



Develop Your HOOK

Create Your Own Unique
Angle to Become a
Marketing Machine

By Pam Lontos

HOW TO GET PUBLICITY

by Pam Lontos



Whether you are a speaker who dreams of increasing your fees and selling more products, or an author who strives to sell more books and gain national exposure, publicity is your answer. Advancing your career is about making sure people see your name everywhere; once you learn how to harness the power of the media, you will finally get you the recognition you deserve. Isn't it time you did something about your publicity?

Pam Lontos is founder and president of PR/PR, a public relations firm in Orlando, FL, that specializes in speakers, authors and experts. She is the co-author of, *I See Your Name Everywhere – Leverage the Power of the Media to Grow Your Fame, Wealth and Success*, published by Morgan James. Pam is a professional speaker and former Vice President of Sales for Disney's Shamrock Broadcasting in charge of 8 radio and 2 television stations and a production company. She knows what it takes to successfully promote your speaking career, publicize your book and get your name everywhere.

Her clients include: Brian Tracy, author of more than 40 books; Diane Ladd, Oscar-nominated actress; Sy Sperling, founder of the Hair Club for Men; Dr. Daniel G. Amen, Amen Clinics; LeAnn Thieman, co-author of *Chicken Soup for the Nurse's Soul, Second Dose*; Jason Jennings, Best-selling author of *Less is More*; Dr. Maurice Ramirez, High Alert, LLC; Laura Michaud, The Michaud Group; Barbara Hemphill, author of *Taming the Paper Tiger*; Pam Ammondson, Ammondson Communications.

She has recently placed clients in the *Wall Street Journal*, *USA Today*, *Entrepreneur Magazine*, *Selling Power*, *US News & World Report*, *Cosmopolitan*, *Reader's Digest*, the *Los Angeles Times*, *Chicago Tribune*, *Washington Post*, *CNN.com*, *Success* and numerous trade journals, e-zines, and radio shows.

Zig Ziglar says: "Pam Lontos has 'Been There and Done That.' She did a marvelous job in advancing her career at a speed that astonished the other people in the industry, including me. Her experience in sales, marketing and public relations, along with her media savvy, jump-started her career...and she can do the same thing for you. She's capable, committed and hard working."

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for a free consultation with Pam Lontos**

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Develop A HOOK & Get Media Attention

The key to a better publicity campaign is more articles, more quotes and more interviews. For maximum effectiveness, you need to get yourself into as many publications and on as many shows as possible. But every show and every publication is different. So how can one person with one area of expertise attract the attention of several media outlets? The answer is simple: a great hook.

Essentially, your hook is like a headline that makes someone want to read the whole story. It sparks an interest in the media outlet and influences them to publish or air your message to their audience. When push comes to shove, reporters and producers don't care about your product or service - they are only interested in how you can make their publication or show more appealing to their audience. Therefore, your hook should address the needs of a particular media outlet's readers or viewers. And each outlet you pitch should get its own unique hook congruent with its unique audience.

Adaptation is the foundation for creating your hook. Use these tips to develop your unique hook with each magazine, newspaper and show you approach to get more interviews and more articles published:

Why Are You Different?

Sometimes, you must make small changes in your approach. For example, suppose your expertise is about taking time off work for relaxation. Everyone needs relaxation, so you can adapt this topic to fit almost anywhere. But the key is to adapt it for the publication. In your campaign, say you pitch several industry and trade publications with an article you've written, entitled "Take Six Months Off." If no one bites with that hook, consider a different angle. Maybe they don't want people in a work environment reading about vacations. Perhaps "Prevent Employee Burnout" would be a more suitable title for the publication's needs. The article could be the same, just a different headline.

If something isn't working for you, keep an open mind and consider a different approach. When you talk with your media contacts or pitch your article ideas, adapt and expand your topic to fit their current needs and you'll increase your exposure.

- **I am different because** _____

Consider the Audience

Media professionals are only concerned with one thing: ratings. They want people to buy their magazine or tune in to their show. And before they run your article, or interview you, they want to be sure you'll get attention. When you're pitching to the media, you must think about what their audience's interests are, not your own interests. Imagine their perspectives and base your hook on their needs. Think about what the readers of this magazine or the viewers of this show want to know. Why are they reading or watching in the first place? What problems do they have and how can you solve them?

