

Resources for Getting Media Coverage

Prepared by Shel Horowitz

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Examples of Positioning a Book to the Media (actual sample releases for clients)
Not "I've Written a Book" but "Here is the News Hook" (reformatted to fit handout)

It's 10 O'Clock—Do You Know Where Your Credit History Is?

ST. PAUL, MN: It's 10 O'clock—Do you know where your credit history is? How about your employment records? Your confidential medical information?

How would you feel if you found out this sensitive and should-be-private material is "vacationing" in computer databanks around the world—accessible to corporate interests who can afford to track down and purchase it, but not necessarily open to your own inspection.

According to electronic privacy journalist and technology consultant Michael Fraase, this scenario is all-too-common. In a groundbreaking but highly readable new book, *Information Eclipse: Privacy and Access in America*, Fraase explores the twin issues of privacy in an ever-more-wired world, and citizen access to crucial information that governments or corporate conglomerates might prefer to keep hidden.

Fraase, author of over 20 previous books including the acclaimed *Internet Tour Guide* series (Ventana Press, 1993-94), is not a rabid privacy nut. He recognizes that consumers often gain value by sharing personal information, in order to take advantage of express car rentals or frequent flier programs, for instance. But Fraase suggests the transaction should be voluntary, freely given in exchange for a clear benefit.

When, for example, America Online mines data from its customer records and combines it with outside market research to create—and sell—precise demographics with specific identifying information (p. 143), Fraase feels the transaction exploits the consumer, who sacrifices privacy and gets nothing in return. Fraase is equally cogent on issues of citizen access to government and corporate records.

Information Eclipse: Privacy and Access in America, ISBN 1-892659-00-X, includes detailed references to specific websites, a comprehensive index, and a six-page bibliography. The 336-page 6x9" trade paperback is available directly from the publisher for \$25 plus shipping at (651) 698-0741, <http://www.farces.com>, or at your favorite bookstore.

Journalists: to obtain a review copy and/or interview the author, please contact Karen Caldwell, (651) 698-0741, kcaldwell@farces.com.

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Can a World-Class Bodybuilder be Sensitive Instead of Macho?

Mr. Universe Says YES!

SANTA CRUZ, CA: Dave Draper, former Mr. America, Mr. World, and Mr. Universe, was the poster boy for bodybuilding in the '60s. He acted in several movies, appeared frequently on TV and in print, even toured with Elvis Presley. Known as "The Blond

Bomber" and "The World's Strongest Man," his amazing physique encouraged hundreds of boys to start lifting weights. Among those inspired: Arnold Schwarzenegger.

He shook my hand the day I arrived and said "Welcome to America...Dave was an extremely sensitive man. He gave me such a warm feeling...it was all on a human level...When I made my first money, I saw Dave's woodwork and thought it would be such a pleasure to have this man I admired so much make me a bed. And he made this *powerful* bed...I could only walk into the bedroom sideways against the wall. I still have that bed. I'd never get rid of it."

Arnold Schwarzenegger, quoted in GQ magazine profile of Draper, Nov. 2000

That sensitivity, stemming from a last-picked-on-the-team childhood, led Draper out of pro weightlifting just as it was getting big. He'd had his brush with fame, if not fortune, and retreated to woodworking. But even in that field, the pressure was too much, and he lost a decade (and a marriage) to drugs and alcohol—though he never stopped hefting weights.

Now, at 58, he owns two gyms in California, and has just realized a long-held dream: to become a published author. His first book, **Brother Iron, Sister Steel** (On Target Publications, January 2001) is part memoir, part workout manual—not so much for the experienced bodybuilder as for the aging Baby Boomer looking for a meaningful exercise regimen—maybe even one who remembers Dave rippling his muscles from the back pages of comic books and magazines, or walking arm in arm with Sharon Tate across the silver screen. His style is surprisingly lyrical—the voice of a sensitive superhero:

...Take the gym away from the people I know and the road is treacherous. We can't make it up the hills, handle the curves, the stop and go and the speed and the heat and the endless stretch ahead. A good gym is a way-station, a refuge, a safe place where you can lick your wounds or prepare for the good race tomorrow. The field, the track, your garage or the health club downtown, your training is where you cleanse, restructure, restore inside and out: no miracles, no magic, no kidding. You forgive, you forget and remove the thorns, you ease the pain and count your blessings like reps and sets...

