



**The Best of
“The Publicity Hound’s Tips of the Week”
of 2011**

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

Excerpted from the popular weekly newsletter

By Joan Stewart, The Publicity Hound®

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The Publicity Hound

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About the Author



Publicity expert Joan Stewart, aka The Publicity Hound, shows you how to use traditional and social 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.

Her 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 she knew she wanted to be a newspaper editor. She eventually worked as a reporter and then an 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 newsletter “The Publicity Hound’s Tips of the Week” at <http://www.PublicityHound.com>. The newsletter, read by publicist and self-promoters everywhere, shows you how to build and maintain strong relations with the print, broadcast and online media.

She is the author of three ebooks, and her commentary on publicity topics has been included in more than 60 books about marketing, publicity and small business.

Joan is past president of the Wisconsin Chapter of the National Speakers Association. She has created more than 100 educational tools, from special reports and ebooks to CDs and webinars, 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 and link to the page where your readers can download the ebook.

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Twellow: The Twitter Power Tool

Jan. 12, 2011

Since I wrote about Twellow, the Twitter Yellow Pages, two weeks ago, I've had more time to look around at the site.

And I've discovered six ways to use this Twitter power tool. You can:

--Place yourself in up to 10 topical categories. I had no trouble coming up with 10. You won't either. (Follow me on Twitter at <http://www.Twitter.com/PublicityHound>)

--Create an Extended Bio with up to 2,000 characters so you can better explain what you do. What a great feature!

--Include valuable links, with anchor text, in your Extended Bio. Send people to your website, blog or social media profiles.

--Use Twellowhood, the giant map of the world, to find Twitterers in any city.

--Use Twellow's Advanced Search function to find other types of Twitterers very quickly.

--Use Twellow stickers on your website or blog.

I explained all of the above at my blog, and once you see the screenshots of what I've done with my Twellow profile, I think you'll be convinced that you belong here, too. Take a look: <http://publicityhound.net/?p=7621>

If you're not tweeting yet, or you've been on the site for awhile but you just aren't gaining any traction, I can help. During the webinar "Twitter for Beginners: A Step-by-Step, Can't-Fail

System for Experts and Influencers (and Those Who Want to Be)," I explained everything from recommended Settings to how to write enticing tweets that encourage your followers to retweet them. Learn more about how to access the video replay and handouts at <http://www.publicityhound.com/publicity-products/marketing-tapes/twitterforbeginners.htm>

Update Your Bios

Jan. 12, 2011

Start the new year off right by updating all those bios that are sprinkled throughout the Internet. Here are some places to look:

--LinkedIn. Is your profile 100 percent complete? If not, you're not making it as easy as possible for people to connect with you.

--Your Google profile. It can become outdated very quickly. If you don't have one yet, create one at <http://www.google.com/profiles> (Editor's Note: This is now Google+.)

--EzineArticles.com and other article directory sites. That bio you created six years ago could be embarrassingly out of date.

--The online press room at your website.

--The "About Me" section of your blog.

--Bios at websites for the professional interest groups and industry associations where you're a member.

That's just a start. I know you can think of more.

If, while updating your bio, it dawns on you that it's drier than sawdust, check out my "Special Report #46: Tips for Rewriting Your Boring Bio" at <http://www.publicityhound.com/publicity-products/reports.html>

You'll find sample bios and tips galore on how to make yours come alive.

Heads Up for Event Publicity

Jan. 18, 2011

When planning your next event, nail down all the details early enough to generate maximum publicity, particularly in magazines with long lead times.

If your event is at the end of the month, you'll need even more time for publicity.

That's what I discovered when doing publicity for my garden club's day-long gardening seminar, planned for Feb. 26. We didn't finish the registration page at our website until the end of December which seemed like enough time--a full two months before the event. But to get the event listed in several local magazines, the page should have been completed by Dec. 1, the deadline for inclusion in the Feb. issue.

Luckily, we're still able to rely on lots of online calendar directories, where we've posted the event.

You can, too.

I explained them all, including my picks for the Top 10, during the webinar "50+ Places Online to Promote Your Live or Virtual Events to Reach Your Target Market & Pull Sell-out Crowds." The handy cheat sheet that accompanies the video replay lists the several dozen places, and it will save you valuable time when doing publicity for your next event. Find out more about what it includes at <http://www.PublicityHound.com/events.htm>

How to Avoid Corrections

Feb. 8, 2011

The next time you're ready to send a press release, post an article to an online directory or publish a blog post, make sure it's error-free.

Mistakes are a bigger problem than you might think. The Sheboygan Press in Wisconsin, where I worked as the editor, says at its website that one-third of the corrections it prints are due to incorrect information in press releases and from sources. One third!