Keep in mind that the same people read different publications for different reasons. For example, the CEO of a major corporation may read *Fast Company* and *The Wall Street Journal* at work on a regular basis to keep up with the latest economic trends. But at home, this CEO is a mother of two young children, so she also reads *Family Circle* for information about family health and easy recipes. Every night, she likes to relax and read for entertainment, fashion ideas and beauty tips. Therefore, she also subscribes to *Vogue*. This woman reads a variety of publications for a variety of different reasons. So as you adapt your topic for a specific publication, think about who reads it and why.

Make a list of all the publications you'd like to pitch, and then think about the types of headlines you see on the covers. How can you make your topic fit within the interests of their readers? Next, brainstorm ideas for each publication. For example, suppose your topic addresses hormone imbalances, stress levels and chronic fatigue. Consider the following pitches:

Woman's World: How Stress Experts De-stress

Self Magazine: Staying Healthy During Stressful Times

Parents Magazine: When to Call a Doctor, Warning Signs for Kids

Wall Street Journal: Reduce Stress at Work, Diet & Exercise Tips

Real Simple Magazine: One-Month Health Makeover

These different hooks are all on the topic of stress; they are simply adjusted to fit the needs of each specific publication. The hooks address the audience directly and give them a reason for buying the magazine or watching the show.

List magazines you want to pitch for your topic.

1. _____
2. _____
3. _____

Keep with the Times

The final aspect of a winning hook is newsworthiness. Media outlets love to have timely information linked to current events and trends. Exciting things happen every day all over the world: new products fill the market, technology advances, research draws conclusions, and people make things happen. Start a habit of reading the newspaper and watching the news regularly, and then adapt your ideas to the most cutting-edge information.

An excellent resource that gives you an edge with the media is *Chase's Calendar of Events*. This book is published annually and lists scheduled events for every day of the year. For example, did you know that January is National Get Organized Month? Also, June is National Soul Food Month, January 28 is Better Business Communication Day and August 10-16 is National Resurrect Romance Week. With a little creativity, you're bound to find something you can use. *Chase's* can help you know what's happening beforehand and so that you can develop your hook around an event. When you use these listings or adapt to other events in the news, you make your hook more appealing to the media.

News events I can comment on:

1. _____
2. _____
3. _____

Hook Your Way to Success

If you want to catch a fish, you have to use the right hook. Apply this same concept to your publicity campaign and develop a winning hook for each media outlet you approach. Expand your topic to appeal to more publications and more shows. With each outlet, adapt your hook to consider the audience's needs, because that's who the reporters and producers aim to please. Then link your topic to a current event to make it newsworthy. When you use these guidelines and create a winning hook, you will get more interviews, more articles published and more publicity.

Develop A **HOO**K - Your Unique Angle

Famous people are almost always specialists. So you need to find an area in your expertise where you can specialize.

- Give secrets.
- Tell us how to do it better.
- Have a unique and fresh approach.
- Do a study.
- Be controversial.
- Have new information about an old topic.
- Point out the differences between “your way” and the “old way.”
- Make it fun, different and even bizarre.

*The frequency of seeing your name over and over is
what makes you a celebrity*

TOP OF MIND **AWARENESS**

- You **want** people to think of you first.
- You **want** people to say, “I’ve seen your name everywhere!”
- Publicity **must** be on-going to create top-of-mind awareness.
- You **want** people to think of you first when they need what you do.
- You **will** sell more of your product or service.

HOOK QUESTIONNAIRE

My business is _____

I'm different because _____

So my main hook is _____

The people I need to target would be found in the following:

Age group _____

Business interests _____

Personal interests _____

Activities _____

The publications *my* target *clients* read are:

1. _____

2. _____

3. _____

The television shows *my* target *clients* watch are:

1. _____

2. _____

3. _____

What's Your EXPERTISE

With all the information and ideas you have developed, what are your three main areas of expertise and the topics you can pitch to the media? (For example, the title for your expertise may be on leadership, but your article topic might be on characteristics leaders should possess)

1. Expertise _____
Topics: A _____
B _____
C _____

2. Expertise _____
Topics: A _____
B _____
C _____

3. Expertise _____
Topics: A _____
B _____
C _____

Now that you've determined your areas of expertise, learn to develop a hook by applying your knowledge to a variety of different media. Every publication, show and radio station is different; you must create a hook targeted to each specific audience. First determine their problem, and then decide how you can solve that problem. That's your hook!

