

Marketing Minute ~ Ten Publicity Ideas That Could Help Grow Your Business

Not sure how to promote your business or your organization? Here are ten favorite media topics that will maximize your chances of getting publicity. If you somehow tie in with one or more of these, your chances of successfully interesting the media increase tenfold.

- 1) **Health.** Health is the topic most covered by the media. Are you a nutritionist who has come up with a high carb/low protein diet that has worked for your clients? A doctor with new plastic surgery techniques? Do you offer "Low-Fat, Low Calorie" gift baskets? Do you work in natural medicine or have an alternative medical technique that has proven success?
- 2) **Children.** People love reading about kids. Do you offer a new product that helps keep children safe? A new educational toy or video? Are you a parent who created a children's product to fill a need? Do you have an interesting story to tell about a project you have developed with your children that serves a special purpose? Or that they have learned something from that could be shared with others?
- 3) **Pets.** People love reading about pets, too. Do you offer a new type of doggie day care? Do you let your employees bring their pets to work? Have your pets been featured on the David Letterman show? Has your pet saved a life? Does your pet do a special trick, such as sing on key or 'talk' to you?
- 4) **Holidays.** The media is always looking for stories to tie into holidays. Are you a day spa owner who can offer tips on relaxation techniques for the stressful holiday season? Are you a personal trainer who sees a spike in business after New Year's? Or maybe you're a restaurant owner who can offer a menu and recipes for a romantic Valentine's Day brunch to your local newspaper's food editor.
- 5) **Controversy.** You have unlimited opportunities to tie into controversial current events. If you're an attorney who writes living wills, you could have gotten media coverage during the Terry Schiavo living will debate a few years back. If you're an expert on ethics, your opportunities to comment on fraudulent business practices are endless. If you're a trial lawyer, you might want to comment on any provocative story in the news (such as the Michael Jackson case of a few years ago, or even today's headlines where his life insurance may not be paid out due to his drug use).
- 6) **Celebrity.** We enjoy knowing about celebrities, so the media likes to write about them. Does a celebrity (sports, Hollywood, business) use your product or service (interior design, clothing, financial advising)? Is a celebrity part of your organization's charity efforts? Do you have a celebrity spokesperson?
- 7) **Money.** Money is always a popular topic. Are you an accountant who has found unique ways to save your clients money? Are you an insurance broker who helps people with health problems get health insurance? Are you a financial planner who offers free financial planning workshops to new parents?
- 8) **Current Trends.** The media likes to tie stories into current trends. Does your restaurant offer a portion of your menu as "Atkins" selections? Does your training company offer clients a class on "Ethical Decision-Making?" Does your interior design firm specialize in budget decorating?
- 9) **Charity.** Heartwarming stories are great media material. Do you donate a portion of your revenues to a breast cancer charity? Does your company sponsor a local charitable event? Does your movie theater offer free tickets to Big Brothers/Big Sisters and their Littles?
- 10) **Interesting.** Media people, just like you, enjoy interesting stories. Is your product or service unique? Do you work in an interesting location (out of a motor home, on a boat)? Are you a former Wall Street trader who is now working for a non-profit? Have you retired and started a new career?

By focusing on these ten "tried and true" media topics, you'll increase your chances of current and future publicity coverage.

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