



Write Articles Magazines & Newspapers *Want* to Publish

How to Increase Your
Business with Magazine
Articles

By Pam Lontos

HOW TO GET PUBLICITY

by Pam Lontos



Ever wonder why some of your competitors make more money and that they are considered experts in their field? Have you ever wondered why they're doing so well? Their secret weapon: They know how to use the power of print and other forms of media to advance their careers.

Pam Lontos is founder and president of PR/PR, an Orlando, FL public relations firm that specializes in experts, speakers and authors. She is the author of the upcoming book *I See Your Name Everywhere, and Don't Tell Me It's Impossible Until After I've Already Done It*, published by William Morrow and Co. She is a former professional speaker and past Vice President of Sales for Disney's Shamrock Broadcasting. She knows what it takes to successfully promote your business.

She has recently placed clients in the *Wall Street Journal*, *Entrepreneur Magazine*, *Selling Power*, *US News & World Report*, *Cosmopolitan*, *Reader's Digest*, the *Los Angeles Times*, *Chicago Tribune*, *Executive Talent*, *Washington Post*, *CNN.com*, *USA Today*, *Presentation*, *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."

**Call (407) 299-6128
for a free consultation with Pam Lontos**

**Get free publicity tips!
Subscribe to our monthly e-newsletter at www.prpr.net**

HOW TO GET MORE ARTICLES In Magazines

Publicity can come from anywhere, and in many different forms. It can be as simple as having a letter published in the editorial column of your local newspaper, or as dynamic as having a front-page article with your name splashed across the headlines.

Why Publicity?

Publicity leads to higher fees and increased bookings.

Publicity develops name recognition and increases your visibility.

Publicity makes you stand out in the eyes of your prospects.

Publicity helps you sell more books.

Here's How -

Know who your audience is and what they watch and read:

Then you watch and read the same things

Understand what makes news:

*Not what's interesting to you - instead,
what's interesting to your target audience.
Don't pitch a non-story.*

Learn how to create news:

*Tie your topic to current events or to
recognize special days (e.g. Customer Appreciation Day)
Use Chase's Calendar of Events as a resource.*

Do's, Don'ts & Why's of ARTICLEWRITING

Have you ever noticed speakers with the same topics as yours getting higher fees? Have you ever noticed authors with books similar to yours selling more copies? Are there experts with the same expertise as yours getting more consulting jobs? Are you perplexed as to how they're doing it?

One explanation is that they have leveraged the power of publicity through name recognition. When a meeting planner needs to book a speaker, they think of their name first, because they have seen it, read it, or heard it multiple times before. One of the best ways to achieve the same name recognition is through articles placed in business journals and trade magazines. Executives of companies read their trade and association journals cover to cover because it is aimed directly at them and their business. Meeting planners read the same types of publications looking for speakers/authors/experts who understand the issues of their industry.

How do you get your articles placed into business and trade publications? What types of articles are the editors looking for? Following are the dos and don'ts of writing articles to gain the name recognition you need:

- Editors prefer a word count of 800 – 1,000 words. This is usually about 2 ½ typed pages. The word count does not include the headline, sub-head, or the resource box of the author's information.
- Don't write in the first person. Don't promote your business or product. Avoid using "I," "me," or "we." The promotion of your expertise or product will come at the end of the article (see below).
- Open with a story. Such as: "Jane was a great sales person but lately she has had trouble closing the sale." Aim the story to managers, executives and owners. They will be the ones who will hire you when they like what they read.
- Present the problem or current issue and have the body of the article address the solution to that problem. Tap into situations your current clients are facing, that way you know readers can relate to it.

