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## How can I get free publicity for my business?





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## Question:

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## Answer:

Free publicity may be the most cost-effective way of presenting your product to the public. Generally, it has more credibility than advertising since it gives the impression that the content was written by an independent third party. To get publicity, you have to create a reason why someone would want to know about your product. Then, you look around for a way to bring this information to the public's attention.

The easiest way for you to do this is through the media, newspapers in particular. You could start by contacting a local or specialized columnist, a regional reporter, or a freelance writer. Tell the journalist why the paper's readers need to know about you and your product. Often, if you have a story line prepared in advance, you can pitch the story to the journalist.

Other ways of getting free publicity include volunteering, submitting stories to the media specific to your product, holding a press conference or issuing a press release, writing a column in a paper, writing a letter to the editor, or donating to a worthy cause. Finally, you can try to get listed in the community news section to advertise some fact about your business, such as the celebration of its first anniversary. This will give you and your product exposure to the public.

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