

## Get Publicity Now On Radio, TV, Internet And Print

Publicity is a great way to let others know of your business, your products or your book. But is it easy to get booked on radio shows, TV shows, in newspapers and magazines? It is when you know the publicity strategy to get you in the door that you can be successful. The media appreciates a prepared professional but you don't have to be a career publicist to act and look like one. You need to know what it takes to get the media's attention, prepare and pitch. You can enjoy publicity and exposure just like your competitors.

Always have your press materials for your book promotion & publicity fully developed before you even begin the pitching process. To effectively promote your book, you'll need a segment style press release created especially for radio, TV or print, a media kit and video resume for National TV. After you pitch your media contact, your media contract will most likely ask you to send your book promotion materials to them. Any delay will cost you your credibility. Always do what you say you are going to do! Promoting and publicizing your book successfully depends upon the skill and quality that you present to the media.

Have short and long term publicity goals. You will need to have resources to find the names of the producers and bookers and contact information. Targeting the right media contact will greatly increase your chances of getting booked. If your goal is to be on OPRAH within the year, you have a lot of work to do. You'll want to get booked on lots of media that includes radio and TV to gain experience, help you define your topic and create national expert status for yourself. Pitch the smaller radio shows first and then move onto the bigger stations in the bigger markets. Use the same strategy with TV and book yourself first on the local/regional stations.

If newspapers and magazines are on your publicity goal list, start to follow these periodicals. Learn about the content and style and who writes in your expertise. Become familiar with what they have covered so you are pitching a fresh and "next level" article or story idea. When promoting your book or yourself, expect to make about 50 pitch calls before feeling comfortable with the content, style, language and tonality.

The media has a sharp eye and can spot a beginner. It is risky to work with a beginner because of the confidence factor and the untested nature of a beginner. The media wants rock solid experts for their commentary and any uncertainty that you have in your ability will stick out like a sore thumb to them. Your pitch call is an audition for you. If you sound afraid, shy, or stumble on your words the media will be hesitant to book you on the show or quote you as an expert. Practice makes perfect and the idea is to practice your presentation and pitching skills first, before you call important media. Consider media training as this is a fast track to removing the fear and gain the skill set to look and sound like a professional publicist.

## About the Author

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