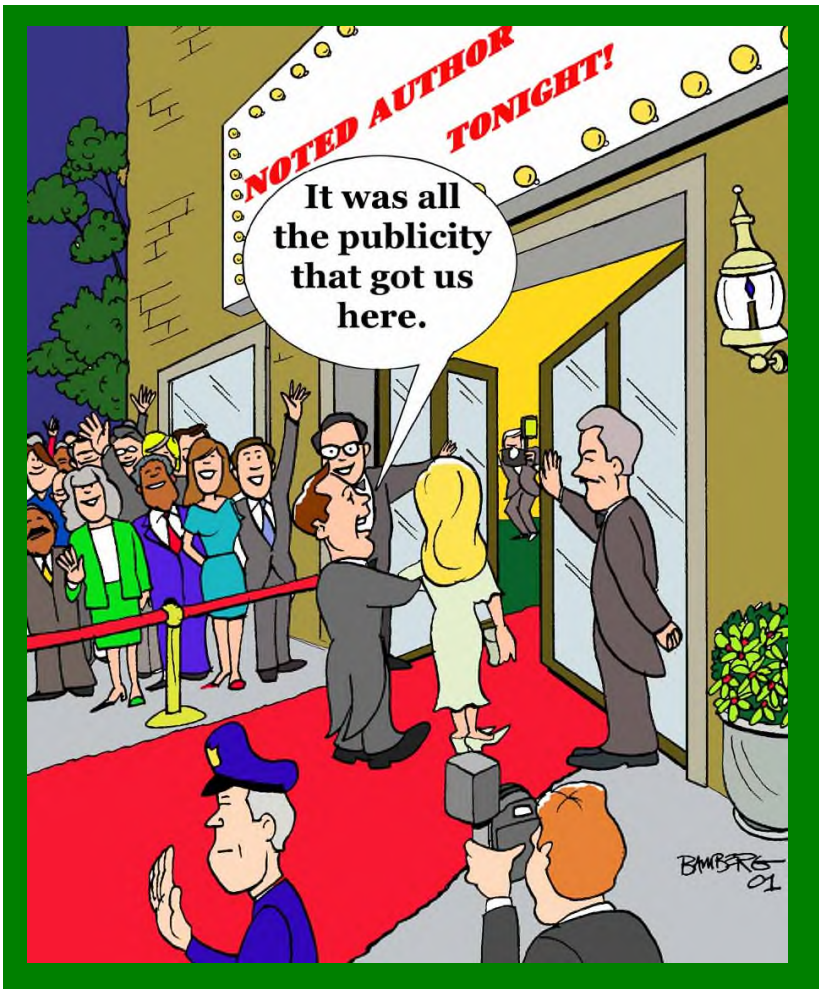

Isn't It Time To Do Something About Your Media Exposure?

Use the Media to Sell More Books.

By Pam Lontos,
Pam Lontos Consulting

"I've been in the print industry for years, and the techniques Pam uses to reach the media are right on. She really understands what the media is interested in, knows the right way to pitch them and has the contacts to get your name everywhere."

--- Bob Danzig, Former CEO Hearst Newspapers, Author and Speaker

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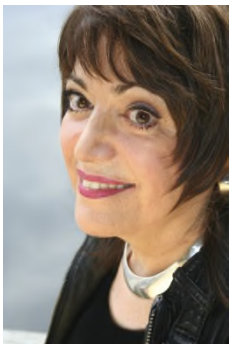
Isn't It Time You Do Something About Your MEDIA EXPOSURE?

by Pam Lontos



Ever wonder why some authors sell so many books? These writers are making thousands of dollars and are considered experts in their fields. You've heard some of them speak. Have you ever wondered why they're making so much more than you—especially when you're just as dynamic and your message is equally unique? Their secret weapon: They know how to use the power of print and other forms of media to advance their careers.

Pam Lontos is president of Pam Lontos Consulting and past founder of PR/PR, a public relations firm that specialized in speakers and authors. She is the author of *I See Your Name Everywhere*, published by Morgan James Publishing, a former professional speaker and past Vice President of Sales for Disney's Shamrock Broadcasting. She knows what it takes to successfully promote your speaking career or publicize your book.

