

Guide to Free & Paid Publicity OFFLINE

**How To Get Your Website
Noticed & Drive More Traffic to Your
Offers & Become a Local Celebrity
Using FREE and Paid Publicity
in the OFFLINE World**



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OFFLINE Publicity is Not Dead

Although posting articles online, creating pages and blogs on free Web 2.0 properties, building your own websites, sending e-mails, posting free advertising, etc. is easy, fast, and cheap; **these are not always the most effective ways to get out the world about you, your business or your offers.**

However, you rarely see people using offline promotional methods to promote a website or online business.

Why Use Offline Promotion

First of all many markets are super competitive in the online world, and very hard for newbies to break into.

Also, keep in mind that there are still plenty of people out there who rely more on print media: magazines, newspapers, local publications, trade publications, than the Internet to get their information. The reasons for that may be very diverse, from lack of time to browse the web, to lack of computer skills or lack of trust, as they feel a printed article is more "trust-worthy" than any information they can find online.

And it does not mean these consumers are not worth pursuing - these groups include some very wealthy consumers (for example, executives, who don't have time to browse the web, but take magazines and newspapers to read on planes), or people in their 60s or older, who do not trust the stuff that is published online or just do not like to sit in front of the computer too much - much preferring reading a printed word or hearing a news on a radio or television (I know my mother is one of them - she does not like computers beyond the use of Microsoft Word or Excel, and definitely does not trust what is published on the Internet - and often I cannot blame her for that ;-)), and many others.

Getting publicity in the OFFLINE world and publishing articles in the printed media is a great way to leverage your content, broaden your audience and increase traffic to your website. You will gain exposure, credibility, rise above the competition, plus it can open unexpected possibilities for you and your business.

And, it's not as difficult as you may think.

While getting published in the New York Times is not going to be easy, small publications and local newsletters will usually happily accept quality content that is interesting and educational to their audience. Just remember, when writing for special-interest groups, tailor your articles to target those niches.

How Do You Get Your Articles Noticed By the Media?

What you need to do is to come up with an interesting angle or fresh approach, new ways of doing things. Something that can be interesting to the readers. When writing articles or press releases, don't make them sound like advertising. Basically, as one publicity expert put it:

"Free publicity is the art of disguising your free plug as news."

For example, you may write about:

- You're doing something unusual or there is something unique to your business
- You have a compelling personal story
- You have a fresh perspective on a story or topic of interest
- You have a controversial opinion on a topic of interest to a broad number of the audience
- You can bring a local angle to a national or international story
- You can provide expert advice that helps solve a common problem, etc.

33 Ideas to Get FREE and Paid Publicity in the "Real World"

Here is a list of ideas to get you started in the world of offline publicity.

1. Offer the local newspapers or newsletters to write a series of articles about a popular subject. For example, if you have a site about gardening tools, you can create a series with Gardening tips - you can provide some timely information how to maintain your garden and what tools to use - with information about your site. You can also offer surprising facts about the products, invent a new use for the products, or tie what you offer to a season.
2. Write about something controversial, a celebrity or break-a-news story, tie it to your niche or business, and submit it to the local papers, to attract attention and build traffic.
3. Express an opinion about an issue raised in a popular TV-show show, a best-selling book or blockbuster movie, tie it to your niche or business, and submit it to the local papers, to attract attention and build traffic.
4. Write an ebook about something relevant to your niche an/or your community and promote it in the local media.
5. Hold a contest and give away a prize and write about it to the local newspapers. Also, post a notice about it on community bulletin boards found in local libraries, grocery stores, and community centers.

For example, if you have a costume site, hold a "best costume" contest - ask people to submit pictures of their costumes for a prize. If your site sells unique chess sets, hold a chess competition.

6. Conduct a survey, offer a prize for participation, and publicize it in the local media.
7. Print business cards and promotional cards and leave them wherever you can - for example, local libraries often have a place where local businesses

leave their promotional materials for others to take, community centers, etc. Ask if you can put your promotional materials in related retail or office locations.

8. Launch a community service project and publicize it.
9. Do something memorable or controversial to encourage "word of mouth" marketing.
10. Solicit the help of a local reporter to write up the articles for you.
11. Write a press release and submit it to local newspapers.
12. Promote your sites using cheap or free classified ads in local newsletters and newspapers. This can be a great way to test the response to different offers and headlines.
13. Submit articles to trade magazines with a link to your site in your bio.
14. Offer a free email mini-course or e-course and send announcement to local newspapers.
15. Get some t-shirts printed with your URL and wear them everywhere.
16. Get some stickers made with your URL and put them on your car, bicycle, ski helmet, or wherever... You can even have a big ad custom made to be placed on your vehicle.
17. Participate in a trade show and bring a give-away with your site address.
18. Network with other people at seminars and other live events.
19. Speak at seminars and give the audience a reason to visit your website. Join local Toastmasters to improve your speaking skills and help you get rid of stage fright.
20. Set up a kiosk or booth at community events and give away something free to create buzz.
21. Place ads in the Yellowpages.
22. Place classified ads in targeted magazines.