- The second paragraph should relate this dilemma to the readers. The key to getting sales is asking the right questions. When you find the client's needs and focus your information on the benefits, you will sell more.
- Give three to eight tips, strategies, or steps the reader can take to solve the problem. The tips should be able to stand alone, so that editors can change, shorten or cut the article to the necessary length.
- The more 'meat' you have in your article, the more publication will want to print them. Don't have too much fluff. The perfect balance contains useful information that can be put into action immediately, but not everything they need to know so they'll want to hire you to get the rest.
- Give a very brief, one paragraph summary with a call to action. "When you use these tips, you will..." Once again, this is not the place to promote your business or product. Simply let readers know all is well now that they have the knowledge you provided.
- In the resource box at the end of the article is where you put your contact information and highlight the aspect of what you do that you want the readers to know about. It can be your book, your consulting business, hiring you as a speaker for their conferences, etc.
- Be creative and innovative! The more unique, the better your chances of being published. If you aren't a great writer, hire a ghostwriter.

Once an editor or publisher agrees to use your article in an upcoming issue, be sure to request copies. Use these to market your expertise to members of the trade or association the publication serves. It will give you credibility with CEOs and meeting planners when you tell them that you were just featured in a publication they read regularly.

By following the tips above you'll be famous in no time and they will be calling you saying, "I see your name everywhere!"



Writing That Sells! Q&A on Creating Articles for Publicity

Q. Will writing articles help bring in new clients or sell more products?

Yes, articles are a great way to get information to consumers about a product, book, service or company. However, you have to write the “right” kind of articles – those that are not self-promotional but instead focus on how-to tips for the readers. These will help you establish more credibility and reach a targeted audience. Articles help because you can target magazines from your existing customer base, and also reach new markets with different magazines.

Q. What is the best way to decide what to write about? Do you have any tips on great article ideas? What is a bad article?

The best way to write is to write about what you know. If you are an expert on etiquette, write advice about that. If your focus is on regional cooking, write articles on that. If you know the best way to climb the corporate ladder, then by all means, share your advice. The only bad articles are the ones that provide no “real” content or fail to provide the readers with interesting, how-to tips. Bad articles are self-promotional; after all, no one wants to hear about how great you are or how great your product is. Readers DO want to know how you can help solve their problems or how your product can resolve their issues.

Q. What market would be best for your article? How do you decide who to target?

Well, it depends on what you are trying to promote and who would be interested in your product or service. If you are an etiquette expert who helps executives or business professionals polish their manners, you should target business publications. If you are an etiquette expert with a program for teaching children, you probably want

to reach mothers with children. For that, you would target your article towards womens and parenting magazines.

Q. Which editors should you target within those markets and how do you get in touch with them?

Read up on the magazines in your target market. If you want women's magazines, stop by the library or newsstand and pick up some of the top publications. Get familiar with their writing style and how frequently they publish articles. There is usually a masthead in each magazine that features the editors' information. Of course, you can also find this information online, as most magazines have their own websites. You may want to see what stories they plan to work on, too, so try to find their editorial calendar.

Q. Is it smart to pitch your idea in a query letter? Or should you write the full article and send it in?

It depends on how much time you have! There are many books out there that talk about what to include in a query letter. Having some solid idea or a written outline may help you get your article into the publication you desire. Not everyone has the time to write a complete article without knowing if or when the publication will use it.

Q. I don't feel like my writing is as strong as it could be. Would I be better off hiring a professional writer?

If you're a great writer and you know how to write in a "magazine style" then you should write the article. If you don't have the time, energy or knowledge to write like a professional, consider hiring a ghostwriter. This ghostwriter can be used to help you write or edit the articles. Some ghostwriters charge by the hour; others charge per word. Ask your friends and colleagues for references, if they have any, or check out the Internet for ghostwriters.

Q. What are some tips for writing great articles?

Know your audience when you write, and provide them with helpful tips and insightful information. Many topics have been written about, but think of how you can update that topic or add a unique perspective. Provide your readers with something that they can take away, whether it is knowledge about their industry, tips on how to do something better or insights on a unique product or book. Articles with more 'meat' and how-to tips are the ones that will bring you more business.

Get ARTICLES

Published in National Publications

- You reach a lot of people for free!
- You are automatically considered an expert!
- You gain increased name recognition, high visibility and credibility.
- Clients often choose business with the most credibility!