Zig Ziglar says: "Pam Lontos has 'Been There and Done That.' She did a marvelous job in advancing her career at a speed that astonished the other people in the industry, including me. Her experience in sales, marketing and public relations, along with her media savvy, jump-started her career...and she can do the same thing for you. She's capable, committed and hard working."

Call (407) 522-8630
for a free consultation with Pam Lontos

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HOW TO GET THE MOST PUBLICITY

In Newspapers and Magazines

Publicity can come from anywhere, and in many different forms. It can be as simple as having a letter published in the editorial column of your local newspaper, or as dynamic as having a front-page article with your name splashed across the headlines.

Why Publicity?

Publicity helps you sell more books.
Publicity leads to higher fees.
Publicity develops name recognition and increases your visibility.
Publicity makes you stand out in the eyes of your prospects.

Here's How -

Know who your audience is and what they watch and read:

Then you watch and read the same things

Understand what makes news:

Not what's interesting to you - instead,
what's interesting to your target audience.
Don't pitch a non-story.

Learn how to create news:

Tie your topic to current events or to
recognized special days (e.g. Customer Appreciation Day)
*Use **Chase's Calendar of Events** as a resource.*

Why do you want publicity?

_____
_____

What is your topic?

_____

Who is your target audience?
Age- _____

Sex- _____

Hobbies- _____
_____
_____

Interests- _____
_____
_____
_____

News topics that interest them:

_____
_____
_____

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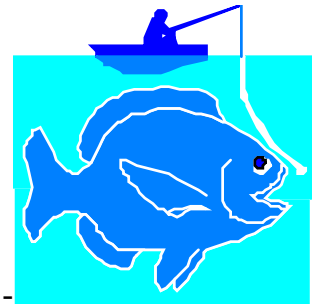

Develop a ***"hook"*** – your unique angle:

Famous people are almost always specialists. So you need to find an area in your expertise where you can specialize.

- Give secrets.
- Tell us how to do it better.
- Have a unique and fresh approach.
- Do a study.
- Be controversial.
- Have new information about an old topic.
- Point out the differences between "your way" and the "old way."
- Make it fun, different, and even bizarre.

TOP OF MIND AWARENESS

- You **want** people to think of you first.
- You **want** people to say, "I've seen your name everywhere!"
- Publicity **must** be on-going to create top of mind awareness.
- You **want** people to think of you first when they are looking for a boo
- You **will** sell more books.
- Don't worry about contact information.

The frequency of seeing your name over and over is what makes you a celebrity.

What is your area of expertise?

_____
_____
_____
_____

List some current news stories that you can tie in with your topic.

_____
_____
_____
_____
_____

Which holidays or special days can you tie in with your topic?

_____
_____
_____
_____

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What's your hook?

For practice with your topic, develop a separate hook for each publication.

Magazine:	**Hook:**
Forbes	_____
Wall Street Journal	_____
Cosmopolitan	_____
USA Today	_____
Good Housekeeping	_____
Entrepreneur	_____

For practice with your topic, develop a separate hook for each show.

Show:	**Hook:**
The View	_____
Today Show	_____
CNN	_____
Local News	_____

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The Seven Most Common PUBLICITY MISTAKES

1. **Thinking you can't get into large publications:** In reality, editors scramble daily to find people to interview who have knowledge on the latest issues and trends.

2. **Thinking small publications don't matter:** Although they aren't sold on newsstands, you never know who's reading them and what they will lead to.

3. **Pitching yourself instead of a story for the audience:** Always pitch a publication or program by highlighting the benefits you can offer their particular audience.

4. **Not answering the reporter's questions:** Always let the reporter or interviewer lead the conversation.

5. **Not gearing your pitch to the specific publication:** If you get a "no" response from an editor, reporter, or producer, always ask, "What don't you like?" Then adapt your presentation to their needs.

6. **Making it an advertisement for yourself:** Interviews and articles are not the right place to go on and on about your expertise and knowledge.

7. **Not understanding the importance of frequency of publicity:** People need to see your name over and over to build "top of the mind awareness."

