



Share this free ebook using this link:

<http://budurl.com/Bestof2012Tips>

**The Best of
The Publicity Hound's Tips of the Week of 2012**

**27 publicity tips to help you generate the publicity you deserve
for your product, service, cause or issue**

By Joan Stewart, The Publicity Hound®

Excerpted from the popular ezine delivered twice a week

Subscribe and visit the archives at http://archive.aweber.com/pubhound_01

The Publicity Hound

Copyright © 2012 Joan Stewart. All rights reserved. **You are free to reproduce any item(s) in this ebook** as long as you include the following paragraph:

“Reprinted with permission from ‘The Best of The Publicity Hound’s Tips of the Week’ from 2012. Claim your free copy at <http://budurl.com/Bestof2012Tips>

The Publicity Hound

Box 437

Port Washington, WI 53074-0437

USA

<mailto:jstewart@PublicityHound.com>

<http://www.PublicityHound.com>

ISBN: 978-0-9740640-3-1

Limits of Liability and Disclaimer of Warranty

The author and publisher shall not be liable for your misuse of this material. The author is specifically not giving legal or accounting advice. All investments in publicists and publicity-related products and services are taken at your own risk. Get proper legal and accounting advice from licensed professionals before making purchases or hiring decisions.

Disclaimer: Articles in this ebook include affiliate links for which I earn a commission on sales for products and services. I stand behind all of them 100 percent.

About the Author



I'm publicity expert Joan Stewart, aka The Publicity Hound, and I show you how to use traditional and social media to establish your credibility, enhance your reputation, sell more products and services, promote a favorite cause or issue, and position yourself as an employer of choice.

I'm the author of four ebooks on publicity and PR, and the creator of more than 150 learning tools on how to use free publicity in traditional and social media.

For almost two decades, under The Publicity Hound brand, I've trained and coached thousands of CEOs and business owners, nonprofit executives, PR agency staff, publicists, marketing directors, authors, speakers and experts via live events, online training, consulting, and my private Mentor Program.

I have an international following of more than 6,000 people who subscribe to my bi-weekly ezine, "The Publicity Hound's Tips of the Week." Subscribe at http://archive.aweber.com/pubhound_01

I've contributed to more than 60 books on PR, marketing and small business, and served as the PR columnist for the online version of Entrepreneur magazine.

I'm a big fan of social media and an enthusiastic user and was named one of the The 40 Most Approachable Social Media A-listers on Twitter. Join me and my more than 25,000 followers there at <http://www.twitter.com/PublicityHound>.

As a prolific blogger and a former newspaper editor, I've accepted and rejected thousands of story ideas and pitches, so I know what makes a great pitch, attracts attention, and encourages journalists, bloggers and your social media followers to spread the word about you.

Contact me at <mailto:jstewart@PublicityHound.com> or call 262-284-7451. I'd love to hear from you. Or meet me on my Facebook page at <http://www.facebook.com/PublicityHound> where you can ask a question or share a tip. Connect with me on LinkedIn at <http://www.linkedin.com/in/publicityhound> and let me know how we know each other.

You are free to “regift” this ebook to your customers using this link:
<http://budurl.com/Bestof2012Tips>

Contents

Why Authors Worry Needlessly	
Graphics Package	
Host a Scavenger Hunt.....	1
Make Your Blog Go "Ka-Ching!"	1
Know When Reporters Need You.....	1
Valentine's Day Story Ideas	1
Don't Say This to Journalists.....	1
How Freelancers Can Help You	1
Barking Up the Front Page	1
LinkedIn's New "Follow" Button.....	
A Really Impressive PR Pitch	2
Help Reviewers Find Your Book	2
Wikipedia's Many Errors	2
101 Volunteer Recruitment Ideas	2
What Journalists Want from You	2
How to Promote Press Releases.....	2
A Review in Parents Magazine	2
Bloggers: Your PR Ambassadors.....	2
Free Photos for Bloggers.....	
New LinkedIn Tools Few Use.....	3
New Global Media Leads Service	3
Sell Your Blog for the Kindle	3
Your New Product in Magazines	3
Tie a No-News Event to a Charity.....	3
Artists Brag on Facebook	4
Host Webinars for Your Clients	4
Look for Journalists on LinkedIn.....	4

Why Authors Worry Needlessly

Dec. 1, 2012

Way too many authors are spending way too much time crying way too many tears over the dearth of book reviews in newspapers and magazines.

Entire book review sections have disappeared. And the few books that are lucky enough to catch the reviewers' attention are usually published by one of the big houses.

Authors, turn that frown upside down!

You have opportunities galore for book reviews that can bring you far more sales than so-so reviews in one of the big newspapers.

For example:

--Bloggers, who have loyal audiences in tight niches and lots of traffic, are often eager to review books that will help their readers.

--Instead of trying to get in front of only readers, how about trying to get in front of librarians who buy books, recommend them to their patrons, and write book reviews for peer publications?

--Don't poo-poo your local newspapers and magazines. Book publicist Penny Sansevieri says there's gold in local reviews.

If you can't afford an expensive publicist to help you launch your book or promote a book that's been on the market for awhile but isn't selling, you'll have to do it yourself. But not to worry.