List three topics for articles:

1. _____
2. _____
3. _____

List the top 5 media you will pitch your article to:

1. _____
2. _____
3. _____

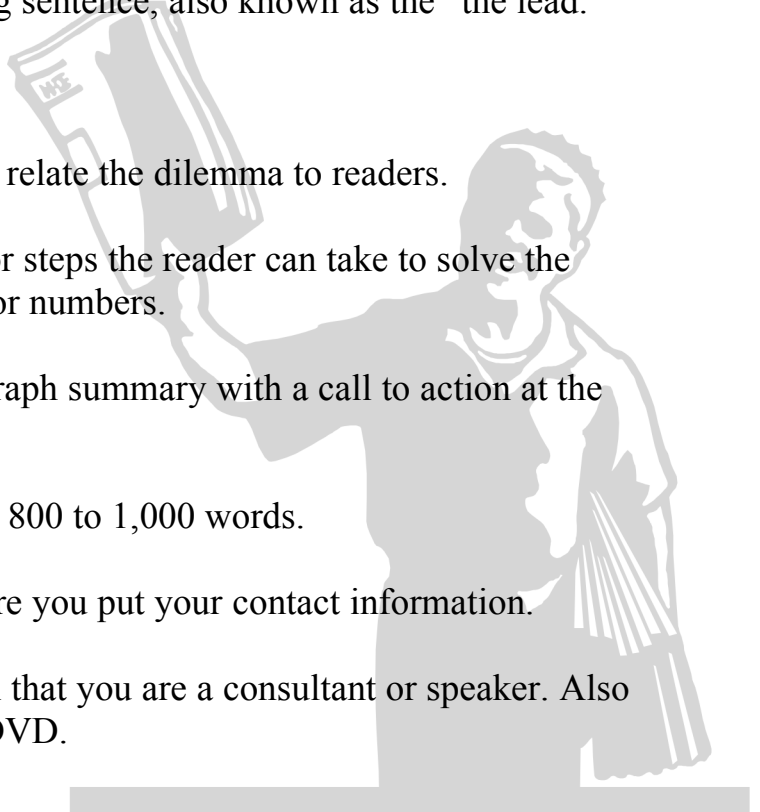
List two article topics that you can write about. List the three main points that you will discuss.

1. _____
 - _____
 - _____
 - _____
2. _____
 - _____
 - _____
 - _____

Points to Remember

Here is the format for a great article:

1. Create a provocative title.
2. Start off with a great opening sentence, also known as the “the lead.”
3. Open with a story.
4. Use the second paragraph to relate the dilemma to readers.
5. Give 3 to 8 tips, strategies, or steps the reader can take to solve the problem. Use bullet points or numbers.
6. Give a very brief, one paragraph summary with a call to action at the end.
7. Keep the word count around 800 to 1,000 words.
8. Include a resource box, where you put your contact information.
9. In the resource box, mention that you are a consultant or speaker. Also mention your book, CD or DVD.



WARNINGS:

- **Don't** promote yourself within the article
- **Don't** write it in the 1st person
- **Don't** put in too much fluff
- **Example Article: see next page**

Sample Article

Appreciate Your Employees Today and Every Day: The Keys to a Happier, More Productive Staff

By Daisy Saunders

William is an aspiring attorney and has been working as a legal assistant in a prestigious law firm for the past 18 months. He loves the idea of fulfilling his dream and works long hours, without being asked. William is well paid and enjoys every bit of his job; however, there is just one significant element of dissatisfaction. He has no knowledge of his value to the firm; he doesn't feel appreciated. Should this be a concern for management?

Yes! Management should be concerned because it greatly impacts an employee's view of his boss, the job and the company as a whole. Research has consistently shown that people will *not* give their best for money alone, but they will work harder and with more passion, for recognition and a bit of appreciation.

It's important to show your employees how much you value them and their contributions – no matter how large or small – to the business. No special occasion is necessary. Small surprises and tokens of your appreciation spread throughout the year will help your employees feel valued.

