

7 clever ideas for getting Free Publicity

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The advantages of press releases to get free publicity for your business include:

- low cost
- new customers
- added credibility
- increased visibility

Here are 7 clever ideas that are unique and powerful enough to attract media editors and readers.

1. Develop "top 10" lists. It can be the best, worst, most popular, least popular, strangest, most interesting, unusual, cities or towns with the most or least of something, you get the idea. Editors and readers love lists.

2. Share your survey results. What interesting information, facts, opinions or trends did your latest survey reveal? Your industry readers -or consumers- are very interested this kind of information.

3. Announce a unique new service on a hot new topic or trend.

Jump on the "what's hot" bandwagon as it attracts free Publicity.

4. Create a petition. What are you mad about? What do you want the government to change? You get the idea. Create a petition - and publicize it.

5. Find a Dramatic Human Interest story.

You want it to be emotional, unique and/or out the ordinary. Can be tragic if the outcome is good. It can be from your employees, customer or suppliers

6. Break a record. Get "The Guinness Book of World Records" and look for your records you can break. If there are none, be the first and announce your "new world record".

7. Get something patented. A U.S. Patent is big news because it involves something new.

If you want free publicity for your business,
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