



## **2016 MDRT Annual Meeting e-Handout Material**

**Title:** Effective Marketing Through the Power of  
Publicity

**Speaker:** Marsha Friedman

**Presentation Date:** Tuesday, June 14, 2016

**Presentation Time:** 10:00 - 11:00 a.m.

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Slide 1



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Slide 2

What is Publicity?

Publicity creates awareness and credibility for you and your business via the media:

- Editorial coverage in newspapers and magazines (online and traditional)
- Appearances on local and national TV
- Interviews on local and national talk radio shows

Marsha Friedman

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Slide 3

Why is Publicity Important?

● **Visibility:**  
People learn your name when they hear you on radio or TV, see you in newspaper articles, or Google you and get a large number of search results. Now you're on the map, so people can find you!

● **Credibility:**  
Being quoted in the media provides an implicit endorsement of you (or your company's) position as an authority or trusted brand. It demonstrates that you've earned the confidence of media professionals, which makes the public more willing to take a chance on you.

Robb Report

Marsha Friedman

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Slide 4

Why Should the Media be Interested in You?

- Because you have a unique message and story.
- 5 steps for defining your message

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Slide 5

What is YOUR Unique Message?

Step 1:

- What message are you enthusiastic about?
- What gets you up in the morning and makes you excited about what you do?

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Slide 6

What is YOUR Unique Message?

Step 2:

- Identify who your target audience is
- If you have multiple audiences, your message needs to be customized for each

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Slide 7

What is YOUR Unique Message?

Which media are the best match for your audience:

- Talk radio listeners – mostly men 35-64
- Daytime TV talk shows – women
- National Cable TV – biz oriented men & women
- Traditional Print – men and women 45+
- Online print & Social Media – everyone

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Slide 8

What is YOUR Unique Message?

Step 3

- What special knowledge do you possess?
- How can you use it to help your audience solve their problems?

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Slide 9

What is YOUR Unique Message?

Step 4:

Why are you the one to bring this idea/message?

- Because you have the knowledge, expertise and experience

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Slide 10

What is YOUR Unique Message?

Step 5:

- Identify how you're unique and different from your competition
- Three cardiologists

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Slide 11

So, you've got your unique message, now what?

- Time to pursue media opportunities on radio, TV and in print that buys you priceless credibility!

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Slide 12

Basic Rules for Pitching the Media

- NEVER pitch your product, business or book!
- Always pitch the problem your business solves
- NEVER pitch yourself!
- ALWAYS pitch the issue you're an expert on

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Slide 13

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Slide 14

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Slide 15

# Basic Rules for Pitching the Media

The rule that often gets the most immediate and top tier response

- Tie your topic to the news!

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Marsha Friedman

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Slide 16

### Radio Show Tips

- Engage the host!
- Identify your takeaways
- Smile when on the air
- Don't sound like an infomercial
- Record your interview

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Slide 17

### Print Media Tips

- Respond quickly
- Read up on the writer
- Prepare good notes
- Provide direct answers
- Speak clearly and at a moderate pace

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Slide 18

### TV Appearance Tips

- Use visuals and props when possible
- Make your points succinct
- Be mindful of body language
- Dress your role as a professional

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Slide 19

### Social Media Tips

- Don't over post
- Be consistent
- Don't sell – instead interact
- Tie in your book, product or service
- Share your media hits

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Slide 20

### How to Set Yourself Apart from your competition and become a recognized expert in your field.

#### Write a book

- A tangible way to define yourself and your message
- A credential that opens the door to the media and speaking engagements

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Slide 21

### Celebritize Yourself with a Book

- It's never been easier to get a book written and published

Ghost writers are easily available

Independent and self-publishing is fast, easy and affordable

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Slide 22

The ROI of  
Celebritizing Yourself

- Marketing **Gold!**
- Provides visibility and credibility
- Endless cross promotion opportunities

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Slide 23

4 Ways to Keep Your  
Publicity Working for You

- Incorporate it into sales and marketing materials
- Include it in flyers, brochures, direct-mail advertising and other promotions.
- Forward copies of print articles to clients to reinforce their confidence in hiring you.
- Forward copies to prospective clients to persuade them to hire you.

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Slide 24

4 Ways to Keep Your  
Publicity Working for You

- Post it on your website
- It's marketing gold! The endorsement of traditional media will continue to impress your website visitors long after publication.

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Slide 25

4 Ways to Keep Your  
Publicity Working for You

- Post it on your website



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Slide 26

4 Ways to Keep Your  
Publicity Working for You

- Post it on social media
  - Promote upcoming interviews – "Looking forward to talking with national radio host Jim Bohannon at 10 am Tuesday. Love his show!"
  - Once the show airs (or the article is published), you've got a new post: "Great conversation with @Jim Bohannon on Tuesday! If you missed it, here's a link..."

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Slide 27

4 Ways to Keep Your  
Publicity Working for You

- Create a "Wall of Fame" in your office



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Slide 28

You don't have to be a  
celebrity to be  
celebritized!

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