

Be Newsworthy Get Business

Customers flock to people in the news. Getting in the news is easy when the secrets are revealed.

WESTON, FL, USA, September 30, 2014 /EINPresswire.com/ -- Let's face it, people are desensitized to advertisements. The reader scrolls past them everyday while checking email and social media, and looks past them on the pages of newspapers and magazines, and during commercial breaks the viewer either fast forwards, flips the channel or goes to do something else. A business can easily run ads but this will not that business from the crowd. Appearing in the news will.

In an recent informal survey conducted by marketing consultant Sheila Danzig, every single respondent answered they would absolutely select restaurant, business, or professional featured in the news than one they saw on an advertisement.

And who could blame them? It's not surprising that people trust news sources more than they trust advertising. Anyone can buy ad space and claim whatever they want. Being featured in the news carries credibility and adds a deeper dimension to the persona and the cause.

Since people trust news over advertising, the best way to promote a business, cause, college or job applicant, is to become newsworthy and the truth is ANYONE can be newsworthy. The best part is, it's free!

Why don't more businesses and professionals use this strategy to garner more business? One reason is that they don't know they can. Being newsworthy often feels inaccessible when a business person doesn't know the right avenues and strategies. Another big reason is that being newsworthy requires accountability and it can blow up in your face in a big way if you approach it like traditional advertising.

How does someone make a business newsworthy? First, look at what's already in the news. Follow hot topics that relate to the business or profession, stay up-to-date about political issues that tie in with what the occupation or profession, and think of ways you can weigh in on these topics and issues. Write letters to local news source editors, take a stance of current laws, bills, and policies up for debate. It is also very easy to conduct a survey, compile the data and share your findings with the press. Another great way to become newsworthy and elevate from to expert status is to host a talk radio show that covers current events related to your area of professional expertise. You can buy air time at a local radio station for a regular talk show and offset your costs by charging guests a small fee to be on the air. Even a montly radio show

impresses listeners and drives them to do business with the host.

Also, don't be afraid to give things away for free. A great way to make anyone newsworthy is to be charitable with both the products and services and information. It is not difficult to arrange to teach free workshops and classes at community centers, churches, and other spaces or offer free information or complimentary consultations on a website. If there is a crisis, see what the business can do to help whether it's offering a free meal, sponsoring a benefit or giving away free items or services that people need. This is a great way to give people a taste—literally or figuratively—of what the services do and give any business a chance to establish rapport with the community and growing client base.

To be newsworthy the business must be able to stand up to scrutiny. If you take a stance on a current issue or event, be sure the research is done and all statements back up the position with proof. Charitable event press releases should be done only by a business that does this sort of thing on a regular basis so it doesn't feel like a publicity stunt.

For an article like this about the business or event of contact Sheila Danzig for a no charge consultation. It is much more affordable than you think.

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