Here are six tips on how to avoid corrections:

--Ask someone else to proofread your work. Every editor needs an editor.

--Tell your proofreader to actually call the telephone numbers that appear in the release, and type website URLs into a browser window to make sure they are correct.

--Make sure dates are consistent. If the date of an event is Feb. 12 in the headline, is it Feb. 12 in the body copy?

--Don't rely on spell-check. If it's supposed to be "their," and the release says "there," spell-check won't catch it.

--Double-check the spelling of all names.

--Use the Associated Press Stylebook at <http://www.apstylebook.com/>, the essential tool journalists use to determine things like the correct names of government agencies, whether certain words should be capitalized, and when names of groups should be abbreviated, like AARP.

What if you learn you've erred AFTER you've sent your press

release? Read more about "6 Ways to Avoid Errors in Press Releases, Blog Posts" at my blog at <http://publicityhound.net/?p=7782>

The Power of LinkedIn Groups

Feb. 8, 2011

With a few exceptions, the Groups function on Facebook has proven to be a time-waster if you're using Groups primarily to promote your expertise and your business.

That's because Groups have turned into a haven for spammers. Unless a Facebook Group is really serving your needs, you'd be wise to spend the majority of your time on your Fan Page.

Not so on LinkedIn.

Wayne Breitbarth, an expert on how to use the world's top business networking site, says his research shows that LinkedIn users rate Groups as the second most important part of LinkedIn. People-searching is rated the most useful function.

Groups are very easy to join, and Wayne recommends that you join 50, the maximum number LinkedIn allows. Here's why:

--It will be easy for people to find you.

--Joining Groups in which your customers, suppliers or vendors hang out is a way to connect, answer questions and share expertise and resources.

--You can promote an event you're hosting to a group of people who have the same interests, even if they aren't connected to you. I get lots of LinkedIn invitations from people who I meet in Groups.

Still need convincing? Let Wayne walk you step-by-step through the site. Watch the webinar replay of "Your LinkedIn Power Formula: How to Make Killer Contacts, Pull Crowds to Events, be a Star in Your Industry & Track Down Leads Like a Bloodhound."

You can access the video replay and the 12-point checklist on how to use LinkedIn to promote your events. You'll also be able to download Wayne's tips on how to make the most of LinkedIn in **just 15 minutes a day**. Click here:

<http://www.Publicityhound.com/publicity-products/marketing-tapes/linkedinpowerformula.htm>

Cool Tool for Local Publicity

March 22, 2011

Here's another hyper local website to add to your publicity toolbox.

EveryBlock at <http://www.EveryBlock.com> is perfect for publicizing local news in bigger cities and also finding other local blogs and media outlets you might not know about.

MSNBC bought it in 2009 and unveiled the new version yesterday. It operates in 16 cities mostly on the east and west coasts: Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, Houston, Los Angeles, Miami, New York, Philadelphia, Portland, San Francisco, San Jose, Seattle and Washington, D.C.

EveryBlock offers news down to the block level and encourages collaboration among neighbors. Enter any address in one of those cities and you'll see news articles, blog coverage, crime reports and a wide variety of other local information, all updated throughout the day. You can also submit your own news, which they don't edit.

You'll find three main types of news:

--Civic information, including building permits, crimes, restaurant inspections and more. In many cases, this information is already on the Web but buried in hard-to-find government databases. In other cases, the data hasn't been posted online, but EveryBlock gets it through government agencies.

--News articles and blog entries, including information from major newspapers, community weeklies, TV and radio news stations, local specialty publications and local blogs. If you find a local blogger on that site who you didn't know about, you can start pitching that blogger when you have local news to share.

--Fun from across the Web, including local photos posted to the

Flickr photo-sharing site, user reviews of local businesses on Yelp, and lost-and-found postings from Craigslist.

This site is perfect for news from clubs and civic groups, schools, nonprofits, churches, political campaigns, neighborhood groups, etc., because it offers customizable RSS feeds for every block, zip code and neighborhood in each city it serves. Sign up for a free account and you can receive email updates. Read the FAQ page at <http://www.everyblock.com/about/faq/>

I added EveryBlock to the long list of "50+ Places Online to Promote Your Live or Virtual Events to Reach Your Target Market & Pull Sell-out Crowds." Find out how to access the webinar replay, and the handy cheat sheet that lists all the websites, <http://www.publicityhound.com/events.htm>

News Powerhouse You're Not Pitching

March 29, 2011

Quick. Find your media hit list--the list of media you have pitched recently either for your own story idea or for a PR client.

Now, scan the list. I'll bet you a bag of dog treats that the Associated Press isn't on the list.