While there are hundreds of ideas out there, here are a few tips that you can implement in your office today:

1. **Praise employees for a job well done.** Identify the specific actions that your employees do, which you find admirable, even if they are routine duties. It's easy to lose the thrill and challenge within certain job descriptions if they are performed on a regular basis and are considered menial. Simple statements such as "please" and "you're doing such a great job" or just asking if there is anything you can do to improve the quality and satisfaction of the job, can go a long way.

Take Sarah, for example. She had worked on the housekeeping staff at a local hotel for more than five years. She was primarily responsible for cleaning and stocking the public areas, including the rest rooms. She was always on time, never missed a day of work, and never received any complaints. She never received any compliments either. During her fifth year, the hotel came under new management. Shortly thereafter, she noticed that the new hotel manager would always nod and smile when he saw her. One day, he stopped and asked her name. Surprised, Sarah responded. Then, he said, "Sarah, these restrooms are always clean and stocked with everything our guests need. I can't tell you how much I appreciate how you help us to maintain high standards of service and excellence. If there is anything I can do to make your job

easier, please let me know.” Sarah was stunned. In all her years on the cleaning staff, she had never received any kind of compliment regarding her work.

When you praise employees for a job well done, they know that you have noticed their hard work and find their responsibilities to be just as significant as those higher on the corporate ladder.

No matter how large or small the job, remember to praise and show appreciation. It is a rare individual who does not want to be appreciated.

2. **Recognize and respect diversity.** Acknowledge the various holidays that are celebrated by your staff. Whether it’s Christmas, Hanukah, St. Patrick’s Day or Yom Kippur day, create a bulletin board that allows staff to express their individuality and cultural backgrounds. Provide a day off or allow for a “floating holiday” for staff members to use on days that not everyone celebrates, such as Good Friday or Rosh Hashanah. When you recognize and respect the diversity of your staff, they will respect you more as their leader.
3. **Show interest in your staff.** Ask your staff about their family, hobbies, weekend or a special event. Your approach to this question may vary depending on the individual employee. Although it is rare, some employees may find it offensive to inquire about their lives outside of work. Asking questions about personal business may be perceived as an invasion of privacy. Make sure your employees know that your intent is to acknowledge their need for happiness and balance – outside of the workplace. An effective way to convey this is to have a friends and family day. Plan an event for the entire workforce in which they can invite family and friends to share in a day of fun, food and relaxation. Try an amusement park, theme park or even a water park! It doesn’t have to be expensive – even a day at the local park, zoo or beach will allow everyone to relax and have fun. By showing a genuine interest in employees’ personal life, such as their family, hobbies or weekend, you will send the message that you care about them.
4. **Offer staff members flexible scheduling for the holidays, if possible.** If work coverage is critical, post a calendar so that people can balance their time off with that of other employees. Opportunities for time/day exchanges may be set up between employees; allowing them to fill in for one another. Allowing flexible scheduling sends the message that employees are valued.

5. **Know your staff's interest well enough to present a small token occasionally.** An appreciated gift, and the gesture of providing it, will brighten up your employees' day. For example, Sharon works as the administrative assistant in a small training firm. As a hobby, she collects books of matches from restaurants. Each time the company's president dines at a four- or five-star restaurant, he brings her a pack of matches. Since he conducts seminars nationally as well as internationally, Sharon now has matches from all over the United States and several foreign countries. A small token, but highly appreciated.
6. **Say "thank you."** These are two of the most powerful words in the English language. You can't touch it or see it, but it goes straight to the heart. Saying "thank you" builds staff loyalty. It also increases productivity, which leads to greater customer satisfaction, and opens the door for employees to give you more of what you want. When you neglect to thank your staff, you neglect to nurture the stability of your business.

Everyone, whether they want to admit it or not, likes to feel appreciated. An appreciated staff is a motivated staff, and this leads to a more productive staff. When you show your employees that their hard work and dedication is appreciated, this will motivate them to continue the good work for your business.

Using the tips outlined above, tell your staffers that you appreciate them, no matter how insignificant you may think the task may be. Every positive comment helps boost an employee's self esteem. When you continue to do this on a regular basis, don't be surprised if your staff members start thanking you and showing *you* more appreciation.