Join Penny and me by watching the replay of a two-hour webinar on "How to Launch a Book, Promote It and Sell a Truckload--Without an Expensive Publicist."

The huge package of bonuses will help you with keywords, writing your author bio, selling books on Pinterest, writing a compelling press release, and knowing what to do if your book really takes off and a major publisher comes knocking. You can order it at <http://www.publicityhound.com/publicity-products/marketing-tapes/howtolaunchabook.htm>

Graphics Package

Dec. 1, 2012

During the two-part webinar series I presented this week on "How to Host Webinars and Sell Them as Profitable Products," I shared a link to an inexpensive graphics package that participants will love when it comes time to build their sales pages for their webinars and online pressrooms. (Bloggers, you'll love this too.)

I first heard about it more than a year ago.

It's the Marketing Graphics Toolkit at <http://publicityhound.net/go/marketing-graphics-toolkit/>, and it's jam-packed with mini site templates, price tags, "Buy Now" buttons, ebook covers, "100 Percent Satisfaction Guaranteed" stickers, hand-drawn arrows and doodles, and lots of other goodies.

The package is only \$10.95 and here's the best part. When you buy, the entire \$10.95 goes into my PayPal account. You can sign up to resell this package, too, and tell your friends and followers about it on your website, via email, or on the social media sites.

Every time someone buys, PayPal will send you an email letting you know that you've just received a payment of \$10.95.

You set this up just once. You get charged just once. And you collect payments forever. You can grab the graphics package now at <http://publicityhound.net/go/marketing-graphics-toolkit/>

So how does this company make their money? By trying to upsell you to a more expensive graphics package. Smart.

Upselling is so important and profitable that I taught people how to upsell from

their "How to Host Webinars" registrations. I recorded the entire series and compiled a 20-point checklist of things I do the day of my webinars. I'm giving away the checklist as a bonus when you can order the videos at <http://www.publicityhound.com/publicity-products/marketing-tapes/howtohostwebinars.htm>

***Note: If you buy the graphics package mentioned above, you'll have to scroll all the way to the bottom of the page to find the instructions on how to download it. If you get stuck, email Max at <mailto:GraphicsClubMonthly@Gmail.com>.

Host a Scavenger Hunt

Jan. 10, 2012

Here's a clever idea for pulling more fans to your Facebook page or traffic to your website, courtesy of small business marketing expert Janine Popick of VerticalResponse.

Host a scavenger hunt.

"Hide a badge on your blog or website and give your social media audience hints for what they are trying to find. The first person that sends you an email with a correct guess will be featured in your next email newsletter. An even better idea would be to get together with a few of your partners and each hide something on your blog. The first person to get all of the items correct wins a prize. This would help you get in front of a much larger audience while still engaging your current one."

She has four more ideas at [her blog](#).

Like those?

I have 35 more and I presented them during the webinar I hosted on "35 Ways to Promote Your Facebook Page." You can order the replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/35WaystoPromoteYourFacebookPage.htm>

Make Your Blog Go "Ka-Ching!"

Jan. 10, 2012

Make this the year you finally start treating your blog like a business and not a hobby.

That's what 54-year-old Jim Hopkins is doing. The former reporter and editor for USA Today has been blogging about Gannett Co. for several years. His [snarky blog](#), which is not affiliated with his former employer, keeps journalists informed of layoffs, budget cuts, ethics issues, and other news at Gannett.

Hopkins, who is unemployed, also does what most other bloggers would never do. He asks his incredibly loyal readers--mostly journalists or former journalists--for donations. They pay by cash, check or PayPal.

Want to contribute regularly? Use PayPal's recurring payments option, Hopkins reminds readers on the front page of his blog where they see the big yellow "Donate" button.

Last year, he made about \$5,000 in donations from readers and \$11,000 from Google AdSense ads.

He also has turned his appeal for donations into a fun race against the clock, with periodic posts whenever he gets another check in the mail. The posts even include little photos of \$20, \$50 and \$100 dollar bills and headlines like "A sudden embarrassment of riches" (when one donor gave him \$225 within two days) and "In an envelope with no address: \$60."

Nonprofits, are you listening? Steal this idea and run with it!

I shared "27 Ways to Monetize Your Blog" during the webinar I hosted this week. The video replay comes with a special PDF transcript on "Outsourcing Secrets:

How to Get the Best Quality, Price & Teamwork from Freelancers." Order the package at <http://www.publicityhound.com/publicity-products/marketing-tapes/howtomonetizeyourblog.htm>

Know When Reporters Need You

Jan. 17, 2012

The absolute easiest time to get publicity is when a journalist or producer has already decided they're doing a story on your subject and are actively seeking people like you to interview.

But they don't have time to track down the perfect source. So they submit a lead, or query, to Reporter Connection, a service that forwards all the leads to you, for free.

If a lead is a perfect fit, you contact the journalist or broadcaster on your own, make a short pitch explaining why you're a good source, and hope they call. I've been interviewed myself after responding to several Reporter Connection leads.

But there's no guarantee. Still, publicists and do-it-yourself PR types would be crazy not to subscribe to this free service. If you have an assistant, let her cull through all the leads for you. If she finds one that's perfect for you, you respond.