Dave Draper, Brother Iron, Sister Steel, page 69

Brother Iron, Sister Steel, ISBN 1-931046-65-4, 336 pages including 80 photos, \$24.95, is available at your favorite bookstore, or directly through the publisher at 888-466-9185, <http://www.ontargetpublications.com> **Journalists**: to obtain a review copy or arrange an interview with Draper, please contact the publisher at 831-466-9182, ldraper@ontargetpublications.com

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Journalists Seeking Sources

PROFNET/PR LEADS

Profnet is expensive—about \$2700 per year. However, it has the largest number, the most frequent, and generally the most prestigious media leads. I've gotten stories in the L.A. Times, Fortune Small Business, and other major markets through this. For publishers with a diversity of authors and titles, it may be worth it.

<http://www.profnet.com>

PR Leads uses the Profnet database and only charges \$495 a year (I think \$195 for a 3-month trial). It's for entrepreneurs, authors, and speakers, NOT PR folk.

<http://www.1shoppingcart.com/app/aftrack.asp?AFID=21165>

There's an article that explains this service in some detail at

[<http://www.frugalmarketing.com/prleads.shtml>](http://www.frugalmarketing.com/prleads.shtml)

SOURCENET

You can respond to three queries as a trial, and then you have to pay enormously if you want to keep using it. Sometimes you can actually find the contact info in the query and answer without counting it toward your free three. I recommend getting the posts daily.

To view all queries currently posted: <http://www.mediamap.com/SourceNet>

Change frequency: <http://sourcenet.mediamap.com/SourceNet/prEmailPref.asp>

GUEST FINDER

You pay \$249 per year for a web page on the site, geared toward radio and TV show producers. Started by Lorilyn Bailey, a small publisher and former active participant in PMA-L (predecessor to pub-forum). This has gotten me anywhere from 2 to 35 radio interviews per year, and is a cheaper alternative to Radio TV Interview Report.

www.guestfinder.com

AUTHORS AND EXPERTS

A cheaper (\$99/year) and newer competitor to GuestFinder. No bookings yet, so far.

<http://www.authorsandexperts.com>

RADIO GUESTS

Another \$100/year listing. Haven't tried it. <http://www.radioguests.com>

BOOKS AND AUTHORS. Web page and press release to 1000 booksellers, \$250.

Haven't tried it.

<http://www.Booksandauthors.net>

Examples of Successful One-to-One Media Queries:

(Notes: All of these queries resulted in a follow-up call or e-mail from the reporter (not all resulted in media coverage). Because Profnet allows me to keep an e-mail record and

Sourcenet queries get answered on a Web form, all the examples are from Profnet—which gives me more hits anyway. To save space, I have only included my media contact sig in the first example; the appropriate variation—I have several—was in all of them)

****15. MARKETING SELF-PUBLISHED MEMOIRS - LOS ANGELES TIMES (CA).**

I am looking for publicity or marketing experts who can talk about how new authors can command national attention -- e.g., media attention -- and increase sales for their self-published memoirs. I'm interested particularly in marketing tactics, positioning ideas, etc. Need leads by Wednesday, January 10. >>> Susan Vaughn <e-mail address> [T::1/05:5209]

Hi, Susan,

It's all about making oneself newsworthy. As a publicity writer specializing in small press, I have positioned some books very interestingly.

I've written a series of press releases for a hard-to-classify book--an academic, thoroughly researched treatise on liberal thought written by a high school dropout who generally writes on self-education. The thing had a 24-page bibliography! I decided to position the book as one that you simply had to read if you were part of the thinking culture. The headline and lead of the first press release I did for him:

<excerpted two press releases I'd written for clients>

As I espouse in my own latest book, *Grassroots Marketing: Getting Noticed in a Noisy world* (Chelsea Green, 2000), the trick is NOT to say "here's my new book" (or website, for that matter)--because that's *not news.* 50,000 books are published in America every year (an average of 137 per day). So publishing a book is only news in your own hometown. The message, the benefit, the radical new idea--that's where the news lies.