PR people frequently forget this news powerhouse. Yet the AP was ranked first in terms of how often their reporting is cited on Google News and Google Blogs, according to a chart compiled by Nate Silver, a New York Times blogger who loves analyzing statistics.

I found the chart eye-opening from a PR perspective, and many times, I've reminded Publicity Hounds that they should remember to pitch the AP if they have significant news stories or photos to share. While the AP gets most of its content from its own member newspapers, it likes a scoop as much as other news outlets.

So how, exactly, do you pitch the AP? You'll find some valuable tips in a video the AP produced for Publicity Hounds. It's at my blog, along with the chart showing influential media:

<http://publicityhound.net/?p=8084>

Don't forget to follow up after you pitch!

Jill Lublin, who interviewed dozens of journalists on exactly how they want you to follow up, explained their tips when she was the guest expert during a teleseminar I hosted on "Failproof Ways to Follow Up After Sending a News Release or a Story Pitch." Learn more about what we discussed and how to access the recording or transcript at

<http://www.publicityhound.com/publicity-products/marketing-tapes/failprooffollowup.htm>

How to Create a Facebook Link

April 5, 2011

You've written a fabulous status update for your Facebook page, and you want to share the link on other social media sites, or in your newsletter.

But you don't want to give people the URL to the fan page, and then force people to hunt for the status update on the Wall. What do you do?

You share the unique link for the status update, of course. But Facebook doesn't make it easy to find unless you know where to look.

Simply click on the time stamp below status update. It might say something like "9 hours ago" or "Saturday at 8:52 am."

After you click, go to the browser window, and cut and paste the link.

That was one of dozens of tips that Facebook expert Mari Smith shared during the webinar I hosted on "33 Ways to Attract Facebook Fans, Provide Sterling Content & Keep Them Coming Back for More." You can access the video replay and the handouts at <http://www.publicityhound.com/facebookpages.htm>

Your Twitter Lists

April 20, 2011

Frustrated that you aren't getting in front of the right experts and journalists on Twitter?

Do you have too few quality followers?

Is hardly anyone retweeting your fabulous content?

You can change all that by using Twitter lists. Here are three ways to use lists:

--Save hours of time researching journalists, broadcasters, Internet radio hosts, freelancers, beat reporters, editors and others by looking for lists that other people on Twitter have created. Within seconds, you can even find lists of journalists in specific cities.

Want to get in front of influential bloggers who write about a particular topic? Save hours of time by finding them on Twitter lists that other people have created. (You can do this even if you aren't tweeting.)

If your favorite journalists, or journalists who you want to notice you, are on Twitter, and you have a Twitter account, create a "(Fill in the blank) Journalists" list and add them. If you have a food-related story to pitch, for example, and you want to get in front of food journalists, add them to a "Favorite Food Journalists" list.

And then let them know you've done so. They'll be flattered. This is a great way to start a relationship with journalists before you pitch them.

You'll find two more ideas at my blog at <http://publicityhound.net/?p=6929>

And you can access the video replay of a webinar I hosted on "How to use Twitter Lists & Directories to Generate Publicity and Build Your Brand" at <http://www.publicityhound.com/publicity-products/marketing-tapes/twitterlists.htm>

Your Sneaky LinkedIn Profile

May 3, 2011

Certain LinkedIn "gurus" have been teaching a sneaky little trick on how to capture first-place listings on LinkedIn when somebody is searching for a business person with your expertise.

They tell you to stuff keywords and keyword phrases into your profile, to the point where it's obnoxious.

When LinkedIn finally wakes up and realizes what's happening, it might slap down the offenders in the rankings, much like Google does when it finds people trying to game the system. Or it might simply disable the account. If you have one of these sneaky profiles, don't let this happen to you.

Even worse, these profiles look disingenuous and unethical. LinkedIn expert Wayne Breitbarth says visitors who read your keyword-stuffed profile will know in an instant what you're trying to do and they might wonder, "If this person is trying to trick LinkedIn, who else are they trying to trick?"

Publicity Hounds flooded Wayne and me with compliments after the webinar I hosted with him in March. They asked me to bring him back for another webinar on how-to tips for LinkedIn profiles, Groups and advanced search. I did.

You can access the video replay of "Your LinkedIn Power Formula Part 2: Advanced Strategies for Writing a Killer Profile, Cashing in on Groups and Creating Company Pages" at <http://www.publicityhound.com/linkedinpowerformulapart2.htm>

Patch Wants More of Your Content

May 24, 2011

If you need local publicity, and you live in one of 19 states or the District of Columbia, Patch.com is almost begging for your pitch.

