

All publicity is no cost, otherwise it's advertising!  
— Jim Donovan [jim@jimdonovan.com](mailto:jim@jimdonovan.com)

Disclaimer: *Everything* takes time, money, energy  
or some combination thereof. So in truth, nothing is free.

**Goals: 1. Be Seen more. 2. Heard more. 3. Read more. 4. Talked about more.**

**PUB within NSA/NC and NSA: It's already paid for!**

- Is your profile on NSA's website [www.nsaspeaker.org](http://www.nsaspeaker.org) ? Picture? Are your products listed?
- Is your profile on NSA/NC's website [www.nsanc.org](http://www.nsanc.org) ? Picture too?
- Do you submit items to *Speaker* magazine?  
Articles? Successes? Tips? Letters to the Editor?
- Do you submit articles to our e-zine publisher Ian Griffin? [i.griffin@comcast.net](mailto:i.griffin@comcast.net)  
\_\_\_ Tips? \_\_\_ Successes? \_\_\_ Recent publications?
- You can gain visibility through NSA's "Ask the Expert" program (in Member section);  
Are your products listed there too?
- Do you contribute your requisite two tips a year to SPEAKERNETNEWS? Are you  
*regularly* contributing your expertise to help others within our speaking community?
- Do you volunteer with NSA and NSA/NC? As *session hosts* and *people movers* at  
convention, as *greeters* and *registrars* with Chapter? As a Facilitator? Resource  
Center assistant, assisting our Program Chair with day-of duties.
- Are your one-sheets on display at our meetings? Business cards? Brochures?
- Do you sell your products at our RESOURCE CENTER? Donate items for our raffles?



*Referrals come in part from colleagues.  
Be visible and active within your associations.  
Make sure they know what you do!*



# From Silent to Shameless

Where are you most comfortable?



**Silent** ..... **Shameless**

- ❖ Dispense info on listservs as Subject Matter Expert.
- ❖ Write letters to the editor as an expert.
- ❖ Review books on your subject for print and internet readers.
- ❖ Serve as facilitator, moderator or emcee.
- ❖ Create your own Holiday. Register it with *Chase's Directory of Events*
  - Susan Schwartz's "National Bring Your Teddy Bear to Work Day" (2<sup>nd</sup> Wed in October).
  - Jeff Rubin's annual "National Punctuation Day" (September 24<sup>th</sup>)
- ❖ Court Newspapers and Magazines
  - Pitch story ideas, press releases and create media-friendly websites
  - Communicate with editors, columnists regularly

*E-Download Craig's "Think Ink" handout on getting published:  
ExpressionsOfExcellence.com/nsa.html*
- ❖ Blogs (Web Logs) and PodCasting
- ❖ Radio Show Call-Ins and Call-Backs; Pledge Drives too!
- ❖ Pitch TV producers with provocative ideas, twists on current events

## TRUE STORIES



- ❖ FRIPP: Coming to A Hotel Book Store Near You!
- ❖ The Right and Wrong Ways to Be Paged
  - Freedom to Be Bumped — How Southwest Gave Craig Great PR!
- ☹ ○ Paging Oneself
- ❖ SOMERS WHITE: Mr. Postcard — 50 STATES, 6 CONTINENTS!



# Doing The Pub Crawl The Write Way



**Press Releases** — *Some places to post them*

Courtesy of vision and business coach Joanne Victoria: [www.JoanneVictoria.com](http://www.JoanneVictoria.com):  
(I recommend her two free e-zines too.)

[www.pressbox.co.uk/](http://www.pressbox.co.uk/)

[www.cadenasmarketing.com/](http://www.cadenasmarketing.com/)

[www.click2newsites.com/](http://www.click2newsites.com/)

[www.clickpress.com/cgi-bin/releases/add.cgi](http://www.clickpress.com/cgi-bin/releases/add.cgi)

[www.dime-co.com/](http://www.dime-co.com/)

[news.eboomwebsolutions.com/addnews.php](http://news.eboomwebsolutions.com/addnews.php)

[www.eworldwire.com/](http://www.eworldwire.com/)

[www.addpr.com/addrelease.php](http://www.addpr.com/addrelease.php)

[www.free-press-release.com/submit/free-press-release.php](http://www.free-press-release.com/submit/free-press-release.php)

[www.i-newswire.com/submit\\_free.php](http://www.i-newswire.com/submit_free.php) [www.pr.com/press.arrivenet.com/](http://www.pr.com/press.arrivenet.com/)

[www.press-base.com/](http://www.press-base.com/)

[www.pressbox.co.uk/](http://www.pressbox.co.uk/)

[www.prleap.com/](http://www.prleap.com/)

[www.webnewswire.com/submit.html](http://www.webnewswire.com/submit.html)

[www.webwire.com/](http://www.webwire.com/)

## Article Writing

Press Releases? See Joan Stewart's site, Publicity Hound: [www.publicityhound.com](http://www.publicityhound.com)

### *Where to get published?*

Use the STANDARD PERIODICAL DICTIONARY OF MAGAZINES, ULRICH'S PERIODICALS DIRECTORY, THE MAGAZINE & NEWSPAPER DIRECTORY, WRITERS MARKET or websites like [www.abbycon.com/magazines](http://www.abbycon.com/magazines) or <http://newsdirectory.com/news/magazine> to research publications.

Where to get tips on writing, who to write for, etc.? Free e-zines devoted to writing:

Writing For Dollars..... [www.WritingForDollars.com](http://www.WritingForDollars.com),

The Professional Author's Booksense Newsletter..... e-mail [dnew@TheGrid.net](mailto:dnew@TheGrid.net)

Weekly Business Writing ..... Tips [www.basic-learning.com](http://www.basic-learning.com)

Barbara McNichol (WordTrippers)..... [Barbaramcnichol.com](http://Barbaramcnichol.com)

Sam Horn's Blog ..... <http://samhornpop.wordpress.com/>

Dan Janal's PR LEADS and Blog..... [www.prleads.com/blog](http://www.prleads.com/blog)



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Where are you most comfortable?



## Additional Tips:

- ❖ Craft and deliver Elevator Speeches for your business, books, programs ([www.ExpressionsOfExcellence.com/articles.html#elevatorspeech](http://www.ExpressionsOfExcellence.com/articles.html#elevatorspeech))
- ❖ Wear your lapel pin and use as a conversation starter
- ❖ Speak about NSA and NSA/NC at other associations to raise visibility for association and self too. (Back door approach to be regarded as the professional speaker of the group)
- ❖ Volunteer with non-profits and donate services to their boards of directors
- ❖ Develop a mindset that you will “Give Give Give to Gain Gain Gain”

## Keepers from the Audience:

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## What will you do next to Get More Pub?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*Want accountability? E-mail Craig with commitment and due date and he'll hold you to it! [Accountability@ExpressionsOfExcellence.com](mailto:Accountability@ExpressionsOfExcellence.com)*