What's Your hook in **Print**



For practice with your topic, develop a separate hook for each publication. First determine the demographics of the market you're targeting; what are their interests and what hook will catch them? Then try it with a few publications you thought of on your own.

Fast Company

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Cosmopolitan

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Health

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Psychology Today

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Business Week

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

USA Today

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

The New York Times

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Forbes

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

The Wall Street Journal

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Your Publication: _____

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Your Publication: _____

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Your Publication: _____

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

What's Your hook in Television

For practice with your topic, develop a separate hook for each show. First determine your target market's demographics. Then come up with a few shows of your own.

The Today Show

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Oprah

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

The View

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Good Morning America

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Dr. Phil

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

The Tyra Banks Show

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Ellen DeGeneres

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Jay Leno

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Rachel Ray:

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

CNN

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Your Target Show: _____

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Your Target Show: _____

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

Your Target Show: _____

Demographics: Age _____ Gender _____

Interests _____

Your Hook _____

What's Your Hook in Radio



For practice with your topic, create a list of five radio stations. Think of both local and national stations. Then develop a hook for each station. First determine the demographics of that station you're targeting. For example, a rap station will have a younger audience, while a classical station might have an older audience.

Station Call Letters: _____
Demographics: Age _____ Gender _____
Interests _____
Your Hook _____

Station Call Letters: _____
Demographics: Age _____ Gender _____
Interests _____
Your Hook _____

Station Call Letters: _____
Demographics: Age _____ Gender _____
Interests _____
Your Hook _____

Station Call Letters: _____
Demographics: Age _____ Gender _____
Interests _____
Your Hook _____

Station Call Letters: _____
Demographics: Age _____ Gender _____
Interests _____
Your Hook _____

Station Call Letters: _____
Demographics: Age _____ Gender _____
Interests _____
Your Hook _____

How to Gain Top of Mind **AWARENESS**

In this age of increased consumer consciousness, getting top-of-mind awareness will set you apart from the competition. What is top-of-mind awareness? It's when people think of you first to fulfill their product or service needs. It's when customers and prospects say, "I've seen your company (or your product or your service) everywhere." It's when people purchase your products or services because they know your company's name and they perceive you as the marketplace leader.

Gaining top-of-mind awareness should be the number one goal of your company's publicity efforts. Here's how the top companies use publicity to enhance their top-of-mind awareness.

- Develop your "hook"

You must develop a hook – a unique angle – that sets you apart from your competition. For example, suppose your company sells office supplies – something people can get from any local mega-store. In order to stand out in your prospects' minds, you can "hook" them with free delivery, same day delivery or even a free subscription to their favorite trade journal. The more you can make your company unique or different, the more recognition and attention you'll attract.

My hook is _____

- Write articles

Getting published in a magazine, trade journal or newspaper is an excellent way to keep the company's name circulating throughout the general public and enable the company leader or business owner to become perceived as an expert. Articles allow you to reach hundreds of thousands of people for free, and you'll receive the same amount of clout as well-known authors. You can reprint your published articles and use them as promotional items. When prospects and current customers see that your company leaders have an impressive list of published pieces, they'll consider you an industry leader and want to do business with you.

An article I plan to write is:

- Make phone calls to editors, reporters and producers

Phone calls are the most effective way to build rapport with the media. The more you can get the media to remember you, the more likely they'll call you when something of importance happens in your industry. By talking with an editor, reporter or producer, you can learn exactly what they need and can customize your message for their audience. Ask questions such as, "What are your readers (or viewers or listeners) looking for?" "What are *you* looking for?" and "What angle do you want the story to take?" Make changes to your initial idea based on the answers you get. If you receive a "no" ask, "What don't you like," and adapt your presentation on the spot. The more you customize your message to their particular audience, the more likely you are to be their next featured expert.

Top-of-mind awareness is your ticket to a successful business. The more publicity you generate and the more people are aware of you and what your company offers, the higher your chances for being the one your customers and prospects turn to for their buying needs.