A memo from Patch editor-in-chief Brian Farnham to all his editors outlines a plan to increase traffic by increasing article production.

Patch covers California, Connecticut, Florida, Georgia, Illinois, Iowa, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, South Carolina, Virginia, Washington and Wisconsin.

It loves news about new businesses, community events, local government news, crime news, items for the events calendar, columns from local residents and government officials, news tips, and the all-important and often overlooked photos and videos.

This is the perfect time to pitch Patch for another reason. AOL Inc., which owns Patch, is launching 33 sites in New Hampshire, Iowa and South Carolina, key states that play an early role in the U.S. presidential election.

Here are six tips on how to pitch Patch:

<http://publicityhound.net/?p=8512>

Three Nook Books in One Weekend

May 31, 2011

When author Billie A. Williams finished participating in the webinar I hosted last week with Daniel Hall on how to create an ebook for the Nook, the popular eReader from Barnes & Noble, she gathered content for her first ebook and, within 30 minutes, finished the project.

"I'm ecstatic, and it was simple with his excellent instruction," Billie said.

So simple, in fact, that she created two more ebooks within an hour and is awaiting approval from Barnes & Noble. All three should be available for sale in a day or two.

All three books are for very different niche audiences. "Writing Wider" includes advice for writers on how to find content. "Adrift" is a collection of short mystery stories. "One Woman's Garden" includes her tips and experiences with organic gardening.

"I can't believe I did this in one weekend," she says.

If you have existing content in your blog posts, articles, or at your website, creating your own ebook is as easy as cut and paste.

Don't have existing content? Daniel Hall will show you where to grab existing content that's in the public domain.

Nook authors keep about 60 percent royalties from the cover price of their books--not bad for only 30 minutes of work.

If you missed the webinar, listen here. You'll get full, step-by-step directions in the first 90 minutes. The rest of the webinar is all bonus material on how to create a best-selling book for Amazon: <http://realfastbook.com/joannook.html>

Webinar on Webinars Replay Link

Aug. 2, 2011

Publicity Hounds' tails were wagging during the free webinar I hosted last week with Daniel Hall on "Step-by-Step Insider Secrets To Producing Highly-Profitable Webinars."

Why? Because Daniel told us what webinar company to use. He gave us specific instructions on exactly what to put on our PowerPoint slides, word for word. And he showed us how to "close the deal" at the end. If you want to use free webinars to sell a product or service, don't miss the free replay:

<http://www.realfastwebinars.com/joanwebinar.html>

Even if your webinar participants don't buy anything from you, they'll still love you for providing high content.

Even if you don't take up Daniel on his offer, which also ends Sunday night, you'll want to get your hands on this formula.

<http://www.realfastwebinars.com/joanwebinar.html>

I bought his product. Once I've studied all of it, I'll be inviting you to free webinars on a variety of publicity and social media topics, and they'll be very different than the ones you are used to seeing.

A Dirty Word When Pitching

Aug. 16, 2011

The next time you pitch a story idea to a journalist, don't use the one word that will force the reporter to hit the delete key, write you off as a jerk, and maybe even blackball you.

The word?

Publicity.

As in, "We're hoping for a little publicity for our fund-raiser to benefit cancer research."

Journalists HATE that word. They don't view their jobs as giving people publicity. They cover news.

Bloggers might cut you a little slack, but don't use the word with them, either.

And NEVER use the word when you're answering a query from a journalist that comes via [Reporter Connection](#), the service that matches journalists with sources.

Your job as a Publicity Hound is to be as helpful as possible to anyone you pitch and to send the message, "I'm here to help you," not "I'm here so you can help me."

The list of pitching mistakes is longer than my dog's 3-foot leash. It includes sending the same one-size-fits-all pitch to dozens of media outlets, putting all journalists' email addresses in the CC line of your email, misspelling their names, pitching via Twitter when the journalist doesn't want to be pitched there, and obeying journalists when they tell you, "Do not follow up."

What they really mean is, "Don't follow up if you don't have anything of value to offer."

So what can you offer that will make them pay attention?

Lots of things like photos and graphics, and even audio and video. I covered them all when I hosted the webinar "A Simple 5-Part Formula for Delivering the Perfect Media Pitch and Hitting it Out of the Park."

It included handouts with 27 angles for stories, an example of a pitch I customized for three different media outlets so you can see exactly how I changed it, and my list of "10 Magic Phrases the Media Love."

You can use my formula as a cheat sheet every time you pitch. Access all the materials here: <http://www.publicityhound.com/publicity-products/marketing-tapes/pitchingformula.htm>

Attract More Facebook Fans

Aug. 16, 2011

An excellent way to pull more people to your Facebook page is to post on the walls of other Facebook pages if the target audiences are similar to yours.

