

7 Counter-Intuitive Tips to Securing Positive Publicity on Purpose and Bonus Tips on Making Effective Video ads and Viral Videos

- 1) Which is better, to call 100 random Talk Show producers to pitch your goods, services or to first spend a week of research to determine your most suitable 10 Talk Show targets?**

Answer: Calling 100 random Talk Show producers. Play the law of large numbers. Use a shotgun, not a rifle. But that's not to say using a laser isn't effective, whenever it is quick and easy to identify a more suitable show, go for it. But don't let the perfect become the enemy of the good. Too many professional publicists, and amateurs alike, over study a market, and never make their first outgoing, pro-active call. Call, call, call. Keep the pitches short, leave lots of messages, send personalized emails and get those interviews! Granted, you don't want to pitch a vitamin supplement to a dog grooming show, but don't over analyze. Err on the side of making too many calls and sending out too many personalized emails.

- 2) Which is more efficient, to end out 1000 guest pitches by mass email in minutes or to email 10 well thought, individualized pitch sheets?**

Answer: The 10 customized pitches. But wait, didn't I say it's better to make 1000 random phone calls than selective targeted Talk Shows? Yes, I did. But there are huge differences between oral phone calls and written text or email messages. The recipient of your written pitch sees thousands of such pitches and if you send enough of them out, without customizing them for your targeted outlet, eventually they can relegate you to their junk or spam folder with a mouse click and see your messages no more. But if you call, you can turn on a dime and adapt your pitch if they aren't biting, and you can give them a variation of what you have that works well for them. Plus phone calls are far more personal. Get more details in my Executive Publicity Seminar series.

- 3) Which 2 of the famous W's in journalism are the most important? You know, who, what, where, when, why, etc.**

Wrong answer! But you may say, "I didn't answer yet." Still, wrong answer. Why? Because there are 2 W's what are not even taught in Journalism School. And these two W's are far more important than the big five: who, what, where, when, and why.

More in my Executive Publicity Seminar series. But since you took the time to attend my publicity webinar, I'll tell you what those two W's are now: They are: Wow, and Whoa.

The Wow is to get their attention, so they read past the subject line to get to the body of your pitch sheet that contains the who, what, where, when and why. If you don't get their attention with your Wow, they don't read anymore. And the other W stands for Whoa. It reminds you of what NOT to put in your subject line or release or your ad. Facebook, YouTube and other social media pages have the ability to screen your text at the speed of light and if you have the wrong trigger words, your email can go straight to spam or you might go straight to jail, or you might marginalize yourself in some other way. So Whoa. If you get a check in your spirit, hold back and don't use that word or words. And if you didn't learn anything from my webinar or from this counter-intuitive publicity tip sheet, at least you now know who to spell Whoa. It's not Whoh. It's not Woah. It's Whoa. Most journalism students neither know the importance of this vital W

nor know how to spell it. And one of the quickest credibility killers when corresponding with news and media professionals, is to spell something wrong. Lol

4) **How can I make effective videos to promote my product, service or brand?**

Did you know that studies show that videos can be more than twice as effective than text ads? You might be thinking, that's not counter-intuitive. It makes sense that visual moving pictures are twice as effective as static print. But actually, the counter-intuitive part of the study is that video ads can actually be more than 1000 times as effective as plain text ads. I rest my case. Stop focusing on text and learn to make your own videos or find a source that makes high quality videos affordably and stop flushing your money down the drain with text ads of the past.

5) **Which video is likely to garner more views and why?** The hastily conceived, off-the-cuff live streaming video you take of yourself with your camera with zero budget, or a well-written, expertly executed and edited, high quality video made on a large budget?

Answer: The live streaming video you make yourself for free and NOT the slick expensive one. But ONLY if your live video is streamed on Facebook. Why? Because Mark Zuckerberg wants to be the largest television broadcaster in the world. So he's 'buying' into the market by 'rewarding' live streamers with 50 to 100 times more views sent from his Facebook search engine boxes of the 1.6 BILLION Facebook subscribers to YOUR VIDEO! Get more details in my Executive Publicity Seminar series.

6) **Which is more effective for selling your goods, services and expanding your brand, buying ads or getting free publicity?** Answer: Free publicity. If done right. Why? Because a person's brain has a "B.S." meter that largely filters out the messages of ads. But when watching or listening to a Talk Show interview that listeners or viewers perceive and receive it as being true—because the host has already given an unofficial 'endorsement' simply by being their expert guest.

7) **Which is more economical, to invest in one well thought through, well edited video ad or a bunch of different video ads?**

Answer: Usually it's best to make multiple ads to test them to see which one pulls the best so you stop paying for ads and boosts on the videos that don't resonate with your audience, and focus on the better pulling ads. Then once you know what pulls, you can invest even more money into tweaking the best ads. Most people spend more money in advertising a video than in producing the video so you want the video you are promoting most heavily to be the one that pulls best. And it is especially true in the case of viral videos. Most people don't know in advance which of their videos will go viral, so make lots of them and one or more is likely to go viral. Make sense?

OK, so there you have 'em: the 7 counter-intuitive answers to 7 questions as to how to secure Positive Publicity on Purpose!

These tips come from my 30 years of my personal experience booking guests on Talk Shows. I don't want you to have to put in 30 years of your life learning the hard way. Call us now and let us hear your vision, your goals and your needs, so we can propose a plan to letting us do the

heaving lifting getting you on Talk Show interviews to do what you do best: Talk about your product, service or brand, to get your message out IMMEDIATELY to millions of people. What would success like that look like? Call us and let's make it happen, now!

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