

Publicity 2.0



\$100k  **BLUEPRINT**
The Keys to a 6-Figure Income

LEGAL

(Stuff We Have To Say)

While we have made every effort to insure the accuracy and appropriate use of the information provided, the authors make no claims or warranties, express or implied, regarding anything contained herein.

All earnings and profit examples used herein are our actual results based on what is presented, however we cannot make any guarantees of earnings or profits. Most people who purchase this product will not even earn back the cost – but that has more to do with lack of effort than the effectiveness of what's presented. Still, your results will depend on many factors, many of which we have no control over.

The owner and author of this book is not necessarily affiliated with sites that may be linked herein and is not responsible for their content. The linked sites are for your convenience only and you access them at your own risk. Links to other websites or references to products, services or publications other than those of Analogy Marketing, do not imply the endorsement or approval of such websites, products, services or publications.

In some cases, purchasing a product mentioned by using the links provided may result in a commission payment to us.

Certain names, graphics, logos, icons, designs, words, titles or phrases in this book may constitute trade names, trademarks or service marks of Analogy Marketing or of other entities. The display of trademarks on this website does not imply that a license of any kind has been granted.

Any unauthorized copying, downloading, re-transmission, or other copying of modification of trademarks and/or the contents herein may be a violation of federal common law trademark and/or copyright laws and could subject the copier to legal action.

Welcome to “Publicity 2.0”!

This report is divided into 5 sections:

Section 1 - 30 Ways to Generate Publicity for Your Online Business

Section 2 – Introduction to Press Releases

Section 3 – HARO (“Help A Reporter Out”)

Section 4 – PR Web

Section 5 – Press Release Template

SECTION 1

30 Ways to Generate Publicity for Your Online Business

A common misconception among online business owners is that they must spend lots of money on advertising to grow their businesses. But if you're willing to put a little time into promoting your business, you can generate publicity that will be far more effective than paid advertising.

Here are 30 ways you can create publicity at little or no cost.

1. **Build a social media presence.** Building a presence for your business on popular social media sites such as Facebook, Twitter and Google+ creates ongoing opportunities for publicity. Make frequent, relevant and interesting posts, and bloggers and members of the media will take notice.



2. **Start a Facebook group.** An active Facebook group that is relevant to your niche can generate lots of publicity.
3. **Make use of LinkedIn.** LinkedIn is a wonderful site for online business networking and making contact with members of the press.
4. **Maintain a blog.** A good business blog is a great for publicity. Keep it updated with relevant and engaging posts, and be sure to offer an RSS feed so that readers can subscribe and site owners can add your updates to their own sites.
5. **Post linkworthy content on your blog.** "Top 5" or "Top 10" lists tend to attract links nicely, as do product reviews and tutorials.

6. **Comment on other blogs.** Keep your comments on-topic and useful, and only include a link to your site in the URL field. As long as you're adding to the conversation and not blatantly promoting your business, this is a quick and easy way to gain links and exposure.
7. **Write guest posts for other blogs.** Many bloggers welcome guest authors as long as they have something worthwhile to say. Instead of shamelessly plugging your business, write a post that their readers will be interested in and save the promotion for your byline.
8. **Invite other bloggers to write guest posts for your blog.** They will pass the link on to their readers, giving your blog greater exposure.
9. **Post interviews with fellow online business owners on your blog or website.**
Again, they will let their customers know where to find the interview, giving you traffic and publicity.



10. **Submit articles to article directories.** When bloggers and site owners post your articles on their sites, you'll gain exposure and links to your own site.
11. **Give them something free.** Freebies are great for generating publicity. You can create reports and other information products and give them away without losing money.
12. **Give something away in a drawing.** Whether you host a giveaway on your site or donate something for someone else to give away, it's sure to attract attention.