But don't promote. Share helpful content their readers will find interesting.

How do you find those page owners? Simple. By following the trail of bread crumbs on Facebook.

Start with someone you already know who reaches the same audience you do, perhaps somebody in your industry. Go to their Facebook page and look along the left margin where it says "Likes." Find out what pages they have Liked. Click through to each one.

When you see a page that's a good fit, click on "Like" at the top. But don't leave just yet. Look along the left side for a list of pages that that page owner has Liked. Before you know it, you'll have another dozen or so pages that you've Liked, and that means more pages where you can comment on their content and post to their walls.

During this exercise, it's a good idea to use a paper and pen and keep track of whose site you started on and where you went from there. Then, you can go back to your friend's site and see what other pages they have Liked.

That's one of several dozen ideas I discussed with Mari Smith, the world's Number One Facebook expert, when I hosted a webinar recently. We came up with "33 Ways to Attract Facebook Fans, Provide Sterling Content & Keep Them Coming Back for More."

If you missed it, you can still access the video replay, Mari's PowerPoint slides and a helpful handout of all 33 ideas so you don't have to take notes. Access it at

<http://www.publicityhound.com/facebookpages.htm>

Tips for Pitching Local TV News

Aug. 23, 2011

The local TV newscast that typically pulls the biggest audience is at 10 or 11 p.m. on Sunday.

I can't remember where I heard that statistic, but it's true in my house. I never watch the local TV news during the week. But I always watch it on Sunday night, mostly because I want to see the weather forecast for the coming week.

Feature stories abound on Sunday night because there's so little hard news to report. If you're pitching local TV, try to figure out an angle that ties into the coming week. Can you tie into the changing of the seasons? The weather? An upcoming holiday?

Are you the local angle to a national story that will be in the news during that week? Is your company or nonprofit doing something that week that's newsworthy?

Shawne Duperon, a TV producer, knows all the inside tips on how to catch the attention of local TV news producers. She shared them all during the teleseminar "How to Get on the Local TV News Tomorrow." Read about what she discussed and how you can access the audio replay or the downloadable transcript, at

<http://www.publicityhound.com/publicity-products/marketing-tapes/getinthenews.htm>

The Press Release Addiction

Sept. 6, 2011

Writing press releases is like a drug addiction.

It's a quick fix that feels good, because it makes you think you've really accomplished something. But when you come down from Cloud Nine, it dawns on you that the press release hasn't moved one journalist to call you. The problem of no media attention is still there--staring you in the face.

Sound familiar?

If so, break the vicious cycle right now by vowing to never write a press release and send it to a journalist or broadcaster if you want them to cover your story.

Instead, write a compelling, personalized pitch that tells the journalist, "I know who you are. I know what you cover. I know what you need. Here's a story idea that can help you."

Keep the press release in your back pocket, just in case they tell you they are interested in the story and would like a release along with an interview.

A webinar I hosted recently, "A Simple 5-Part Formula for Delivering the Perfect Media Pitch and Hitting it Out of the Park," shows you how to do what nine out of 10 other people aren't doing when they want media attention. They aren't customizing pitches.

The replay of the webinar includes handouts that offer samples of compelling pitches that generated media coverage. When Publicity Hound Mary Castillo used my formula, two journalists bit and said they'd cover her client's story. Find out what she did that you could be doing at

<http://www.publicityhound.com/publicity-products/marketing-tapes/pitchingformula.htm>

Lazy, Cop-out Photos

Sept. 13, 2011

"We can't think creatively. We're lazy. And we don't mind boring you with this photo, which you've seen a thousand times before."

That's the message you send when you use these three types of photos in a publicity campaign:

--The dreaded ribbon cutting, with the giant cardboard scissors.

--The ghastly check passing, with the oversized check that often dwarfs the people on each end who are holding it.

--The uninspired groundbreaking, with eight guys in suits, ties and hard hats, lined up side by side, each with a foot poised on the shovel.

C'mon. You can do better than that.

Instead of a ribbon cutting, take a photo that shows how the money is being spent. If it's for the local food pantry, take a photo of a volunteer stocking the shelves.

Dispense with the ribbon cutting. Instead, photograph the store's first customer making a purchase at the check-out counter.

Rather than a groundbreaking photo, create a helpful infographic that explains various stages of the project, or a timeline for completion.

Or hire a local artist to create an oil painting of the project. Make inexpensive reprints available to the public. That's a much more interesting story.