Their service is completely free, though they have other publicity-related products and services you can buy (and I may get a commission if you do). Sign up now to get their free media leads at <http://publicityhound.net/go/reporter-connection/>

Valentine's Day Story Ideas

Jan. 31, 2012

Nobody beats Publicity Hound Shawne Duperon when it comes to pitching story ideas for Valentine's Day.

These are particularly good if you want to get on your local TV news:

--If you have Valentine's-related fun products, send one to the morning show anchor. "They may showcase it live on the set," she says.

--Relationship experts and psychologists: Any stats on the number of people using website dating services? They're staggering.

--What about tips on how to search for the love of your life on one of those sites, so you don't waste time?

--Give tips on how to write the perfect love profile.

--What about data on the state of marriage as an institution? Ministers, are you seeing more or fewer couples renewing their vows?

--How do birds (or any other animal) mate? What is their love dance?

--And what about job trends for 2012 that are for hopeless romantics?

Subscribe to Shawne's free ezine at <http://shawnetv.com/>

Don't Say This to Journalists

Feb. 7, 2012

When I worked as a newspaper reporter, nothing was more annoying than interviewing a source, only to have the source ask, after I'd been taking notes for 20 minutes, "You're not going to print any of this, are you?"

That's just one faux pas you don't want to make when speaking to a journalist. You can read about all the others at the Quora website at <http://www.quora.com/Cultural-Faux-Pas/What-are-some-faux-pas-when-speaking-to-a-journalist>

Quora is the giant social media site where anyone can ask a question about any topic (yes, even farts) and anyone can provide the answer.

I was among the 22 people who answered the question, "What are some faux pas when speaking to a journalist?"

Here's what I said Publicity Hounds should **never do**:

"Assume Chris is a woman, Terry is a man, Val is a woman and Billie is a man. Don't address a journalist as 'Dear Mr. Smith' unless you know for sure he's a man."

Also, I said using the word "publicity" in your pitch is forbidden, as in "Can you give us some good publicity?"

Now that you know what NOT to say, learn WHAT to say. I've explained it in my ebook, "How to be a Kick-butt Publicity Hound," a one-stop resource for anyone who's promoting a product, service, cause or issue. Read more about it at <http://www.publicityhound.com/ebooks.htm>.

How Freelancers Can Help You

Feb. 21, 2012

Here are four reasons why freelance journalists can sometimes be more valuable to your publicity campaign than journalists who work full-time for one media outlet:

--Because they write for multiple outlets, they can interview you multiple times for different stories they're selling.

--You don't have to pitch busy reporters or grumpy editors. They do.

--Freelance journalists often blog. That means one more place where they might give you publicity and a backlink to your website.

--Freelancers know each other and attend the same conferences. If they know you're a good source, but they don't need what you're offering, they might share your contact information with a colleague who does.

If you have a media database, there's certain information about freelancers that should be included within it. That's why I have a separate template for freelancers. I shared it--along with seven other templates for newspapers, magazines, TV shows, radio shows, bloggers, newsletters and websites--when I hosted the webinar "How to Create Your Own Database of Valuable Media Contacts" on Thursday. It's available as a PDF or Word document so you can just cut and paste the information into your own database.

If you missed the webinar, you can order the video replay and access the templates and all the other bonuses at <http://www.publicityhound.com/publicity-products/marketing-tapes/mediadatabase.htm>

Barking Up the Front Page

Feb. 21, 2012

Michelle Tennant knows how much the media loathe press conferences.

She heard me preach that repeatedly when she was in The Publicity Hound Mentor Program many years ago.

Today, she's a successful publicist who has landed many of her clients in top-tier media like the New York Times, The Wall Street Journal and on "Good Morning, America."

But she was especially tickled when her local newspaper, the Hendersonville Times, featured a front-page story on Saturday about the Blue Ridge Husky Rescue, an organization that saves Huskies that are abandoned by their owners and often turn up in animal shelters.

The Husky Rescue is close to Michelle's heart. So are Huskies. When she heard the group needed publicity, she steered them away from a press conference to a media event.

Right there on the front page was a photo of Michelle on rollerblades, being pulled around Jackson Park on a leash by Smokey, a three-year-old Siberian Husky that found a new home through the rescue group.

"Do you know how rrrrrrough it is to score front page ink? [Dog whine.] Rrrrrrough," wrote Michelle [at her blog](#).

Remember that the next time you're tempted to stage a boring press conference.

Interested in joining my Mentor Program? Yesterday, I taught people in the program how to use two helpful, easy-to-remember formulas when writing press releases and pitches. They work almost every time. If you want to join us, read

more about the program at

<http://www.publicityhound.com/mentorprogram/intro.html> and then call me at 262-284-7451 and let's see if we're a good fit.

LinkedIn's New "Follow" Button

Feb. 28, 2012

Let people interested in your company stay connected to your news on LinkedIn by adding a "Follow Company" button to your website or blog.

LinkedIn rolled it out yesterday and explains how to use it at

<http://blog.linkedin.com/2012/02/27/linkedin-follow-button-for-companies/>

To grab the code, go to <https://developer.linkedin.com/plugins/follow-company>

While you're at it, give people an easy way to stay abreast of new products and services you're offering. Create Company Pages on LinkedIn and fill them with lots of content. It's the perfect place to promote!

