

“What is Newsworthy About Your Business?”

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You read articles about **other** businesses in the paper that offer similar products or services and you wonder **how do they get their names in the paper**. Publicity is a powerful tool offering businesses the opportunity to **create credibility while reaching new clients.**

Below are eleven newsworthy angles. Most businesses will use several of these to use for press releases. Your business should have at least one, if not, it is time to create a publicity opportunity.

1. A grand opening, moving or closing
2. Serving in leadership capacities for non-profits
3. Reaching a milestone – like your 3rd anniversary, 1000th customer
4. Receiving a new contract or customer
5. Promotion
6. Expanding your staff
7. Community outreach – choosing a non-profit to be the recipient of your pro-bono efforts; holding any type of drive to benefit a charity; donating items to silent auctions
8. Giving or receiving an award
9. Holding a seminar or conference
10. Launching new products or services
11. Offering a solution to a current hot topic, like arthritis medication alternatives

Once you identify what is newsworthy, the next step is to write the press release and then finally distribute the release to the appropriate media. Should you need assistance with creating a newsworthy item, writing or distributing the release, 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 or call (623) 572-8201.