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Interviews in National Publications

- **You reach a lot of people for free!**
- **You are automatically considered an expert!**
- **You gain increased name recognition and high visibility!**
- **People buy books by authors with the best credibility!**

List three topics for interviews:

1. _____
2. _____
3. _____

List the top five newsstand media you will pitch your story to:

1. _____
2. _____
3. _____
4. _____
5. _____

List two story lines that you can be interviewed on. Then, list the three main points that you will have ready during the interview.

1. _____
   - _____
   - _____
   - _____
2. _____
   - _____
   - _____
   - _____

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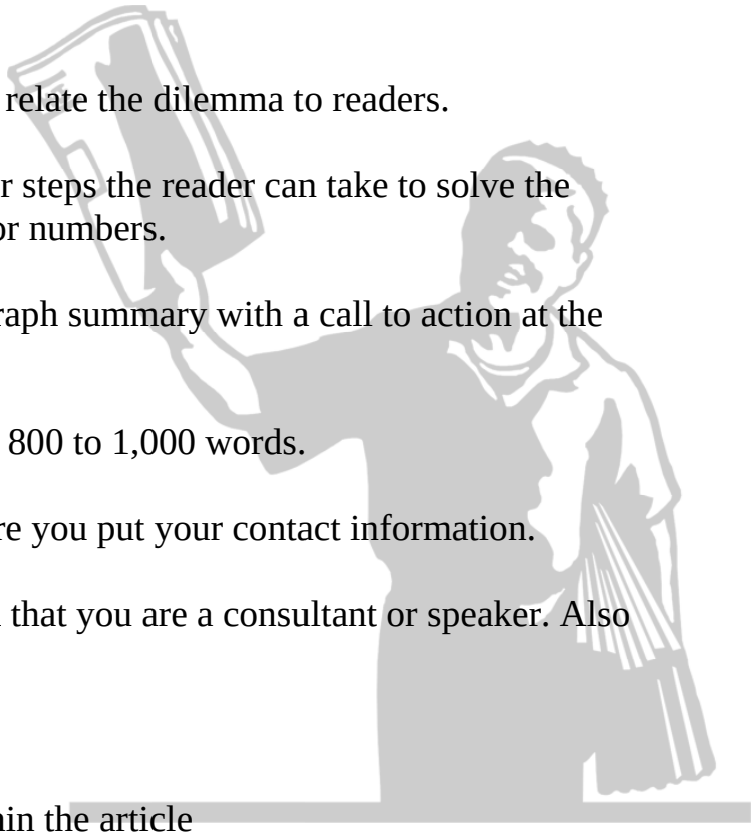
How to Write Articles That Magazines Want to Publish

Here is the format for a great article:

1. Create a provocative title.
2. Start off with a great opening sentence, also known as the "the lead."
3. Open with a story.
4. Use the second paragraph to relate the dilemma to readers.
5. Give 3 to 8 tips, strategies, or steps the reader can take to solve the problem. Use bullet points or numbers.
6. Give a very brief, one paragraph summary with a call to action at the end.
7. Keep the word count around 800 to 1,000 words.
8. Include a resource box, where you put your contact information.
9. In the resource box, mention that you are a consultant or speaker. Also mention your book.



Warnings:

- **Don't** promote yourself within the article
- **Don't** write it in the 1st person
- **Don't** put in too much fluff

- **Example Article: see next page**

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Appreciate Your Employees Today and Every Day:
The Keys to a Happier, More Productive Staff
By Daisy Saunders

William is an aspiring attorney and has been working as a legal assistant in a prestigious law firm for the past 18 months. He loves the idea of fulfilling his dream and works long hours, without being asked. William is well paid and enjoys every bit of his job; however, there is just one significant element of dissatisfaction. He has no knowledge of his value to the firm; he doesn't feel appreciated. Should this be a concern for management?

Yes! Management should be concerned because it greatly impacts an employee's view of his boss, the job and the company as a whole. Research has consistently shown that people will *not* give their best for money alone, but they will work harder and with more passion, for recognition and a bit of appreciation.

It's important to show your employees how much you value them and their contributions – no matter how large or small – to the business. No special occasion is necessary. Small surprises and tokens of your appreciation spread throughout the year will help your employees feel valued.