LinkedIn expert Wayne Breitbarth shared all the little tricks on how to use Company Pages when he was my guest on the webinar "Your LinkedIn Power Formula Part 2: Advanced Strategies for Writing a Killer Profile, Cashing in on Groups and Creating Company Pages." You can order the video replay at <http://www.PublicityHound.com/linkedinpowerformulapart2.htm>

A Really Impressive PR Pitch

Feb. 28, 2012

Trust me when I tell you that a media list chock full of juicy personal details about a journalist or blogger can be your ticket to publicity.

BL Ochman agrees. She's a social media expert and a prolific blogger who writes about online promotions.

On Friday, she wrote about a pitch she received from Rob Toledo, of Distilled Creative, calling her attention to a social media campaign roadmap.

BL, who has seen her share of lame pitches, was bowled over by the personal details about her that Rob, whom she doesn't know, included in his pitch. Impressed, she wrote a post titled "Dear PR Peeps: please read this *really great* PR pitch! (And what he was pitching)."

BL analyzed Rob's pitch to show you exactly what made her pay attention. The screenshot she used at her blog is a little difficult to read, and she gave me permission to reproduce it at my blog at <http://publicityhound.net/personal-details-in-your-pitch-is-your-ticket-to-publicity/>

Please, please, please read it. Study it. And use Rob's techniques the next time you pitch a blogger or journalist.

For more tips on how to do some good, old-fashioned sleuthing and find personal details about the people who you will be pitching, check out the webinar I hosted recently on "How to Create Your Own Database of Valuable Media Contacts." It included the eight templates I use for my own database because I want to save you time and not make you start from scratch. Learn more about it at <http://www.publicityhound.com/publicity-products/marketing-tapes/mediadatabase.htm>

Help Reviewers Find Your Book

March 27, 2012

Right now, thousands of readers are searching for a book to read on their spring vacation, or a book that helps them grow a business, or a cookbook that shows them how to whip up an omelet, or the perfect title for a little bedtime reading.

They're at sites like Goodreads.com and Shelfari.com, poring over book reviews and recommendations from their friends and total strangers.

Are readers buzzing about your book?

Not if you haven't visited these sites, created an author profile and let people know what you've written. Shelfari, for instance, lets readers influence their peers by rating and discussing books online. Readers can join online book groups and interact with authors whose titles they love.

Note: Goodreads, the giant book review site, hit 10 million members in August of 2012.

The site has more than 20,000 book clubs, from virtual groups to small, in-person book clubs.

Six books are added on Goodreads every second. The phenomenal growth of this site, and the ease with which you can find your niche audience, are two reasons I've been recommending it as a powerful alternative to waiting around for a big newspaper or magazine to review your book.

If you aren't taking advantage of every feature in Goodreads' Author Program, you're missing out on scores of new readers and leaving money on the table.

But Goodreads isn't the only site where readers gather.

I found numerous online book groups, book review sites, book forums and online book clubs. Some of them serve specific niches like romance, poetry, business, small press, the arts and sci-fi. A few are devoted only to librarians who can become your biggest advocates.

Confused about which sites are best for you? I hosted a webinar on March 29 on "Where to Find Millions of Readers Online to Review, Recommend & Buy Your Books."

I discussed the biggest and best online book review sites, online book clubs, web-based book discussion groups--and which ones are best for poetry.

As a bonus, I'm even throwing in a list of several excellent forums and listservs where publishers and authors can learn about writing and publishing. And I show you where to find a network of nearly 2,000 book bloggers and book reviewers.

Order the replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/bookreviewsites.htm>

Wikipedia's Many Errors

April 21, 2012

Here's another reason not to rely on Wikipedia as a trusted source of knowledge for anything.

A new study published in the Public Relations Journal shows that a stunning 60 percent of articles about specific companies contained factual errors.

The research was conducted by Marcia W. DiStaso, Ph.D., co-chair of PRSA's National Research Committee and an assistant professor of public relations at Penn State University. She surveyed 1,284 PR professionals to find out how they use Wikipedia or correct errors they find there.

"It does not surprise me that so many Wikipedia entries contain factual errors," said DiStaso. "What is surprising, however, is that 25 percent of survey respondents indicated they are not familiar with the Wikipedia articles for their company or clients. At some point most, if not all, companies will determine they need to change something in their Wikipedia entries. Without clear, consistent rules from Wikipedia regarding how factual corrections can be made this will be a very difficult learning process for public relations professionals."

Wikipedia's editing process is so cumbersome, that some people just don't bother. Jimmy Wales, founder of Wikipedia, told the Associated Press last fall that Wikipedia is losing the crowd that keeps it updated. The typical profile of a contributor is "a 26-year-old geeky male" who moves on to their ventures and leaves the website.

Administrators are working to simplify the way users can contribute and edit materials. Finally.

Volunteer Recruitment Ideas

April 28, 2012

Need volunteers for your nonprofit or community group?

--Skip the expensive ads in local newspapers and pitch a story idea about what your group is doing. Mention that you're recruiting volunteers.

--Let the media know about some of your more interesting volunteers like those who have been serving the longest, or volunteers who are members of the same family.

--Place items in local church bulletins.

