

## 8 Ways to Get Free Publicity

**T**here are many ways one can garner free publicity, but you have to do your homework first. Define your objectives and know your target market. Find out what they are reading in print and online. To which business associations and professional organizations do they belong? What are they watching and listening to on TV and radio? Once you have all this info, you are ready to utilize any of the following tactics.

Write effective press releases. Knowing the media outlets serving your target is important, but so is getting to know the reporters, their style, and what they are working on. Make sure the content is newsworthy and never, NEVER, have a release longer than a page. The idea is to get the reporter to call you.

Align your products or services with an event or dedicated day or month. For example, September is, among other things, Children's Good Manners Month. If you offer a service or product that has anything to do with children or manners, this is a great thing to piggy back in the media. Good resource: Chase's Calendar of Events

Write a letter to the editor. If you agree or disagree or just want to comment on something you've read, this is a great format for showing your expertise.

Send photos with captions to local media.

Write articles. How-to or Tips articles are appreciated as filler material.

Create a newsletter or ezine. This vehicle is a great way to position yourself as an expert in your field and keep your name in front of your target. Both the printed and online versions contain valuable information and generally promote your products and services. If you select the ezine, make it opt-in subscription so you aren't sending spam and remember that it is something that could get passed along via email.

Take advantage of speaking opportunities. Look at chambers of commerce, alumni associations and professional or social organizations. List yourself with a speaker's bureau. Good resource: [Expertspeakers.net](http://Expertspeakers.net).

Call in to TV or radio programs when the topic is something in your area of expertise.

These are only a few of the tactics I use for my clients. When you use your imagination, the sky is the limit.

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