

Free Publicity for Bloggers + Niche Marketers - *How to get more qualified traffic and increase conversions with free publicity in the real world media.*

Contents:

Preface:

- Brief history of Pete's beginnings in getting free publicity
- MCG etc

The reasons for Blogging:

- To create a trusted environment in which to divulge secrets and tips.
- To generate interest in a particular market or niche
- To promote a product or service
- To exchange information

Gaining a Trusted Reputation:

- Being consistent and sincere in your blogs
- Replying to other posts and making positive and plausible suggestions
- Offering workable solutions
- Being an expert

Getting Traffic to Your Blog:

- Who is yr target market
- What other media forms do they read off line
- What am I going to try to pitch – best thing an article or story
- Offer solutions via free ebook downloads on your blog

Leverage:

- Find an idea
- Think of ways to leverage the idea via publicity
- Take ideas that are already out there and make them your own.
- Getting others to promote you for free
- Take action
- Original thought is NOT needed

Internet Marketing

- Adwords
- Autoresponders
- Ebooks via clickbank
- Twitter Facebook etc.

Utilising the Media

- Being the content
- Providing the content

- Magazines NEED content to sell their advertising
- Articles
- Commentary

If you're paying for advertising then do a 'deal-breaker' where they write an article about you. Raises credibility etc.

The Press Release:

- The Purpose of a press release
- The format
- Distribution

Consistency

- Being regular in your output
- Being topical
- Being ready to provide information at any time

Helpful Links

The Hook

- Survey your list – fly catcher topics
- Blog posts – the ones with the comments
- Yahoo Answers – what questions are being asked
- Google Alerts – what areas of your niche are hot
- Follow the general media

The Purpose of a Press Release

- You do not want your press release printed word for word
- The purpose is to get you an interview
- It is a sales letter selling you as a story

Press Release Format

- Headline
- Intro paragraph
- Quotes/substance
- Credentials
- Call to action

Online Publicity vs Online Press Releases

- Online press releases – keyword focus vs content focus; only use for back links
- Online Publicity – bloggers –relationship first – do not send a press release
- Online Media – press releases will work.

Yaro Stark interview:

For bloggers:

Talking about their hobby or passion.

Ways to leverage everyday story for publicity.

Get traffic to your blog:

- Who is yr target market
- What other media forms do they read off line
- What am I going to try to pitch – best thing an article or story
- Blog posts could be different articles
- Get the hook
- Halo effect – 3rd party testimonial or endorsement
- Include a human interest aspect to your blog
- Process of getting featured in mags etc.
 - Press release not for reprinting
 - Idea of a press release is to get an interview
 - The hook is the headline
 - At the end pitch yourself as an interview
 - Should be one page long

Fax or email press releases aapmedianet

Go directly to journalist – can call directly etc make your hook strong enough

Send faxes weekly to the same list/ journalist

Press pack – send photos and samples etc

One of the best ways to get pr is to comment on topical events

PRWeb – too busy

If you had \$200 only to invest in publicity –

Look at local country – searches for media distribution companies