23. Organize a free workshop at a local store, business, library, or organization.
24. Place ads on a local radio station. Remember that talk radio is best.
25. Place ads on internet radio stations. It's cheap and can be very effective. Remember that talk radio is best.
26. Advertise on TV. This can be seem cost-prohibitive if you think about the national TV stations. But being a sponsor of the program on a local station can be surprisingly affordable and will give you huge exposure.
27. Partner with a local business to integrate your products with.
28. If you have a physical location, such as store or office, that people visit, put up a large advertising with your web address.
29. Become a sponsor or donate money to a charity. This way you often end up on their promotional materials and website as a contributor.
30. Sponsor a local event - for example, a local sports tournament.
31. Constantly brainstorm for more ideas. Always carry a notebook with you to record new ideas or record them on your cell phone, before you forget them.
32. Go to the meetings of your local chamber of commerce to network. Ask them for a link to your site.
33. Snail-mail letters or flyers to local businesses that could benefit from your products or services.
34. Participate in package insert program with other local businesses. This involves mailing a package of flyers, brochures, business cards, etc. to potential clients and splitting the cost with non-competing businesses.

Remember that you can target local publications, even if you don't live in the area. Just having something interesting to say to the readers should be enough, or - if you want to build a connection - even the fact that you once spend a vacation in the area and loved it may create a "bond" with places where you don't live.

Resources:

For printed resources, contact your local library. Most libraries carry at least one or more media directories. You may try asking for the following:

[Bacon's Newspaper/Magazine Directory](#). Two volumes: newspaper and magazine. Both volumes provides names, e-mails, phones and addresses of publications in the US, Canada, and beyond, with names of editors, columnists, news syndicates, and circulation.

[Bacon's Radio/TV/Cable Directory](#). Provides names, addresses, phone numbers and profiles of all US and Canadian radio and broadcasts stations, cable TV stations, with names of hosts, producers, and broadcast times of specific programs.

[Encyclopedia of Associations](#). Guide to over 20,000 organizations, professional societies, trade groups and interest groups. Most of them publish a newsletter or magazine for members.

For online resources, try some of the following:

[Alternative Press Online Directory](#) - Alternative-lifestyle publications.

[ERSys](#) - Local media for thousands of cities and towns in the U.S.

[Magazines Directory](#) - Fitness/Health, Home/Garden, Travel, African-American, Latino,, and some other niches.

[Magazine Mastheads](#) - Directory of who's who on staff at hundreds of magazines.

[MediaPost](#) - Free directory for 13,000 radio, TV and cable stations, 8,000 publications and more.

[Radio-Locator](#) - Search for radio station web sites by zip code, city, state, call letters, format or country.

[State by State Newspapers](#) - Links to newspaper web sites by state.

yudkin.com/resources.htm - more resource ideas.

About BuildaWebsiteAcademy.com

Let me show you how ANYONE – self-employed professional, stay-at-home-mom, small business owner, or simply an individual with a passion – can *build a website* and use the Internet, email, information products, and free promotion – to LEVERAGE their “real life” skills...spend less time working hours-for-dollars...and generate EXTRA INCOME online!

Whatever your OFFLINE expertise – law, real estate, finance, parenting, arts and crafts, or dog training – you can make money on the Internet by helping others, who are looking for just the thing that you have to offer.

Don't wait another year, don't wait another day.

Start building *something* online TODAY!

1. Find a market
2. [Build a website](#)
3. Provide value
4. Build a community
5. Ask and listen to what your audience wants
6. Find ways to profit from that

Remember, nothing will happen, until you take action!

[BuildAWebsiteAcademy.com](#) provides resources for people who want to build their first website themselves, but don't know where to start. You may think that building a website is way too complicated, time consuming or expensive. There are many [blocks that prevent people from getting started online](#). What you may not realize is that with the new generation of web tools you can easily create professionally looking websites very quickly and inexpensively. My goal is to empower you to get your first site up and running in just a few days – it's really not that hard!

What will you learn at the Build a Website Academy?

- How to setup your new website in a weekend – or less. No programming or HTML skills required! No need to spend thousands of dollars.
- How to optimize your website for the search engines.
- How to effectively market your website and how to attract visitors.
- How to build a list of subscribers – your greatest asset.
- How to promote your website with articles published on other websites.
- How to create information products (ebooks) to sell on your website.
- How to make your own videos to promote your products and services.
- What tools you need and where to find them.
- And much more...!

What if I'm stuck or confused?

You can post your questions in the comments area on my [Build a Website Academy](#) blog or send them to me using the Contact form. I also provide a [website setup and Internet marketing services](#), if you prefer that somebody else does the work for you.

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