

Welcome to the February issue of the PublicityShip newsletter.

This month:

Get Newsworthy - a new service

The Power of Personal Stories - can they work for you?

Small Business Workshops - book now

Hidden Jewel Awards - judging underway

Get Newsworthy to Get Publicity

We're about to launch a new service called Get Newsworthy.

When a client asks us to help them Get Publicity, we work hard to come up with the best story angle to attract the attention of their target media.

But sometimes, the best angle still isn't enough. Even when we say, wow, this is a great new product or service, the media will often knock back this angle as a plea for free promotion.

So, we are borrowing from Guy Kawasaki (blogger, venture capitalist, author and speaker) who advises that if all seems grim, 'get better reality'.

Our Get Newsworthy service is all about helping small business figure out ways to do things differently in order to create attractive story angles for the media.

For example, SurfWest (www.surfwest.com.au) created a regional photography competition to attract attention to their new surf magazine, while Lifestyle Turf (www.lifestyleturf.com.au) engaged a local celebrity to talk about their product. Both were successful in achieving the media exposure they wanted.

The Power of Personal Stories

Do you have a business that attracts or inspires personal stories from your clients? If so, you're probably sitting on a magnetic marketing tool.

Any business that involves people experiencing something new – be it surgery, sky-diving, wellness retreats or life coaching – will be privy to compelling, often inspiring, sometimes life-changing stories.

A blogsite offers the ideal platform for building up a portfolio of client stories - and all you have to do is ask them to tell their story, write it up and publish (with their permission of course).

For an example of this working well, visit www.geelen.com.au/stories-of-eye-loss/ - our showcase blogsite, attracting attention from around the world.

As an added bonus, you can lift a particularly compelling story and turn it into a human interest news release - community papers love them.

Small Business Workshops

Glenn will be presenting our next Small Business Blogging and Small Business Publicity workshops in Melbourne.

Blogging is on 20 February and Publicity on 21 February, both workshops running from 7.00-9.00am at Tsar, 3 Wellington St, St Kilda.

We have also been asked to present a special Small Business Publicity workshop at Frankston BEC on 21 February from 6.00-8.00pm.

Visit businessfrankston.com.au/Event/Pub/EventDetail.asp?lngEventID=92 to book this workshop.

The next Perth workshops will be on 28 February (Glenn on Blogging) and 7 March (Jane on Publicity), from 8.00-10.00am at The Warehouse Café, 221 Onslow Road, Shenton Park.

These workshops are your chance to glean the knowledge you need to set up your own blog and use it to drive customers to your site, or to run your own news release campaign.

In the first hour, we explain the steps we follow at PublicityShip when we carry out these services for clients. The second hour is your opportunity to work with us one-on-one to discuss your individual business needs.

Pretty good value at \$40 per workshop, including morning tea.

To book, visit www.publicityship.com.au/workshops or contact me directly.

Hidden Jewel Judging Underway

The entry deadline for the PublicityShip Hidden Jewel Awards for tourism is midnight (EST) on 31 January.

Australian Traveller editor Greg Barton, Postcards Victoria series producer Alex Ristevski, AAT Kings CEO Les Cox, and yours truly will then be working hard on the difficult task of choosing the eight state/territory winners and one lucky national winner.

The winners will be announced on www.publicityship.com.au and by news release on 16 February. All entrants will also be automatically nominated for Australian Traveller's list of "100 Great Things to Do in Australia".

Even if you're not a tourism operator, the publicity surrounding the Awards, especially in Australian Traveller, will be worth watching out for.

Best wishes

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About PublicityShip

PublicityShip helps small business get their story into the news and web. Publicity can be more effective than advertising and give an excellent return on investment. PublicityShip journalists help you uncover the most newsworthy aspects of your business and get your message to the right media contacts. And PublicityShip blogmasters help you attract and convert potential clients online.