--Contact local real estate agents who have their own newsletters and ask them to include a blurb.

--Post flyers at local ethnic food stores if you need volunteers who speak a foreign language.

--Post on Craigslist.org, Idealist.org, VolunteerMatch.org, neighborhood listserves, [AARP's Create the Good](http://AARP.org), and at local universities. All are free.

Combine these tips with other strategies from Sandy Rees who was a guest during the webinar on "Failproof Publicity Tips for Cash-strapped Nonprofits to Raise Money, Recruit Volunteers & Promote a Worthy Cause." You can order the video replay, which comes with a free copy of Sandy's CD on "How to Attract All the Donors You Need," at <http://www.publicityhound.com/publicity-products/marketing-tapes/nonprofitpublicity.htm>

What Journalists Want from You

June 9, 2012

Journalists don't want bad press releases, awful pitches or gratuitous compliments. They want:

- Your attention. Pay attention to what they're covering.
- Sources. Let them know you're available to comment.
- Leads to other subject matter experts they can interview, other than you.
- Answers to questions they're asking on the social media sites.
- Comments about their work--good, bad or otherwise.
- Story ideas. But it's almost impossible to know who wants to be pitched on Facebook or Twitter.

There's one way to know for sure.

I explained what it is, offered step-by-step directions and even gave a handy 15-point checklist to everyone who signed up for the webinar I hosted Thursday on "How to Use Social Media Sites to Connect with Journalists."

If you missed it, you can order the video replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/journalistsonsocialmedia.htm>

How to Promote Press Releases

June 16, 2012

When you write a press release and post it to your website, or to one of the paid distribution sites, you see an immediate bump in traffic.

Then, as the months wear on, the traffic that comes directly from that release can slow to a trickle.

Don't let your press release do all the work! Here's how you can drive more traffic to it:

--In your Google profile, create a link that leads people to the page where they can see all your press release titles, or to your online pressroom where they can find your releases.

--Link to the release when you answer a question on LinkedIn, if it includes helpful tips that tie into the topic.

--Link to your releases from individual blog posts, when the topic is a good fit. Also, in the margin of the blog, link to the page that has all your press release titles.

--Include links from one press release to another. This means updating older releases, but that's OK. It will create a trail that readers can follow if they want to know everything about your company.

I've compiled a list of 29 other ideas, and I explained them all when I hosted the webinar "33 Ways to Promote Your Press Releases." You can order the video replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/33waystopromoteyourpressreleases.htm>.

A Review in Parents Magazine July 3, 2012

If you sell products for kids, just think of what a great review in Parents magazine can do for your marketing.

After all, the product might be kid-tested, by none other than Jav Connery, the 6-year-old son of Ana Connery, editorial director for the magazine who is also Jav's mom.

If you want Jav to review your product, email him at jav@parenting.com.

Jav's mom says he prefers "things that move and make noise."

Thanks to John Kremer, the book marketing expert, for this tip in his ezine, "John Kremer's Book Marketing Tip of the Week" at <http://www.bookmarket.com/>

My checklist of "11 Ways to Prepare for a Magazine Interview" is a free bonus that comes with the video replay of a webinar I hosted on "How to Find Your Way into Glossy Magazines." Learn more about it at

<http://www.publicityhound.com/publicity-products/marketing-tapes/HowtoFindYourWayintoGlossyMagazines.htm>

Bloggers: Your PR Ambassadors

July 24, 2012

When you write a blog post about a niche topic, do you wait for traffic to come flowing in? Or do you let other bloggers in that niche know about the post so they can share it with their much bigger audiences?

When I wrote "[7 publicity tips for your arts and crafts business](#)," I included a short summary about this newsletter at the end, with instructions on how to subscribe.

But I got just a few dozen hits to the blog. What a disappointment!

Then I reached out to two art marketing experts who I know have big audiences: Alyson Stanfield and Ariane Goodwin. Both shared the link with their communities. Traffic skyrocketed immediately and as of this morning, the post has gotten 1,111 unique visitors.

Lesson: Let bloggers who are stars in niches know about your valuable content that ties into their niche. Read more about the teleseminar I hosted with Patsi Krakoff on "Time-saving Tips for Smart Business Blogging" at <http://www.publicityhound.com/publicity-products/marketing-tapes/businessblogging.htm>

Free Photos for Bloggers

Aug. 14, 2012

Let's say you're blogging about the Olympics, or the presidential election, or a breaking news event, and you need an accompanying photo.

Don't even THINK of grabbing one from Google Images which can get you into big, expensive legal trouble.

Instead, hop over to PhotoPin.com which helps bloggers find photos and makes adding them to their posts fast and easy.

Just search for any topic using the search box. Preview the photo, and click "get photo" to download it, as well as the proper attribution link. PhotoPin uses the Flickr API and searches Creative Commons photos to use for your blog.

Thanks to Sarah Arrow who wrote more about this service at "[For Bloggers by Bloggers.](#)"

Caution: Follow the instructions for crediting the photographer.

New LinkedIn Tools Few Use

Aug. 21, 2012

When I left the restaurant yesterday morning after a two-hour breakfast with LinkedIn expert Wayne Breitbarth, my chin was practically on the floor.