While there are hundreds of ideas out there, here are a few tips that you can implement in your office today:

1. **Praise employees for a job well done**. Identify the specific actions that your employees do, which you find admirable, even if they are routine duties. It's easy to lose the thrill and challenge within certain job descriptions if they are performed on a regular basis and are considered menial. Simple statements such as "please" and "you're doing such a great job" or just asking if there is anything you can do to improve the quality and satisfaction of the job, can go a long way.

   Take Sarah, for example. She had worked on the housekeeping staff at a local hotel for more than five years. She was primarily responsible for cleaning and stocking the public areas, including the rest rooms. She was always on time, never missed a day of work, and never received any complaints. She never received any compliments either. During her fifth year, the hotel came under new management. Shortly thereafter, she noticed that the new hotel manager would always nod and smile when he saw her. One day, he stopped and asked her name. Surprised, Sarah responded. Then, he said, "Sarah, these restrooms are always clean and stocked with everything our guests need. I can't tell you how much I appreciate how you help us to maintain high standards of service and excellence. If there is anything I can do to make your job

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easier, please let me know." Sarah was stunned. In all her years on the cleaning staff, she had never received any kind of compliment regarding her work.

When you praise employees for a job well done, they know that you have noticed their hard work and find their responsibilities to be just as significant as those higher on the corporate ladder.

No matter how large or small the job, remember to praise and show appreciation. It is a rare individual who does not want to be appreciated.

2. **Recognize and respect diversity.** Acknowledge the various holidays that are celebrated by your staff. Whether it's Christmas, Hanukah, St. Patrick's Day or Yom Kippur day, create a bulletin board that allows staff to express their individuality and cultural backgrounds. Provide a day off or allow for a "floating holiday" for staff members to use on days that not everyone celebrates, such as Good Friday or Rosh Hashanah. When you recognize and respect the diversity of your staff, they will respect you more as their leader.

3. **Show interest in your staff.** Ask your staff about their family, hobbies, weekend or a special event. Your approach to this question may vary depending on the individual employee. Although it is rare, some employees may find it offensive to inquire about their lives outside of work. Asking questions about personal business may be perceived as an invasion of privacy. Make sure your employees know that your intent is to acknowledge their need for happiness and balance – outside of the workplace. An effective way to convey this is to have a friends and family day. Plan an event for the entire workforce in which they can invite family and friends to share in a day of fun, food and relaxation. Try an amusement park, theme park or even a water park! It doesn't have to be expensive – even a day at the local park, zoo or beach will allow everyone to relax and have fun. By showing a genuine interest in employees' personal life, such as their family, hobbies or weekend, you will send the message that you care about them.

4. **Offer staff members flexible scheduling for the holidays, if possible.** If work coverage is critical, post a calendar so that people can balance their time off with that of other employees. Opportunities for time/day exchanges may be set up between employees; allowing them to fill in for one another. Allowing flexible scheduling sends the message that employees are valued.

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5. **Know your staff's interest well enough to present a small token occasionally.** An appreciated gift, and the gesture of providing it, will brighten up your employees' day. For example, Sharon works as the administrative assistant in a small training firm. As a hobby, she collects books of matches from restaurants. Each time the company's president dines at a four- or five-star restaurant, he brings her a pack of matches. Since he conducts seminars nationally as well as internationally, Sharon now has matches from all over the United States and several foreign countries. A small token, but highly appreciated.

6. **Say "thank you."** These are two of the most powerful words in the English language. You can't touch it or see it, but it goes straight to the heart. Saying "thank you" builds staff loyalty. It also increases productivity, which leads to greater customer satisfaction, and opens the door for employees to give you more of what you want. When you neglect to thank your staff, you neglect to nurture the stability of your business.

   Everyone, whether they want to admit it or not, likes to feel appreciated. An appreciated staff is a motivated staff, and this leads to a more productive staff. When you show your employees that their hard work and dedication is appreciated, this will motivate them to continue the good work for your business.

Using the tips outlined above, tell your staffers that you appreciate them, no matter how insignificant you may think the task may be. Every positive comment helps boost an employee's self esteem. When you continue to do this on a regular basis, don't be surprised if your staff members start thanking you and showing *you* more appreciation.