That last idea comes from Dan Collins, the PR expert who was my guest during the teleseminar on "Fun Alternatives to Boring

Groundbreakings, Ribbon Cuttings and Check Passings." He has so many creative suggestions for sidestepping boring photos that you'll swear off using the lazy ones forever. Read more about how to access the transcript or audio replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/groundbreakings.htm>

YouTube Adds Editing Tools

Sept. 20, 2011

If you're serious about creating talking head or PowerPoint videos for YouTube, you're probably using a video editing program like Sony Vegas Movie Studio.

But if you're in a hurry, you can now use several nifty editing tools from YouTube that let you edit right in the browser.

Watch the video YouTube created that explains all the tools: http://www.youtube.com/watch?v=G-n9p28Yh8w&feature=player_embedded

When you're done, learn all the inside secrets on how to use your YouTube videos to pull traffic to your website or blog. Colin Martin and Mark Bullock presented a free webinar a few months ago on "YouTube Secrets: Getting Views, Subscribers and Branding Your Business." I took three pages of notes while recording the session. If you missed it, don't worry. We recorded it. You can access the free replay at <http://tinyurl.com/62ajq65>

Tips for Your 2012 Media Plan

Oct. 4, 2011

This is the time to start collecting editorial calendars so you can begin creating your media plan for next year.

Contact the advertising department at each newspaper and magazine where you want publicity and ask a sales rep to send you a calendar or lead you to it at their website.

Editorial calendars list special sections and other topical features being planned for specific publications. They tip you off to sections where your story would be a good fit. Find out who edits the section, write a pitch, and then deliver it. Using editorial calendars will put you miles ahead of everyone else who's pitching.

Here are three more tips for creating a media plan:

--Less is more. You're better off targeting fewer media outlets and writing customized pitches for each, rather than delivering the same one-size-fits-all pitch to dozens of media outlets, many of which will have very different audiences.

--Use the social media sites to find journalists who cover your topic. If you find a beat reporter on, say, Twitter, follow him. Pay attention to topics he's writing about. Retweet his content. Start the conversation. And then pitch.

--Think of ways to repurpose your publicity, using multi-media. If a local newspaper prints a story about your company's new product, don't stop there. Create a video for YouTube. Post photos to Flickr. Feature the product on Company Pages on LinkedIn. Consider hosting a free webinar showing people how to use the product, and offer replays of the video at your blog.

If you aren't creating a strategy right now to generate publicity in the next 12 months, in another month or two, it may be too

late. Long lead times for some media outlets, like national magazines for instance, mean you need to be pitching stories six months before the magazine goes to press.

But you don't have to start creating a plan from scratch. Let me help.

"How to Create a Media Plan" is a graduate-level course on how to get worldwide attention for your product, service, cause or issue, by creating and following a well-thought-out, month-by-month strategic plan that also leaves room for publicity ideas when there's breaking news. It's available as electronic transcripts, CDs or MP3s. Read more about how it will shorten your learning curve at

<http://www.publicityhound.com/mediaplan.htm>

Make it Easy for People to Donate

Nov. 1, 2011

Nonprofits and any business that's asking website visitors for donations: This tip is for you.

Make it as easy as possible for people to give to your worthy cause.

Don't just ask them to send a check. Let them pay by credit card, or PayPal. Consider letting them donate stock, or give a corporate matching gift. What about payroll deductions?

The Wikimedia Foundation, the folks that manage Wikipedia, gives its website visitors nine ways to donate. You can read about it at my blog at <http://publicityhound.net/?p=9667>.

Make these options part of your publicity campaign.

Include a reference in paid ads, press releases, your press kit, the press room at your website, from a "Ways to Donate" link at your blog, and on the social media sites.

Nonprofits that need publicity tips, or businesses that do joint ventures with nonprofits, can find dozens more tips in the video replay of a webinar I hosted last week with nonprofit marketing expert Sandy Rees. If you're sponsoring an event, looking for donors, recruiting volunteers or trying to persuade the public to support your cause, this is for you. Read more about what you'll learn and how to do it at <http://www.PublicityHound.com/publicity-products/marketing-tapes/nonprofitpublicity.htm>

ProfNet Leads on Twitter

Nov. 1, 2011

ProfNet, the subscription service that provides leads Monday through Friday from print and broadcast journalists looking for sources, can be pricey if you're a sole proprietor or your company is on a tight budget.

That's why following Profnet's Maria Perez on Twitter can pay huge dividends. You won't see all the leads, or most of them, but she shares a few juicy ones.

Today, for example, she tweeted a lead from the Wall Street Journal, which is looking for a forensic accounting expert. She tweeted about the New York Post, which is looking for experts in home health care. Another tweet mentioned that the Christian Science Monitor is looking for experts in the Occupy Oakland strike who can comment on what it will or won't accomplish.

