUDIO and VIDEO releases
- Ø Add audio (your voice giving a seminar) and video (a guided tour of your location) to your web site, then give the site address to the media

#### Have a great 30-Second Commercial - The Elevator System

If you stepped into an elevator and you only had a few seconds to convince that important prospect that he should hire you, what would you say? This is NOT the John Hancock building so you only have 30 seconds.

1. Don't use your name and company name first, you can tell them that later
2. Tell them what's in it for them
3. Use a short story about how you helped a client in a similar business
4. Tell them your name the name of your business

In 30 seconds you can persuade someone to get to know you better. Remember to use real language, because business terms can baffle those not in your business - baffled people do NOT make decisions.

Try it out at your next networking event.

It will make you stand out.

#### Telephone Talk - People only know the ONE thing

you do that THEY used you for. Use your voice mail message to

- Ø Tell what else you do
- Ø Change your message weekly with a new offer
- Ø Advertise trade show attendance dates and booth locations
- Ø Give dates and locations for your next speaking engagement

Speak! Speak! Speak!

A great way to get people to know the "real you" and how well you know your business is to speak. Talk about what you know best, yourself, your accomplishments and your business. You will show people Why You and they WILL care!

- Ø Can't speak? Contact Toastmasters to learn how to
  - Think on your feet
  - Give informative talks
  - Be interviewed by the media
  - Develop communication and leadership skills

Check out ([www.toastmasters.org](http://www.toastmasters.org)) and join a group in your area.

Interested in becoming a real professional speaker?

Get the free e-mail newsletter by signing up at

<http://www.speakernetnews.com> and click on "subscribe".

## 2. \*\*\*\*\* RESOURCE REVIEW \*\*\*\*\*

I recommend the following books/tapes on business marketing

"Networking Smart: How To Build Relationships for Personal and Organizational Success" by Wayne Baker

Learn how to foster and maintain relationships with customers, suppliers, prospects and competitors

<http://www.amazon.com/exec/obidos/ASIN/0070050929/custommarketings>

"Speaking Successfully: 101 Tips for Thriving in the Speaking Business" by Ken Braly and Rebecca Morgan

You will learn the basics so you can start

your speaking business with a good foundation. The book, now in paperback, covers such topics as;

- The creation of a demo video
- Dynamic openers and closers to make you memorable
- How to get media coverage.

<http://www.amazon.com/exec/obidos/ASIN/193003900X>

Buy them right now, get them fast and pay a great price. Click

<http://amazon.com/exec/obidos/redirect-home/custommarketings>

## 3. \*\*\*\*\* TIPS AND TRENDS \*\*\*\*\*

Techie in training??? Want to keep up with what's going on with the Internet economy? A new weekly land-based newsmagazine "The Industry Standard" may give you the answers. Check them out at

<http://www.THESTANDARD.COM>. and sign up for four free issues.

4. \*\*\* INSIDER IN-SITE - "Insider" site of the month \*\*\*\*

Now you can plan your advertising to reach your targeted people where they are most likely to be. The following are Nielsen/Net Ratings for the top 5 most visited web sites from April 24-30, 2000

At home surfers

Properties	Audience (000)	Time/person in seconds.
AOL Websites	25,553	12.34
Yahoo	24,286	27.02
MSN	17,648	23.17
Excite	9,959	14.43

At work surfers

Yahoo	13,404	38.04
AOL Websites	12,159	16.57
MSN	10,586	35.15
Microsoft	5,713	09.35
Excite@home	5,713	15.57

Not getting enough e-mail yet? A daily Internet marketing newsletter is available when you sign up at <http://www.digitrends.net>

Want the latest Nielsen Ratings? Get up to date at <http://www.nielsen-netratings.com>. Get get audience measurement services collected from over 38,000 panelists. This is currently the largest sample of at-home web users.

Trying to reach an upscale, educated audience on the Internet? Check out the Scarborough Research Study done last month. It shows that many of this audience IS shopping on the Net. It shows that 60% male, 70% attended college, 65% hold white-collar positions and over 36% earn over \$75K. However 75% of the entire on-line community is still not shopping on-line, just using it for e-mail. Want to know what YOUR business can do to get them to shop? Ask me! E-mail me at [newsletter@marketingcoaches.com](mailto:newsletter@marketingcoaches.com)

Want more stats? Go to [http://www.scarborough.com/scarbny/press\\_rel\\_eshoppers.htm](http://www.scarborough.com/scarbny/press_rel_eshoppers.htm).

That should lead you to the study.

5. \*\*\*\* QUOTE OF THE MONTH \*\*\*\*\*

----> "If you can't say what you do in less than 10 words you don't know what you do. If you can say it but no one is interested, your message is wrong. If you get interest but can't get a 'that's for me,' you probably started talking about yourself. If you got a 'that's for me' but no opportunity for a follow-up you probably just didn't ask."

From Robert Middleton's newsletter - Palo Alto California

6. \*\*\*\*\* FUNNY STUFF - Quips and quotes \*\*\*\*\*

Only in America do we use answering machines to screen calls and then have call waiting so we won't miss a call from someone we didn't want to talk to in the first place

7. \*\*\*\*\* SURVEY ON LINE\*\*\*\*\*

To provide just the info you need, I would like to know how many of my readers are

- Business-to-business
- Retailers
- Business-to-consumer
- Service businesses and consultants

Please e-mail me at [info@marketingcoaches.com](mailto:info@marketingcoaches.com) and just put your type of business in the BODY of the message (not subject). Thank you.

8. \*\*\*\*\* SPEAKING OF MARKETING \*\*\*\*\*

Speaking of Marketing" - My upcoming Seminars  
Northwest & Schaumburg Chamber (NSACI)  
July 7th - 7:30 a.m. - 9 a.m.  
Consultants and Trainers Group Meeting  
I will speak on "How To Establish Yourself As An Expert"  
For information, call NSACI at (847) 517-5110

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