

# GROWTH Strategies

## Advisory Minute

Issue: # 80327

MARCH 2008

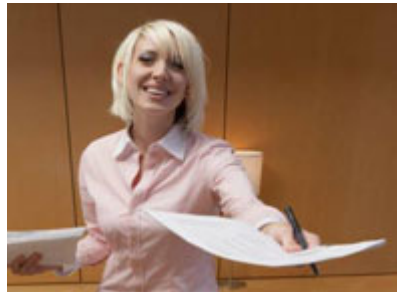


Dear Stephen,

Welcome to another issue of *Advisory Minute* - just for our Preferred Network. **WARNING!** - These quick-read, meaty content, educational articles **WILL** dramatically improve the Sales and Marketing performance of your business - but only when **IMPLEMENTED!**

### How to Take Advantage of Free PR

Nothing will help you get yourself, your business, or your products & services recognized better or faster, than getting the news media to see you as news.



Every single day, small businesses are propelled into the local or national spotlight thanks to some journalist, radio or TV personality.

In order to take advantage of free publicity - you need to offer something new and different - or make it seem so. The secret to getting covered is to forget for a moment about yourself and your product or service, and think about the editor/producer you are targeting. **What are their readers/viewers looking for?**

P.S. - Don't believe for a second the old saying about all publicity being good publicity. Bad publicity hurts.

When we write a press release, we'll write something that I would use as a journalist - and that means something that is:

- 1. newsworthy**
- 2. useful to the publication's readers**

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Stephen H. Jones

#### Four Crucial Questions for Your Business Future

**1. How many underserved prospective clients are in your target market?**

The number of prospective clients - prospects - available to you relates to two key considerations: the total revenue possible from this client base, and what kinds of marketing tactics will be most cost-effective.

If yours is a 'mass market,'

### 3. humble (Bragging is fatal.)

#### 4. written well enough that it doesn't need much editing

Humor is tricky, but it can work - especially if it deflects the journalist's attention away from your promotional intent.

Here are some "rules" suggested in *DM News* by Steve Dubin, president of PR Works in Kingston, MA:

- **Make it new.** Unless you make your press release sound like news, your chances of seeing it published are next to none.
- **Benefit the right reader.** Nobody cares about your product or service but you - unless you point out how useful it can be to the readers you're aiming at.
- **Highlight the way your product or service is part of a hot trend.** (*Media people love trends.*)
- **Be timely.** A dating website is a hotter topic on Valentine's Day than on Veterans Day.
- **Highlight the irony.** What is the surprise? The contrast?
- **Use surveys.** Seemingly objective surveys can be intriguing.
- **Show how good you are.** Journalists like do-gooders but are skeptical of them. So if you take this route, do it well.
- **Drop names.** When David hooks up with Goliath, that's news.
- **Use case studies.** How does your product or service actually help people?

One final bit of advice: Make sure you **always follow up on your press releases**, especially to your most important media contacts. Be sure not to call them right before the deadline, and certainly - don't harass them.

Become the person who is helping them do their jobs, not a pest.

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***Stephen Jones operates GROWTH STRATEGIES and provides "Hands On" Sales & Marketing Consulting with a GUARANTEE for small business owners.***

***For questions, or a free NEEDS ANALYSIS - call directly to 770.601.0949 / 800.261.5034 or via e-mail at [SJones@GrowthStrategies.us](mailto:SJones@GrowthStrategies.us)***

***Please visit us on the Web at [www.GrowthStrategies.us](http://www.GrowthStrategies.us) for assistance with your business.***

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advertising will almost certainly be part of the your marketing mix. By contrast, if your market is very small (I once sold software to the top-50 international banks) you can contact each and every prospect individually.

## 2. How large do you envision your business?

Does your vision include being a Fortune 500 company? If so, check question 1 above, and make sure you've got a whopping market. On the other hand, many of my clients would be completely satisfied generating \$5MM with a staff of 50; pocketing \$1mm per year and selling the company for \$10mm when they are ready.

How you answer this question governs the kind of markets you can enter, whether you are vertical or horizontal in nature, mass market or niched, as well as the kind of management structure your organization requires.

## 3. What important changes are occurring (or have recently occurred) in your market and what is their impact on your business?

The answers to this question may govern changes to your product, your product mix and your marketing campaign. Big changes generally signal big opportunities; however if you aren't prepared for them, they can also signal the demise of your business.

Dramatic increases in new housing created significant opportunities for a client who sold estimating software and brought a field-ready, cost-saving product to market just in time.

## 4. Who is your competition and



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Feel free to Forward this on to 5 of your **Clients, Partners, Prospects or Networking Contacts** if you find it to be helpful.

They'll thank you for thinking so highly of them!

Sincerely,

**Stephen H. Jones**  
GROWTH STRATEGIES



### why are you clearly a better choice for your prospects?

It may shock you (on the other hand, it may not) how many CEOs cannot provide a compelling answer to this question. I asked the question to three owners at a recent networking event about their competitive advantage, three separate responses were telling me how long they had been in business, and how well they understood their customers.

Yeah? Well, so what. If you don't want to get blindsided by your competitors, you need to understand their capabilities. And if you want to outflank them in turn, you'd better have ammunition more powerful than your length of service.



## Did You Know...?

**On average, only 3% of your market is looking to buy your product or service.**

**The remaining 97% are OPEN TO IT, NOT THINKING about it, or they DON'T THINK they're interested.**

Ask about our [Executive Briefing](#) sales tool - which is **GUARANTEED** to get you *dramatically* more appointments, and *dramatically* more closed sales!

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