Follow Maria Perez on Twitter at <http://www.Twitter.com/ProfNet>

That tip was one of more than 60 I shared recently when I gathered my favorite free (or almost free) tools to share during the webinar "60 Ideas in 60 Minutes: Free (or Practically Free) Tips, Tricks, Tools & Tutorials for Publicity & Social Media." You can access the video replay, handouts and slides I used during the presentation at <http://www.publicityhound.com/publicity-products/marketing-tapes/60ideas.htm>

Product Review Template

Nov. 8, 2011

Are you reviewing products at your website, blog or within articles or your newsletter?

Reviews are a great service and help promote your expertise.

Here's a simple template on how to write product reviews:

<http://blog.ezinearticles.com/2011/11/Product-Review-article-Template.html>

Attract Kindle & Nook Readers

Nov. 29, 2011

One of my goals for next year is offering most of my special reports, ebooks and transcripts available to Publicity Hounds who want to read them on the Nook and Kindle.

You should, too. If you don't have any information products yet, you can create them fairly quickly.

Ebook sales grew 177 percent last year. Amazon now sells 143 ebooks for every 100 hardcover books they sell, and that includes hardcovers not available in ebook format. Barnes & Noble, which sells the Nook, now accounts for at least 20 percent of ebook sales.

You can take an existing hard cover book and convert it to an ebook. Or, create your ebook from scratch.

If you don't have time to do it yourself, outsource the work to a virtual assistant or one of the many subcontractors on sites like ODesk.com and Elance.com.

During two free webinars I hosted this year, guest expert Daniel Hall gave step-by-directions on how to format books for the Kindle and Nook, or create them from scratch.

You can access the free video replay about the Nook at <http://realfastbook.com/joannook.html>

Access the free video replay for the Kindle at <http://www.realfastbook.com/joanweb.html>

52 Headline Hacks

Dec. 13, 2011

When it comes to writing headlines, pretend like you never heard of the Seventh Commandment, "Thou shalt not steal."

There's nothing wrong with stealing other people's headlines. I do it all the time. So do magazine copywriters. You should too.

We're stealing formula headlines--the type that force people to pick up a magazine and head for the checkout counter. Formula headlines usually have a few words or a phrase which can be removed and substituted with another that will serve the purpose of whatever you're writing. Like this:

--How [Blank] Gamble with Your [Blank]. 7 Ways to Protect Yourself

--10 Shortcuts for [Completing Tedious Process] in Record Time

--7 Things Your [Target Audience] Needs to Hear You Say

--How to be Smart in a World of Dumb [Group of People]

--What [World-Class Example] can Teach Us About [Blank]

Those five examples are from the free report "52 Headline Hacks-- A Cheat Sheet for Writing Blog Posts That Go Viral."

Blogger Jon Morrow wrote it. Copyblogger, the popular writing and blogging site, offered it this morning as its holiday gift to readers. I want you to have it, too. Even if you don't blog, you can use the headlines for articles and press releases.

You don't need to buy anything. You don't need to give up your email address. Just go to <http://headlinehacks.com/> and save it to your hard drive.

Other Resources The Publicity Hound Highly Recommends (Many of them are free)

Click on the titles below to visit these websites that will help you with publicity, promotion, social media and Internet marketing. Some of these links are affiliate links from which I earn a commission on sales. But I only include vendors whose products and services I can stand behind 100 percent.

[AWeber Email Manager](#)

This is the email management program I use for my ezine. I recommend it highly. Their customer support is top-notch, and they answer their own phones!

[Blog Squad](#)

Denise Wakeman answers all your questions about how to promote a product, service, cause or issue, using a blog.

[Bye Bye Boring Bio](#)

Transform your boring bio from wallpaper to wow to promote your expertise, attract new clients and generate 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.

[Dan Janal's Guaranteed Press Releases](#)

Let Dan Janal distribute your press release and it will show up on Google and Yahoo News and more than 72 top-tier media websites, with links back to your website. He'll even write the releases for you.

[ExpertClick—Yearbook of Experts Online](#)

This is for experts only. Expertclick will give you a free Press Room Page and the ability to upload one press release per month. This is a no-brainer, and it costs you nothing. If you're not an expert, don't apply.

[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.

[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.

[Kindle Ebooks: How to Create Them Quickly](#)

If you don't have an ebook to sell to a Kindle owner who needs help with a problem, someone else will. A Kindle ebook is the calling card that can result in speaking engagements, publishing contracts, consulting assignments and more. Watch this replay of a webinar in which Daniel Hall explains in step-by-step detail how to create and format your ebook.

[Kickstart Cart shopping cart for selling online](#)

This is the cart I use and recommend. Because it's so popular, if you get stuck, you can usually find someone quickly who can help you.