Media I will call:

1. _____
2. _____
3. _____

PUBLICITY TIPS

- Develop a unique hook or angle to promote your product or service that sets it apart from all the others.
- Editors scramble daily for sources knowledgeable on the latest trends and topics, so make yourself stand out as a reliable source of information and the media will eventually come to YOU.
- Pitch your ideas to an editor with that editor's audience in mind. Focus on how you can help them meet their readers' unique needs and desires.
- Give your publicist what she or he needs when she or he needs it. Provide whatever information needed to showcase your work in the best light possible to get interviews and features.
- Consider your topic from all possible angles and don't hesitate to reshape it for each new audience, new publication or new current event.

- Don't make assumptions about your audience. Seek to understand them and what appeals to them; you have a variety of tastes beyond your work, and so does everyone else.
- Find out which magazines and television shows your audience enjoys, then watch and read the same things. You'll learn what's important to them, and then you can develop your publicity around targeting those issues that matter to them. Stretch the boundaries of your topic, and create news that interests your audience, not you.
- Watch breaking news and, when something ties into your topic, send a press release to newspaper, radio and television shows. Offer yourself as an expert source for magazines to interview as well.
- Become indispensable. Learn everything you can about a show or publication, and about their competition. Ask a reporter or producer what other stories they're working on. Offer to help them with other topics they might like to see. Helping media professionals will lead to strong working relationships, and then to increased publicity for you.

Which MEDIA Is Right for Your HOOK?

When starting your public relations campaign, you must decide where to put your emphasis. You want to target it to the right people by using the right kind of medium. So how do you decide whether to do print, television or radio?

There are certainly advantages for each medium, but you want to target your public relations campaign to what is best for your goals. You must also consider what it is you are selling – is it an expensive service that only a targeted group would want? Or is it a relatively inexpensive product that would be good for the masses?

Here are some questions to ask that can help you decide which media is right for your publicity campaign:

1. Do you want businesses to hire you? Do you have a service that professionals would want? Then, print is a great choice for you. You can target the right audience by focusing on some of the many different publications out there – there is one for each industry, hobby, organization, and interest. From women’s magazines to business magazines, newsstand publications like Inc. or Cosmopolitan to industry publications like real estate or financial magazines, there are a variety of ways to target a specific audience. In addition, studies show that print builds up your name and credibility more than any other medium because it is viewed as more reliable and believable than television or radio.
2. Is your goal to build credibility? Are you interested in a long-term impact? Do you want to increase your sales? If so, print is a good option. As mentioned earlier, people believe more in print than anything they hear on the radio or see on television. For example, many radio stations announced that Lisa Marie Presley married Michael Jackson, but audiences didn’t believe it when they heard it. Later that night, television shows picked up the story and announced the same thing, but audiences who saw it thought it was just a rumor. Finally, when the story was published in print, people believed it. Print gives you credibility. The audience assumes that when they see your name in print, you are the expert or leading authority on the topic. Print also helps build a long-term exposure because people keep magazines for months, even years, often sharing their favorite articles with

friends, colleagues and family members. In fact, one speaker received a call for a speaking engagement with a major corporation after they read his article – even though the article was published 10 years ago.

3. Are you selling to the masses? Is your product or service economical enough that everyone can afford it? If so, radio is a great option. Radio targets the masses – after all, everyone has access to a radio, whether they are soccer moms, business executives, students, or taxi drivers. You can even target specific groups. For instance, if your product is featured during the morning rush hour, you’ll likely be reaching businesspeople on their way to work, as well as students and parents driving to school. Also, you can choose a specific radio station or show that targets a specialized market, such an afternoon talk show that attracts young men age 18-25 or a local show that reaches two or three counties in the area. This medium is not as good for getting more speaking engagements or raising your fees because you are reaching many people who may not all need your product or service. However, if you have a product intended for the masses, it is a great medium. Also, keep in mind that after being on a radio show you will see fast results within the hour, but then it’s gone until the next time you come on. If you’re selling a book on the radio, you’ll want to be sure that it’s out and widely available at bookstores or online.