Book authors and publishers should also be looking out of the box in how they get publicity. The book review page, for instance, may not be the best shot at publicity. The subject editor for the book's topic may be a better bet, or--depending on the book--even the news pages. I've gotten publicity by starting my own holiday, by spreading the story of how I got the book contract while walking the floor of a trade show, by talking about marketing tactics I use to attract my consulting clients, by contributing to other books (got paid \$400 once to essentially write a commercial for one of my books, which ran as an anthology chapter in a book put out by a major-market house), by spreading articles and news posts around the Internet, by giving speeches (and getting paid for them)...and I did about 100 media interviews last year, which resulted in publicity ranging from Office.com to Fortune Small Business, to a magazine called Sales, Advertising, Marketing.

Happy to talk more about this by phone or e-mail.

Shel Horowitz, "The King of Frugal Fun." Author, 5 books. <mailto:shel@frugalfun.com>
413-586-2388 (Northampton, MA) <http://www.frugalfun.com>

Featured on over 150 radio shows from New England to California to Taiwan--and in print feature articles in the Boston Globe, Bottom Line, Cleveland Plain Dealer, etc.
Contributing author, "The Simple Life" (Putnam/Berkley)

TALKING POINTS (LOW-COST FUN): Anyone can afford vacations, entertainment, food, shopping, romance, etc.--specific ways to slash costs. Author, The Penny-Pinching Hedonist: How to Live Like Royalty with a Peasant's Pocketbook

TALKING POINTS (LOW-COST MARKETING): Flame-proof Internet marketing, Zero-Cost Websites, free media exposure, slash your ad costs while building results...
Author, Grassroots Marketing: Getting Noticed in a Noisy World

Celebrate International Frugal Fun Day Oct. 6, 2001 (3rd annual) - over 100 ideas listed at <http://www.frugalfun.com/frugalfundayideas.html>

**21. WHERE THE BIG BUCKS GO - WOMAN'S DAY. For an article, I'm looking for personal and professional input on the following: We pinch pennies, but on what do we blow big money? >>> Karen Miles <e-mail address>

Hi, Karen,

As the author of The Penny-Pinching Hedonist: How to Live Like Royalty with a Peasant's Pocketbook, I know a lot about how to pinch pennies-even on the fun stuff. For instance, my wife and I took a 6-day trip to Greece last year. We spent all of \$110 for airfare and lodging combined (that works out to \$55 apiece).

But yes, we sometimes blow more money on travel. On a three-week family vacation with our two children, we'll spend about \$1000-1500 if we drive, and roughly double that if we fly and rent a car.

But by being frugal, we're able to afford some things. We bought a brand new car several years ago, after negotiating several thousand dollars off the price. And we own a wonderful house that was priced below market value, paying half the price up front (and leaving a very affordable mortgage payment). And we barter--that's how we got our \$3000 Persian rug.

Happy to talk more, by phone or e-mail. And if you'd like a review copy of the book, please send your postal address.

****8. DOT.COM MARKETING SUCCESS WITH MINIMAL INVESTMENT - OFFICE.COM.** For a

story about the small dot.com business market -- which, unlike many of its much larger counterparts, has successfully been able to market its ventures extremely inexpensively and has seen significant, measurable returns for very small investments -- exploring the alternatives to the budget-busting marketing strategies that were employed by so many dot.coms and provided little or no return, despite the expense, I'm looking for case studies of small Internet companies, in a range of industries, as well as representatives of those companies who can talk about their experiences of holding their own and turning a good profit by specializing in a niche, delivering true one-to-one service, acting quickly in response to market trends, using a consistent personality to build a reputation and attract customers through creativity, rather than sheer cash. I'm looking specifically for companies that can show measurable success -- be it with customer loyalty, sales, etc. -- after minimal investment. No email or newsletter companies, please. Need leads by January 23. >>> Natasha Gray <e-mail address> [T::1/10:5218]

Natasha, my book, *Grassroots Marketing: Getting Noticed in a Noisy World* (Chelsea Green, 2000), is a road map to these strategies. it is 320 pages about how to minimize marketing expense while maximizing return. Some of it draws on my earlier book with Simon & Schuster, *Marketing Without Megabucks*--the off-line pieces, like press releases, classified ads, speaking and writing. However, there are also nine chapters about effective low-cost marketing online.