ABOUT THE AUTHOR

Daisy Saunders is a speaker, trainer and founder of Big Eyes International, a consulting firm specializing in personal empowerment and leadership development. With 15 years of experience, Daisy helps maximize potential at organizations like NASA, the U.S. Department of Transportation, the U.S. Environmental Protection Agency, Freddie Mac and more. She is also author of "Big Eyes... Big Eyedeads for Achieving Optimum Success in Business and Life." To find out more about her speaking and consulting, please visit www.BigEyesIntl.com or call 555-666-7777.

Your Sample Article:

Provocative Title: _____

A. Opening Sentence and Story: _____

B. Benefits to Reader: _____

C. Tips:

1. _____

2. _____

3. _____

4. _____

5. _____

D. Summary: _____

E. Resource Box: _____

Don't Sell Yourself SELL YOUR SOLUTION!

Don't pitch when you're talking to a magazine. Editors don't care about you; they care about their readers. Instead of talking about yourself, your business or your expertise, talk about the problem, followed by your solution.

Before writing your article, research your target magazine, as well as their readers' demographics and problems. Then determine your solution to their problem. Now practice; considering all of the above, fill in the blanks below. You can use this information when e-mailing or calling an editor at a magazine to convince them to print your article

Article: _____

Reader demographics: _____

Their problem: _____

Your solution: _____

The benefit to the reader: _____

The benefit to the magazine: _____

Your Top 10 MAGAZINES

Editor	Phone	Demographics	Problem	Solution	E-mail
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Isn't It Time You Turned your Articles Into Speeches? Twelve Strategies to Leverage Your Published Articles

You wrote the perfect magazine article about your topic: It's 800-1000 words, filled with lots of meaty and usable tips, and completely focused on the readers' challenges with absolutely no self-promotion at all. The editors love it (yes, that's "editors" with an "s" because so many different magazines and journals have agreed to publish your masterpiece).

Now here it is a few months later and you have copies, tearsheets, and reprints of your great article from all the various publications. While you're waiting for the meeting planners to notice you from all your publicity efforts, you can use this time to leverage your published author status. Here are twelve strategies for converting your published articles into paid speaking engagements.

1. **Make your resource box memorable:** While you should never self-promote in your articles, you do still need a way to let readers know about all you have to offer. That's what your resource box is for—the paragraph that appears *after* the article that explains who you are. The biggest mistake speakers make is stating that they're president of ABC Company and author of *The World's Greatest Book*, yet they never mention that they're a speaker. So as you create your short resource box, be sure to mention that you're a speaker, as well as all your contact information. Also, give a call to action, such as, "To have Mark speak at your next event call..." Or, you can offer that readers sign up for a free e-zine. Now you'll have more e-zine subscribers, which means more potential business.
2. **Buy reprints:** Most magazines offer reprint packages so you can get a set quantity of your article professionally laid out with the magazine masthead. This is usually much less expensive than buying 500 copies of the magazine. Or, you can simply ask the magazine editor if it's okay to photocopy the article and use it for your marketing purposes. Then send reprints or copies to past clients, current prospects, and anyone else on your mailing list.
3. **Put a media page on your web site:** On this page list all the articles you've had published, as well as those articles you are interviewed in as an expert source. Make sure people can click on the article title to read the full text, which will, of course, include your great resource box. Also put a notice on the page that companies and publications are free to use your articles as needed, provided that they keep your resource box intact and send you a copy or tearsheet. Finally, include your publication history in your web site bio. For example, you could write, "Joan has been published in over 150 magazines, such as Agency Sales Journal, Auto Success Magazine, and Broker Agent News, just to name a few."
4. **Use your printed articles to market to industries of that type:** If you have an article in a financial journal, write letters to related associations and companies and do a promotional mailing. For example, the financial industry can include

banking, mortgage, and insurance outlets. Send a reprint of your article along with the letter and mention that you have been published in one of their industry's top trade magazines. That'll surely get their attention.