I thought I was pretty good at navigating LinkedIn. But Wayne showed me a very cool trick for generating publicity. He logged into his LinkedIn account and, in less than a minute, found a list of about a dozen radio talk show hosts that might welcome him as a guest.

He didn't know any of them. He wasn't connected to any of them. Yet LinkedIn gave him the ability to email them all at once, introduce himself, explain that he's a LinkedIn expert, and offer to appear on their shows.

"For every 10 people I email, I typically book two to three appearances," Wayne said.

Indeed. Right there, on his laptop, I saw the responses from two of the hosts who wanted to book him immediately. Most of the others hadn't read his message yet.

I said, "Speakers could use this same tool to look for meeting planners. And authors could use it to look for readers, right?"

"You bet," he said. "But there are so many more ways to use this."

In little more than a year, LinkedIn has introduced four tools that are making it incredibly easy to pinpoint your target market even though you aren't connected to them. You can also email them without spamming. You can eavesdrop on conversations they're having about you and respond instantly. You can also email information about new products and services **ONLY** to people who want to know more about what you're doing.

Wayne says the vast majority of people on LinkedIn aren't using these tools, or they're using them incorrectly.

That's when he agreed to be my guest on the webinar "4 Secret LinkedIn Power Tools to Connect with Journalists and Put Money in Your Pocket." Order the video replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/linkedinpowertools.htm> and read the glowing testimonials from Publicity Hounds who attended my two other webinars with Wayne.

New Global Media Leads Service

Sept. 1, 2012

If you're a subject matter expert looking for free publicity around the globe, or if you're a blogger or journalist looking for sources in other countries, check out Media Diplomat at <http://www.mediadiplomat.com/>.

It's a new media leads service similar to HARO, but it's devoted to connecting experts to journalists or bloggers internationally.

Paul Dixon, a former PR pro and freelancer who's based in the United Kingdom, started the service about two months ago and already has about 2,000 experts in his database. The website is in beta. He emails leads as often as he receives them, but won't send them on a regular schedule until the database grows significantly and he starts actively promoting it to more journalists and bloggers.

"Most industry professionals, especially in the U.S., know of online services connecting reporters with sources," he said. "The concept has been around for a while. But we discovered that high-level reporters and sources from Asia, Latin America and elsewhere have been forgotten."

He already has connected numerous journalists with the expert sources they need. Dixon says that in many cases, journalists who submit media leads to him encourage you to share them with your friends and followers on social media sites like Twitter, Facebook and LinkedIn. (What great content, especially for a LinkedIn group!)

That's one more reason why it's worth your time to at least try this service.

Sell Your Blog for the Kindle

Sept. 15, 2012

Bloggers are looking under every rock for ways to monetize their blogs.

But most of them aren't doing one of the easiest things possible to get massive exposure and earn a little money. They aren't publishing their blogs in the Kindle store.

An Amazon employee told me this week that only 4,050 blogs are available for the Kindle. I almost fell over!

There are, roughly, more than 6.7 million blogs. If my math is correct, that means less than 1 percent of the bloggers publish their blogs at <https://kindlepublishing.amazon.com>. Go there now for instructions on how to get started.

Kindle Blogs are auto-delivered wirelessly to the Kindle and updated throughout the day. They are fully downloaded onto your Kindle so they can be read even when you're not wirelessly connected.

People can subscribe to my blog there for 99 cents a month, and Amazon automatically renews their subscription monthly until they cancel. I make only a pock full of change, but the exposure is fabulous, considering the millions of people who buy from the Kindle store.

I know 27 other ways to make money from blogging and I explained them all during the webinar "27 Ways to Monetize Your Blog." It comes with the 16-page electronic transcript on how to outsource work to freelancers. Hint: Give a freelancer several dozen blog posts and tell her to turn them into an ebook that you can sell. Is that easy, or what?

Order the video replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/howtomonetizeyourblog.htm>

Your New Product in Magazines

Sept. 25, 2012

You're launching a product and you're hoping for a big story in a national magazine.

You find the editor's name and email address in one of those expensive media directories. You write a pitch and email it to her.

Not so fast!

You're probably pitching the wrong person. If it's a big magazine, pitch one of the section editors. They decide what goes into their sections, and they might even write it themselves.

The latest version of products like the Kindle and the iPhone get the really big stories. But your product probably won't.

Here are some other things you might consider:

--Send the product to the appropriate section editor and ask for a review.

--Suggest a staff member test your product against several other similar products made by your competitors.

--Submit a press release and photo to the New Products editor.

These days, getting into magazines is increasingly difficult because they're saddled with lower advertising revenues, and too few staff members reading too many pitches.

But here's the good news. These journalists are leaving clues, online and off, about exactly what they need. And if you know where to look, you'll have a leg up

on all the other people who are pitching.

I explained where to find the clues, and what to do next, when I hosted the webinar "How to Find Your Way into Glossy Magazines." You can order the video replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/HowtoFindYourWayintoGlossyMagazines.htm>

Tie a No-News Event to a Charity

Oct. 27, 2012

It isn't exactly the type of news event I would have raced to cover, back in my days as a newspaper reporter.

"How does our hotel get publicity for replacing all our old mattresses when the public doesn't give a hoot about new mattresses?" asked a hotel operator.