I have used these techniques to build my own business (established in 1981) from a 95% local entity to an international concern, with copywriting and consulting clients in Belgium, Cyprus, and the UK as well as all over the US...book sales all over the world...media inquiries from the L.A Times, BBC, and many others...paid speeches at national conferences...

The majority of my techniques cost little or no money, though some of them do take time. my very best technique for success is participating actively in selected online discussion groups. Just one such group has brought me over 50 new marketing clients!

Other strategies:

Seeding articles on other websites and newsletters

Creating a reason for website visitors to provide their e-address

Exchanging ads with newsletter publishers

And many others.

I'm happy to talk more about this.

Subject: Profnet: Halloween (NY Daily News)

Cc:

Bcc:

X-Attachments:

Hi, Lenore,

At 10:47 AM -0400 10/4/00, profnet@profnet.com wrote:

I also am looking for folks who can't understand how this cute little holiday became Christmas Lite.

Count me as one of those! I'm the author of *The Penny-Pinching Hedonist: How to Live Like Royalty with a Peasant's Pocketbook*. The entire premise of my book is that you don't have to spend a lot of money to have a really good time. Halloween, for my two kids, generally involves expenditures of \$0-\$8 per child, plus a few bucks worth of candy to feed the neighborhood. You'll find a bit more detail on this in a press release at <http://www.frugalfun.com/halloween.html>

I'm a native New Yorker who lived in the city for over 20 years (Bronx HS of Science, class of '73). I currently live about 150 miles out.

Contests

Ben Franklin Awards (pmaonline.org)

ForeWord Magazine Book of the Year (forewordmagazine.com)

Ippy Awards (independentpublisher.com)

Writer's Digest Self-Published Book Awards (writersdigest.com)

Many others

Marketing Books Over the Internet

Website(s)

Newsletter

Discussion Groups

Partnerships

X-Links

Ad Exchanges

Seeding Content

Online Bookstores

Finding Discussion Groups

Yahoogroups

Topica

Community Zero

GoogleGroups

Additional Resources:

John Kremer's Book Marketing Tip of the Week (free newsletter from author of 1001 Ways to Market Your Books) John writes: To add new people to the subscriber list (it's free!), or provide any other feedback, send an email to: JohnKremer@bookmarket.com . and if you don't have 1001 Ways, go and get it!

Good discussion lists for small publishers

Smallpub-Civil (high-quality new unmoderated list that I started as an alternative to pub-forum) Sign up by e-mailing smallpub-civil-subscribe@yahoogroups.com

Pub-forum. Sign up at <<http://six.pairlist.net/mailman/listinfo/pub-forum>> (caution: high volume and occasional week-long bouts of extreme rudeness)

Self-Pub (moderated list with high percentage of newbies, but lots of do-it-yourself ideas). Sign up by e-mailing self-publishing-subscribe@yahoogroups.com

Grassroots Marketing: Getting Noticed in a Noisy World—my own step-by-step how-to book, which includes 9 chapters on Internet marketing and lots of publisher examples. Also covers gathering press lists, writing ad copy, trade shows... Over 300 pages, and a Finalist for ForeWord Magazine Book of the Year

Principled Profit: Marketing That Puts People First—the book that shows how ethical, cooperative approaches can build your business to higher profits and a more solid footing than the sleazy ways that dominate our news headlines. "Shows how to

- Turn customers and even competitors into sales evangelists for you
- Change marketing from a cost to a direct revenue stream
- Understand the biggest factor that drives the success of any business
- Build long-term business relationships on the basis of the "magic triangle"

Order Grassroots and Principled Profit at <http://www.frugalfun.com/secureorder.html> or toll-free at 800-683-WORD. **Special discount for today's attendees**: Order both books together and pay just \$42 including US shipping.

Copywriting and Consulting from Shel

Shel is happy to work with you to promote your books. He can write marketing plans, press releases, press kits, backgrounders, back cover copy, web page content (not code), brochures, sell sheets, sig files, interview questions, and other promotional materials, as well as work with you to discuss the overall marketing strategy for your products.

Shel Horowitz

Accurate Writing & More

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