5. **Call the association executive director/meeting planner (not the editor) after your article is printed in *their* magazine:** Many magazines and journals are association publications. And if there's one thing every speaker wants, it's to speak for associations. Think about it...when you speak to associations, most of the people in the audience are meeting planners who can hire you. So to get more speaking business, you definitely want to be seen in the association publications. Therefore, call the phone number in the magazine you're published in and ask when their meetings are, or go to their web site and find out. Once you know the upcoming meeting dates, contact the association's Executive Director and give your best pitch as to why you'd be the perfect speaker for their next event. Don't forget to mention that you were just published in their magazine. After all, if your topic is good enough for their readers, then it's also going to be a great fit for their conference.
6. **Write letters to various associations mentioning the article you just had published:** You can purchase a disk of mailing lists for various associations. For example, if you're article is published in a medical magazine, you can purchase disks of medical associations. Then you can do a mailing to the different associations that cites your credentials and how you can benefit the people attending their conference. In the letter be sure to mention that you've had articles published in related magazines and journals, even if the article wasn't in their particular association publication. Cite four or five different magazines (in their same industry) where you've been published. This is important, because many times meeting planners will say, "Well, you know our topic, but do you know our industry?" By showing that you've been published in similar industries, you come across as the expert they've been searching for. Remember that all industries have similar challenges. Your goal is to have an article in a publication that targets as many industries as possible.
7. **Use publication names in your postcards:** Next to your photo, insert a small line that reads something like, "John has been featured in over 100 magazines, including...." Remember that meeting planners receive hundreds of letters and mailings each week. When they see a postcard, which is easy to read, and then right away see a listing of some of the publications you've been in, they're going to pick up your postcard and read more. They'll think you have to be good because you've been in so many magazines. Understand that meeting planners have a fear of hiring someone who turns out to be lousy. When that happens, the bad decision falls on their shoulders. By showcasing right away that you've been published in many magazines, you give the impression that you're the go-to person the media contacts for reliable information. That's going to make you stand out over all the other speakers who have contacted that meeting planner.

8. **Give something for free:** At the end of your article, offer a free tips sheet, CD, or something else of value. Then when a meeting planner calls you, you can offer to send them your free item. Now that you have their contact information, you can market to them on a regular basis.
9. **Make an entrance:** Put a short list of your article publication history in your speech intro. This is especially important when you're speaking to an association and there are executives in the audience who can hire you. You want them to know you're the absolute best in your field before you even walk onto the stage.
10. **Talk it up:** When a meeting planner contacts you, be sure to mention all the magazines in their industry in which you have been published. For example, if a financial association calls, mention all the articles you've had published in related industries such as insurance, banking, and mortgage publications.
11. **Update, update, update:** Update your marketing materials, web site, blog, demo video, and one-sheet regularly with the names of current publications you're in to boost your credibility. Make sure your one-sheet lists all the magazines you've been in. Write about the new articles you're getting published in your blog. Include publications in your e-mail signature. Don't do this updating simply once per year; do it monthly! Print your materials in small quantities so you can afford to update so regularly.
12. **Think big...and small:** Don't limit yourself to "big" publications; you never know who reads what. For example, just because your article is in *Laundry Today* (hardly the big name publication writers aspire to be in), don't despair. The next person who calls you might just read that magazine, and she might just be from the company that does all the laundry for the all hospitals in the United States. Now that would be a client any speaker would love to have. The point is that if you want to be hired as a speaker, you have to remember that all industries have the same business problems as any other industry: sales, teamwork, hiring, delegation, motivation, etc. So don't worry about the industry or the size of the publication. Small newsletters can get lots of mileage.

Go for the Long Haul

Stick with your article writing and pitching for at least one year so meeting planners think of you first. Realize that you need to be in several magazines every month in order to get the exposure you need. When meeting planners decide who to bring in for their next event, they often have a meeting with their staff where everyone throws out a few names to investigate. You want your name to be one of them. But you only accomplish that when you're in magazines every month for at least a year. So stick with it. Before you know it you'll hear meeting planners from every industry tell you, "I've seen your name everywhere!"

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 nearly 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