4. Is your product or service available nationwide? Is it something that would appeal to the masses? If so, then television a good choice for you. Similar to radio, you can reach the masses and also have the option of targeting your message to a specific audience. With television, you have the flexibility of targeting a certain area, by choosing a local station or show. You can also target a specific audience – such as 25 – 45 year-olds that watch the cooking channel or teens and young adults who watch the MTV network. Like radio, you can experience fast sales in just a few hours, but then it will stop unless you are booked on the show regularly and frequently. Be sure that before you are booked on the television show, your product is fully stocked and available in stores or online, otherwise you’ll be missing out on sales.

Whether you do radio, television or print, or a combination thereof, the key is to focus on the media that reaches the audience you want and delivers the results you need. Decide if you’re trying to build credibility, raise your speaking fees, or sell more product. Decide whether you’re trying to reach the masses, and whether they are decision makers or not. Are you selling expensive services or an inexpensive product? Your goals will determine the media that is right for you.

My publicity should be aimed at this media: _____

TESTIMONIALS

“Since I began working with PR/PR, I have been published and printed in magazines, newspapers and articles of all kinds, all over the country.”

Brian Tracy
International Speaker

“With PR/PR’s tremendous help, my book ACCELERATE made it as high as #4 on the Barnes and Noble Business Bestseller list. As a result of their PR efforts, I was able to build relationships with a dozen speakers bureaus and book more than 75 presentations in the first year after the book came out.”

Dan Coughlin
President, The Coughlin Company, Inc.

“I have worked with many PR agencies in the past 10 years and no one has ever come close to getting the results you have. I LOVE working with you and your staff. You are a ‘doer’ – not a talker. You have gotten results with your huge array of media contacts and you have lots of ‘chutzpah.’ Ever since I started with PR/PR, people keep saying, ‘I see you everywhere!’“

Barbara Hemphill, CEO
Author of Taming the Paper Tiger

PR/PR has been responsible for having placed articles written by and about me in more than 40 magazines, have arranged scores of radio appearances and are largely responsible for the phenomenal bestseller success achieved by *Less Is More*.

Jason Jennings
Best-selling author of *Less is More*

“The time I have spent with your firm has rewarded my career tenfold. I have been able to fill my calendar and raise my fees twice this year.”

Dr. Maurice Ramirez
High Alert, LLC

Even though we gave you short notice, you came up with a plan that got the book the exposure we were hoping for. You motivated me to write articles that I had been “meaning to write” for years, then you marketed them to mealy 100 business and healthcare magazines.

LeAnn Thieman
Author *Chicken Soup for the Caregiver’s Soul*

TESTIMONIALS

“Wow! You and your awesome staff exceeded all my expectations. Seeing my name in publications such as *Investors Business Daily*, *Marie Claire* and *Prevention Books* in addition to the tons of articles that appeared in trade journals, business publications, newsletters and websites, such as *Monstor.com* showed me you really know your business.”

Karyn Buxman
HumorX

“PR/PR is so creative! What would I do if I didn’t have them representing my book for newspapers, magazines, and radio? I love those guys!”

Diane Ladd
Oscar and Emmy nominated Actress and
Author of *Spiraling Through the School of Life*

“You have literally jump-started my career in a way that I didn’t think possible. . . . Having been in marketing I knew that I had to build an impressive media kit if I were going to make the kind of money I wanted to. Hiring you was one of the best things that I had done. “I heard it takes a good three years to build a speaking business profitable enough to live on. Well, with your help, we’ve shortened that time down . . . in the six months we’ve worked together you have done the impossible – over 60 publications where I’m the author or quoted!”

Laura Michaud
The Michaud Group

“To say that I am “ecstatic” is an understatement. I knew that working with you and your team of professionals would certainly bear fruit – but I had no idea it would be so soon, and that the accomplishments would be so terrific!”

Patricia Eyres
Litigation Management

“After only a few months of having my articles and quotes appear in *Chicago Tribune*, *AirTran Travels*, and *CNBC.com*, executives and conference organizers are already inviting me to chair and speak at national and international conferences and symposia. This is beyond anything I expected in such a short time.”

Pamela S. Harper, President
Business Advancement, Inc.

“The small publications are just as important to go after as the big publications because you just never know who will read your story. The interview with *Escape Magazine* lead to the interview with *Time Magazine* and *NBC Nightly News*. “

Pam Ammondson
Ammondson Communications