ABOUT THE AUTHOR

Daisy Saunders is a speaker, trainer and founder of Big Eyes International, a consulting firm specializing in personal empowerment and leadership development. With 15 years of experience, Daisy helps maximize potential at organizations like NASA, the U.S. Department of Transportation, the U.S. Environmental Protection Agency, Freddie Mac and more. She is also author of "Big Eyes… Big Eyedeas for Achieving Optimum Success in Business and Life." To find out more about her speaking and consulting, please visit www.BigEyesIntl.com or call 555-666-7777.

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Your Sample Article:

Provocative Title: _____

A. Opening Sentence and Story: _____

_____

_____

_____

_____

B. Benefits to Reader: _____

_____

_____

_____

_____

C. Tips:

1. _____

2. _____

3. _____

4. _____

5. _____

D. Summary: _____

_____

_____

_____

_____

E. Resource Box: _____

_____

_____

_____

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Press Release Basics

1. Give it a professional look; use letterhead.
2. Include contact information.
3. Direct it to a particular person, by name.
4. Create a provocative, or controversial, or exciting headline.
5. Be careful not to mislead when creating the headline.
6. Keep it to one or two page maximum (preferably one).
7. Always have an effective date.
8. Be sure you are available for phone calls and interviews when the press release is distributed.
9. Beware of using certain words such as “sex” in your headlines. Spam filters may block your email.
10. Consider adding a quote from you.
11. Don’t self promote (this isn’t an ad).
12. Put most of your attention into the headline.

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Example #1:

TO: Isaac Newton, Editor-in-Chief
Journal of Pome Research, Right Here USA

FOR IMMEDIATE RELEASE FOR FURTHER INFORMATION, CONTACT
John Doe (555) 987-6543

When is a joke not a joke?
San Diego School Tragedy Could Have Been Prevented

Two students were shot and killed and 13 others injured when a 15-year-old boy went on a shooting rampage at school in San Diego County, CA. Several people report hearing the boy threaten to go on a killing spree at school but thought he was joking.

When is a joke not a joke? There are three recognized functions of humor, says therapeutic humor expert, **Karyn Buxman**. One of these three functions is that of communication.

"Many times people will communicate a desire or fear in the guise of a joke. If the 'joke' elicits the response they secretly want, then they have achieved their objective. If it does not elicit the desired response, then they have still saved face; they can say, "I was only joking."

What to do?

Listen beyond the laughter: Usually a joke is just a joke, but does the humor cause you to suspect that the other person is trying to tell you something?

Listen to your gut: If you think the other person might not be joking, you're probably picking up non-verbal clues. More often than not, your intuition is right.

Follow through: If the humor is not ringing in sync with the joker's normal style or if the 'joke' could involve harm to another, then pay close attention. Do you need to take any sort of action?

Chris Reynolds, a 29 year-old whose son was friends with the suspect heard the joking but didn't follow through. "I should've stepped up even if it wasn't true…to take that precaution," said Reynolds. "That's going to be haunting me for a long time. It just hurts, because I could've maybe done something about it."

A nationally recognized expert in therapeutic humor, nurse and highly sought humorist, **Karyn Buxman** shows people how to manage their stress and improve their bottom line through humor and laughter. Further information is available on Karyn's website at www.humorx.com.

# # #

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Example #2:

FOR IMMEDIATE RELEASE
Organization Expert and Best-Selling Author Available for Interviews

TO: Andrew Stevens, Editor-in-Chief
Real Simple Magazine

Manage Clutter, Don't Let it Manage You
National Organize Your Home Office Day-March 8

Many people still struggle with the idea of building a home office. Having stacks of unfiled paperwork, unpaid bills and mounds of receipts is not uncommon in most households. All of this unwanted clutter could be eliminated with a simple home office. All that is necessary to create a productive space is a desk, file cabinet, Rolodex and a 4-in-1 machine. With these four items, your readers can turn an unused room in their home into an efficient workplace.

Barbara Hemphill is an organization expert who can give your readers advice on home-based offices, organizing paperwork and getting rid of clutter. Some additional topics Barbara can speak on for future articles include:

- Creating a workspace that is productive and efficient
- Developing and managing files for easier accessibility
- The proper usage of office equipment and supplies
- Using technology to organize both paper and digital files

Barbara Hemphill is one of the country's leading business and home organization experts. Author of the best-selling Kiplinger series, "Taming the Paper Tiger," Barbara is working on the next book, "Taming the Paper Tiger in the Digital Age." A past President of the National Association of Professional Organizers, Barbara helps people get organized to increase productivity. She has been seen in media such as the Today Show, Good Morning America, The Wall Street Journal, The New York Times and more. Barbara has also worked with companies such as Staples, Hallmark, Eastman Kodak and 3M.

