

## **A Nine-Step Action Plan to Maximize Your Publicity**

1. Identify your message for potential clients and the best methods for communication – brochures, flyers, newsletters, emails, letters, postcards, greeting cards, press releases, etc.
2. Plan to use public relations to develop top of mind awareness. Develop credibility by appearing in articles rather than ads and reach new clients.
3. Create an awesome 30 second commercial. Lead with a solution to a problem rather than your name.
4. Develop a community relations plan for the year that will educate the community about your business. Volunteering in the community is not only great for your business, but it is the right thing to do.
5. Identify who and how you want to help for your community outreach.
6. Notify the press, clients and vendors to make the community outreach a success. Let the media and public know which groups you already support.
7. Develop a standard nomination package so when you are approached by someone wanting to nominate you that you will be prepared.
8. Give awards to the community. Make sure you write a press release!
9. Identify top customers and develop a specific communication plan to target them.

Should you need assistance with any of these steps, please call Maximize Your Publicity with over 11 years experience in generating publicity.

Maximize Your Publicity uses creative approaches to get positive publicity in the media for small businesses with Community Relations as the foundation. Clients range in size from single-person home-based businesses to international businesses with over 1000 employees. Maximize Your Publicity serves clients that are non-profit associations, and companies that are business to business and business to consumer. For more information on maximizing your publicity visit [www.MaximizeYourPublicity.com](http://www.MaximizeYourPublicity.com) or call (623) 572-8201.