

Get The Word Out and Grow Your Business

By Caterina Rando, MA, MCC

One myth often believed by entrepreneurs is that having an awesome product or service is enough to make the phone ring and make their business grow. Unfortunately this is not true. In today's business world, with so many other suppliers in the market place providing a similar solution, it is more challenging than ever to stand out in this crowded marketplace.

One of the often over looked marketing strategies, that can result in a flood of new business, is getting free publicity. The challenge to free publicity is that whether or not a story gets published or you get invited as a television or radio guest, it is out of your control, so you can often do a lot and take a lot of time to make something happen and nothing does.

There are, however, lots of things you can do that increase your chances of getting noticed. Follow these ideas to ensure that you get good results every time from your efforts.

Be Loud and Proud

Before we can talk about getting publicity we have to first talk about your willingness to be self-promoting, to toot your own horn and let people know about what is going on with you and your business. If you do not promote your business it will not get done unless you hire a publicity team to do it.

Consistency Over Time Creates Results

A big challenge with small businesses is that they start to focus on publicity and marketing and then after business picks up or no results seem to come right away, they stop with the publicity and marketing. Realize you must be consistent in your marketing and publicity actions. Consistency over time creates results.

Narrow Your Focus

Yes, it is fantastic to get your picture on the cover of Time[®] or Newsweek[®] magazine. For most of us that is highly unlikely. But, could you get your picture on the cover or a featured article inside the pages of Real Estate Professional[®] or Staffing Today[®]? This is much more likely. Identify the publications that are present in your industry. These trade publications are where you want to be featured because, while they may not be as exciting, they will bring you a lot more business.

Put Together a Local Media List

Instead of starting with national radio, newspapers and television programs to court as an expert or featured guest, begin locally. Local television and radio outlets want to use local talent. They want you as much as you want them. Find out the outlets that you are a good match for in your local markets. Identify who books the talent, introduce yourself and then stay in touch.

Do Something Newsworthy

Offering a new service or hiring a new employee for your business might get you in your local chamber of commerce newsletter or your women's group ezine. However, just because something is big news for your firm does not mean it is big news to the general public. What is? Your charity work, a breakthrough product, an innovative way of doing something that is energy saving might be newsworthy. Evaluate how newsworthy something is before you pitch it around.

Build Your List of Clients and Potential Clients

Oftentimes businesses focus on getting the big moment in the spotlight rather than keeping in contact and keeping track of the fans that they already have. The bigger your list of people that already know you, like you and trust the

products or services you offer – the better. While writing blogs, doing tele-classes or recording podcasts may not be as exciting as getting in a magazine, the truth is that in most cases it will do just as much to build your business if and only if you have done a good job of building your list and you yourself can keep lots of people in touch with what you are up to.

Post Your Own Publicity

When you do get some publicity put the article, television segment, interview recording or any other applicable information on your site so that everyone who visits your site for years to come can review it. This communicates credibility to visitors, even if they do not read or watch what is there.

Stretch Your Story

If you get an article in a magazine or are featured in a newspaper article, send a copy in the mail or via email to your clients and potential clients that says “in case you missed my article in (publication name) here is a copy (or link) I know you will enjoy it.

Video is A Visual Press Release

Today you do not need a major or minor news outlet to pick up your story. You can send it out yourself. If you videotape a speech you give, post up to 10 minutes of it on YouTube.com and you can have links to it on your site.

Implementing these ideas will make a huge difference in the success of your business. Get started today and be consistent. The great thing is that once it starts, it can keep going and you and your firm can catch on like wildfire.

Caterina Rando, MA, MCC, coaches entrepreneurs to attract clients with ease by establishing themselves as experts in their fields. Caterina is the creator of the Expert Advantage Business Breakthrough Coaching Program. Visit her website at

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