After reading Barbara's advice, your readers will be able to immediately increase productivity and work more efficiently at home and at work.

I'd be happy to arrange an interview with Barbara or provide you with more information for your stories. Please feel free to contact me.

FOR MORE INFORMATION, CONTACT:
Barbara Hemphill
(555) 123-4567

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Your sample press release.

TO: _____ (Editor or reporters name, their title)

_____ (Publication, City and State)

FOR IMMEDIATE RELEASE FOR FURTHER INFORMATION, CONTACT
Your Name & Phone Number

Title _____
Subtitle _____

Introduction: (This is your time to draw in your reader immediately. Be unique and try using general interesting facts, without getting too specific).

_____

_____

_____

Body paragraph: (Be more specific. Introduce and explain a little bit more about your topic and article).

_____

_____

_____

Bulleted Tips:

- _____
- _____
- _____
-

Author Blurb: (More information about you, your books and/or credentials. Be brief. This is usually included at the end of any article you write).

_____

_____

Call to Action: _____

_____

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Testimonials

"Since I began working with Pam Lontos, I have been published and printed in magazines, newspapers and articles of all kinds, all over the country."

Brian Tracy
International Speaker

"With Pam Lontos tremendous help, my book ACCELERATE made it as high as #4 on the Barnes and Noble Business Bestseller list. As a result of her efforts, I was able to build relationships with a dozen speaker bureaus and book more than 75 presentations in the first year after the book came out."

Dan Coughlin
President, The Coughlin Company, Inc.

"I have worked with many people in the past 10 years and no one has ever come close to getting the results you have. I LOVE working with you."

Barbara Hemphill, CEO
Author of *Taming the Paper Tiger*

"Pam Lontos' experience in sales, marketing and public relations, along with her media savvy, jump-started her career…and she can do the same thing for you. She's capable, committed and hard working."

Zig Ziglar

"The time I have spent with you has rewarded my career tenfold. I have been able to fill my calendar and raise my fees twice this year."

Dr. Maurice Ramirez
High Alert, LLC

Even though we gave you short notice, you came up with a plan that got the book the exposure we were hoping for. You motivated me to write articles that I had been "meaning to write" for years.

LeAnn Thieman
Author *Chicken Soup for the Caregiver's Soul*

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Testimonials

"Wow! You exceeded all my expectations. Seeing my name in publications such as *Investor's Business Daily, Marie Claire* and *Prevention Books* in addition to the tons of articles that appeared in trade journals, business publications, newsletters and websites showed me you really know your business."

Karyn Buxman
HumorX

"You are so creative! What would I do if I didn't have you representing my book for newspapers, magazines, and radio?"

Diane Ladd
Oscar and Emmy nominated Actress and
Author of *Spiraling Through the School of Life*

"You have literally jump-started my career in a way that I didn't think possible. Having been in marketing I knew that I had to build an impressive media kit if I were going to make the kind of money I wanted to. Hiring you was one of the best things that I had done. "I heard it takes a good three years to build a speaking business profitable enough to live on. Well, with your help, we've shortened that time down . . . in the six months we've worked together you have done the impossible."

Laura Michaud
The Michaud Group

"To say that I am "ecstatic" is an understatement. I knew that working with you would certainly bear fruit – but I had no idea it would be so soon, and that the accomplishments would be so terrific!"

Patricia Eyres
Litigation Management

"After only a few months of having my articles and quotes appear in *Chicago Tribune, AirTran Travels*, and *CNBC.com*, executives and conference organizers are already inviting me to chair and speak at national and international conferences and symposia. This is beyond anything I expected in such a short time."

Pamela S. Harper, President
Business Advancement, Inc.

"The small publications are just as important to go after as the big publications because you just never know who will read your story. The interview with *Escape Magazine* led to the interview with *Time Magazine* and *NBC Nightly News*. "

Pam Ammondson
Ammondson Communications

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