She was in the audience when I presented my session this week on "Savvy Media Relations" for the Wisconsin Lodging Conference & Trade Show.

Before I could suggest an idea for publicity, she answered her own question.

"What are we supposed to do? Promote the fact we're giving the old mattresses to a charity?"

Uh, that's exactly what you should do, I told her.

This story is custom-made for TV because of the visuals. Can't you just see piles of mattresses in the parking lot, being hoisted one by one onto a semi-tractor trailer?

When you have a not-very-interesting event, consider a way to work in a charitable contribution where more than just cash or a check changes hands.

Ditching your old computers and monitors? Donate them to a local senior citizens center. Throw in a free class, taught by one of your employees, on how the elderly can create an account on Facebook and connect with their grandkids. Find a few seniors who would be willing to be interviewed, and you've practically handed the TV stations a story on a silver platter.

Humane societies need things like postal scales to weigh kittens, and even

artwork for their annual fund-raisers' silent auction. (TV LOVES news stories about kittens and puppies, by the way.)

If your company or trade group is planning a conference next year and you need me to speak about publicity, PR, social media or marketing, call me at 262-284-7451 to check my availability.

Artists Brag on Facebook

Oct. 30, 2012

Publicity Hound Alyson Stanfield saw my tip in Saturday's newsletter about promoting your Facebook page by inviting people to c'mon over and brag about something.

So the art business coach encouraged her 7,738 fans to brag about the one accomplishment they were proudest of from last week. That simple invitation resulted in 80 comments! [You can see them all here.](#)

Why is this such a big deal?

Because the more people who Like, Comment and Share on your Page, the more people see your status updates in their feeds. And the more people who see your status updates, the more Likes, Comments and Shares you'll get. It's like a snowball rolling downhill.

Letting people brag is just one of 35 tips I shared during the webinar "35 Ways to Drive Traffic to Your Facebook Page." Many of these ideas are things you do just once, and drive traffic forever. You can order the video replay at <http://www.publicityhound.com/publicity-products/marketing-tapes/35WaystoPromoteYourFacebookPage.htm>

Host Webinars for Your Clients

Nov. 24, 2012

Coaches, mentors, authors, speakers and trainers: Offer webinars to your clients, customers and followers.

Most of your competitors aren't doing this yet, and it will make you really stand out as someone who adds value. Here are some ideas to consider:

--Publicity Hounds, offer a webinar for bloggers, journalists and others so you can teach them about an emerging trend in your industry.

--Speakers and trainers, do follow-up training with your audiences via webinars. Let them ask questions about things you've taught them to implement.

--Authors, use webinars to build the buzz just before a book launch, or during the launch, so readers can discuss your book and ask you questions about it.

--Experts, host a paid webinar, record it, and sell the video replay afterward. This is a very fast way to create video products. Trust me when I tell you I've done this successfully for several years, even though I don't have a technical bone in my body.

Learn how you can do it too by watching the video replay of two two-hour webinars on "How to Host Webinars and Sell Them as Profitable Products." If you're still not sure if this is for you, read my blog post on "9 ways to use webinars for PR, to make money, save time" at <http://publicityhound.net/9-ways-to-use-webinars-for-pr-to-make-money-save-time/> and then decide. You can order the video replay of my webinar training at <http://www.publicityhound.com/publicity-products/marketing-tapes/howtohostwebinars.htm>

Look for Journalists on LinkedIn

Sept. 18, 2012

When looking for journalists to pitch, use LinkedIn's Advanced Search function to find those who are a perfect match for your expertise.

Log into your account and go to Advanced Search in the upper right corner.

This morning, I did a quick search for all journalists on LinkedIn in using the keyword phrase "small business" and the titles reporter, editor, freelance and blogger. LinkedIn gave me 24 results.

Those include a business writer for Huffington Post, an award-winning freelancer/blogger for several national publications, a writer for the Wall Street Journal, a freelance writer and editor for a spa magazine, a national correspondent at Thomson Reuters, and a freelance reporter for a weekly in California.

Some of them are connected to me. Others aren't but they're in some of the same Groups I'm in, which means I can communicate with them there.

My search took less than a minute, and about 10 more minutes to review the list and decide which ones are a good fit for me.

I wouldn't pitch any of these journalists without first building a relationship with them, which I could do in Groups, or through an introduction by a mutual connection, or by offering helpful tips.

Advanced Search is one of several power tools on LinkedIn. During a recent webinar I hosted, LinkedIn expert Wayne Breitbarth explained how to use four new tools on that site to pinpoint your ideal customer or journalist (even if you

aren't connected to them), email them without spamming, eavesdrop on conversations they're having about you, and promote your products and services with fanfare.

You can access the video replay and all the bonuses, and read the long list of glowing testimonials from Publicity Hounds who give "two paws up" for my webinars with Wayne, at <http://www.publicityhound.com/publicity-products/marketing-tapes/linkedinpowertools.htm>

Share this free ebook using this link:

<http://budurl.com/Bestof2012Tips>



Other Resources The Publicity Hound Highly Recommends (Many of them are free)

Click on the titles below to visit these websites that will help you with publicity, promotion, social media and Internet marketing. Some of these links are affiliate links from which I earn a commission on sales. But I only include vendors whose products and services I can stand behind 100 percent.