[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.

[National Publicity Summit](#)

Meet top journalists face to face and pitch your story ideas. The summit is held twice a year in New York City, and only 100 people are admitted during each session.

[Nook Ebooks: How to Create Them Quickly](#)

Ebooks have surpassed printed books in the publishing industry, and if you haven't formatted your ebook for the Nook, you're leaving money on the table. Watch this how-to video in which Daniel Hall walks you step by step through the process.

[PitchRate.com](#)

PitchRate.com is a free service that connects journalists with the highest rated experts for free media coverage. If you're an expert or publicist, you can pitch yourself (or your PR clients) to journalists by viewing PitchRate's incoming requests. Requests can be sorted quickly and easily according to category or keywords by visiting the "Search Requests" tab once you've signed in. Once you've found a request you're interested in, simply make a pitch and all of your contact info contained in your profile will automatically be attached. Then, just wait to be contacted for an interview and free publicity to promote yourself, your book, product, or business.

[PressKit24/7](#)

Online PressKit 24/7 makes you a star by giving the media what they want, when they want it. It keeps your information organized and works for you 24/7.

[Press Release Samples \(Free\)](#)

Mickie Kennedy's Big Press Release Samples Book will give you more than 75 ideas for ways to write your press releases.

[Reporter Connection](#)

Connect with journalists who are looking for specific types of sources for their stories. Bill and Steve Harrison will send you free media leads every day from Monday through Friday. If it's a good fit, you respond on your own and let the journalist know why you're a good source.

[Speak on Cruise Ships](#)

Learn how to trade your talent for free luxury cruises. Watch this webinar replay from Daniel Hall, who shows you how to live in luxury and cruise all over the world--but only if you know how to approach cruise ship meeting planners.

[SpeakerMatch](#)

SpeakerMatch is the only service of its kind that matches speakers and speaking opportunities. It reaches emerging professional speakers, business leaders, technical gurus, educators, and other subject-matter experts who want to communicate what they know, and put them in touch with event organizers who need to reach this very diverse group of experts who speak.

[Traffic Geyser](#)

Stop wasting precious hours uploading video. Traffic Geyser lets you upload video to several dozen sites with just one click of the mouse.

[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.

[YouTube Super Secrets](#)

Learn the inside secrets of how to use YouTube videos to attract more viewers, build a list of subscribers and brand your business. Colin Martin and Marc Bullard explain how to write great video titles and descriptions, tag your videos and make your YouTube a popular destination for people who need what you sell.

Free Stuff from The Publicity Hound

The Publicity Hound website at <http://www.PublicityHound.com> is chock full of free information to help you generate free publicity for your product, service, cause or issue

- Download a free sample chapter of my e-book "How to be a Kick-Butt Publicity Hound" at <http://publicityhound.com/publicity/publicityhound.htm>
- Subscribe to "The Publicity Hound's Tips of the Week" ezine and receive free the handy checklist "89 Reasons to Send a News Release." <http://www.publicityhound.com>
- Download two free ebooks: "The Best of The Publicity Hound's Tips of the Week of 2006" and "The Best of The Publicity Hound's Tips of the Week" of 2005. <http://www.publicityhound.com/publicity-products/free.html> (Include the link to the free articles page where I have all the book covers. And say something like: You'll find hundreds of publicity and social media tips in my free ebooks, her holiday gift to her readers each year. Lots of story ideas you can steal!
- Subscribe to my free email tutorial "89 Ways to Write Powerful Press Releases." <http://www.PublicityHound.com/pressreleasetips/art.htm>

- Visit my ezine archives where you can read back issues of my weekly electronic newsletter "The Publicity Hound's Tips of the Week."
http://archive.aweber.com/pubhound_01
- Relax, enjoy and learn valuable tips from more than 50 free articles on how to get free publicity on the "Free Articles" page
<http://www.publicityhound.com/free.html>
- Read the columns I wrote for Entrepreneur.com at
<http://www.Entrepreneur.com>
(In the search bar at the top, type "Joan Stewart" and you'll get a list of my columns.)
- Visit my blog, where you can read hundreds of postings, by topic, depending on your particular needs. <http://www.PublicityHound.net>
- Follow me on Twitter at <http://www.twitter.com/PublicityHound>
- Find tips galore on my Facebook pages at
<http://www.Facebook.com/PublicityHound> and
<http://www.Facebookcom/publicitytips>
- Connect with me on LinkedIn at
<http://www.linkedin.com/in/publicityhound>
- Follow me on Quora at where you can read my answers to publicity and PR questions at <http://www.quora.com/Joan-Stewart-1>