[AWeber Email Manager](#)

This is the email management program I use for my ezine. I recommend it highly. Their customer support is top-notch, and they answer their own phones!

[Blog Squad](#)

Denise Wakeman answers all your questions about how to promote a product, service, cause or issue, using a blog.

[Bye Bye Boring Bio](#)

Transform your boring bio from wallpaper to wow to promote your expertise, attract new clients and generate publicity.

[Capture Email Addresses](#)

Before you start writing press releases, be sure you capture email addresses at your website by giving away a free report, or a list of tips or other information. The best tool is the Hover Ad Creator. Your webmaster can install this HTML coding on your website. I used this to create the box that pops down from the top of the screen at my website at PublicityHound.com

[ContactAnyCelebrity.com](#)

A subscription to this service gives you instant access to a fully-searchable online database of 54,696 celebrities, 6,890 celebrity representatives (agents, managers, publicists & attorneys), plus 4,131 entertainment companies. Great for authors trying to get celebrity testimonials for their books or for press release writers who want to piggyback onto celebrity news.

[Dan Janal's Guaranteed Press Releases](#)

Let Dan Janal distribute your press release and it will show up on Google and Yahoo News and more than 72 top-tier media websites, with links back to your website. He'll even write the releases for you.

[ExpertClick—Yearbook of Experts Online](#)

This is for experts only. Expertclick will give you a free Press Room Page and the ability to upload one press release per month. This is a no-brainer, and it costs you nothing. If you're not

an expert, don't apply.

Gift List

This subscription service delivers contact information for U.S. and Canadian magazines, newspapers, television, newswires and radio, and websites that are looking for consumer products for holiday gift guides. Take a 7-day test drive.

Internet Marketing

"Click," written by my mentor, Tom Antion, is the very best ebook to study if you're entering the world of Internet marketing. Tom will show you how to build a great website, create info products and create an opt-in list of customers. I refer to this book at least 6 times a week.

Kindle Ebooks: How to Create Them Quickly

If you don't have an ebook to sell to a Kindle owner who needs help with a problem, someone else will. A Kindle ebook is the calling card that can result in speaking engagements, publishing contracts, consulting assignments and more. Watch this replay of a webinar in which Daniel Hall explains in step-by-step detail how to create and format your ebook.

Kickstart Cart shopping cart for selling online

This is the cart I use and recommend. Because it's so popular, if you get stuck, you can usually find someone quickly who can help you.

Magazines.com

Use this website to research "formula headlines" on the covers of magazines. You can adopt many of these formulas for your own use by substituting one or more words.

National Publicity Summit

Meet top journalists face to face and pitch your story ideas. The summit is held twice a year in New York City, and only 100 people are admitted during each session.

Nook Ebooks: How to Create Them Quickly

Ebooks have surpassed printed books in the publishing industry, and if you haven't formatted your ebook for the Nook, you're leaving money on the table. Watch this how-to video in which Daniel Hall walks you step by step through the process.

PitchRate.com

PitchRate.com is a free service that connects journalists with the highest rated experts for free media coverage. If you're an expert or publicist, you can pitch yourself (or your PR clients) to journalists by viewing PitchRate's incoming requests. Requests can be sorted quickly and easily according to category or keywords by visiting the "Search Requests" tab once you've signed in. Once you've found a request you're interested in, simply make a pitch and all of your contact info contained in your profile will automatically be attached. Then, just wait to be contacted for an interview and free publicity to promote yourself, your book, product, or business.

PressKit24/7

Online PressKit 24/7 makes you a star by giving the media what they want, when they want it. It keeps your information organized and works for you 24/7.

Press Release Samples (Free)

Mickie Kennedy's Big Press Release Samples Book will give you more than 75 ideas for ways to write your press releases.

Reporter Connection

Connect with journalists who are looking for specific types of sources for their stories. Bill and Steve Harrison will send you free media leads every day from Monday through Friday. If it's a good fit, you respond on your own and let the journalist know why you're a good source.

Speak on Cruise Ships

Learn how to trade your talent for free luxury cruises. Watch this webinar replay from Daniel Hall, who shows you how to live in luxury and cruise all over the world--but only if you know how to approach cruise ship meeting planners.

SpeakerMatch

SpeakerMatch is the only service of its kind that matches speakers and speaking opportunities. It reaches emerging professional speakers, business leaders, technical gurus, educators, and other subject-matter experts who want to communicate what they know, and put them in touch with event organizers who need to reach this very diverse group of experts who speak.

Traffic Geyser

Stop wasting precious hours uploading video. Traffic Geyser lets you upload video to several dozen sites with just one click of the mouse.

Wooden Horse Publishing

Specializing in magazines, complete with expanded descriptions, reader demographics, writers' guidelines, and editorial calendars for more than 2,000 print magazines (consumer and trade) in the U.S. and Canada. Take a test drive for \$1.99.

YouTube Super Secrets

Learn the inside secrets of how to use YouTube videos to attract more viewers, build a list of subscribers and brand your business. Colin Martin and Marc Bullard explain how to write great video titles and descriptions, tag your videos and make your YouTube a popular destination for people who need what you sell.