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## **The Best of The Publicity Hound's Tips of the Week of 2015**

24 publicity tips to help you generate the publicity you deserve  
for your product, service, cause or issue

By Joan Stewart, The Publicity Hound®

Excerpted from the popular tips delivered twice a week

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Joan Stewart

[The Publicity Hound](http://PublicityHound.com)

## About the Author



I'm publicity expert Joan Stewart, aka The Publicity Hound, and I work with small businesses and nonprofits that need to use traditional and social media to establish their credibility, enhance their reputation, sell more products and services, promote a favorite cause or issue, and position themselves as employers of choice.

My 100+ learning tools show you how to generate free publicity in traditional and social media--even on a shoestring budget, and without an expensive publicist.

For almost two decades, under The Publicity Hound brand, I've trained and coached thousands of CEOs and business owners, nonprofit executives, PR agency staff, publicists, marketing directors, authors, speakers and experts via live events, online training, consulting, and my private Mentor Program at <http://PublicityHound.com/mentoring>.

Get free publicity tips every Tuesday and Saturday. Subscribe to my snack-size tips, "The Publicity Hound's Tips of the Week," at <http://www.PublicityHound.com/tips/sample>

My publicity advice has been included in more than 60 books on PR, marketing and small business, and I write [publicity articles for Entrepreneur.com](#).

I'm a big fan of social media and an enthusiastic user and was named one of the The 40 Most Approachable Social Media A-listers on Twitter. Join me and my more than 25,000 followers there at <http://www.twitter.com/PublicityHound>.

As a prolific blogger at [The Publicity Hound Blog](#) and a former newspaper editor, I've accepted and rejected thousands of story ideas and pitches. I know what

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makes a great pitch, attracts attention, and encourages journalists, bloggers and your social media followers to spread the word about you.

Contact me at <mailto:jstewart@PublicityHound.com> or call 262-284-7451. I'd love to hear from you. Or meet me on my Facebook page at <http://www.facebook.com/PublicityHound> where you can ask a question or share a tip.

Connect with me on LinkedIn at <http://www.linkedin.com/in/publicityhound> and let me know how we know each other. Connect with me on Google+ at <https://plus.google.com/117787139708651698854> where I share publicity and social media strategies, tactics and tips.

You are free to “regift” this ebook to your customers using this link:  
<http://publicityhound.com/bestof2015>

## 300+ Indie Book Reviewers

Tip #1: Jan. 3, 2015

If you're an author and you aren't willing to work your butt off pitching reviewers, don't bother writing unless it's merely a fun hobby.

That's how I responded this week to a discussion in a LinkedIn group for writers and publishers. An author said she launched her first ebook, a novel, and promoted it on social media but wasn't sure what to do next.

A few group members suggested that rather than market her first book, she should start writing the second one.

That's horrible advice.

The proliferation of free publishing tools means almost anyone can write and publish books, which creates fierce competition for reviews and sales. The best marketers win, period.

Thanks to **author Werner Stejskal** for letting the LinkedIn group know about [TheIndieView.com](http://TheIndieView.com), a handy list of more than 300 indie book reviewers.

Also check out the [Indies Unlimited blog](#). You'll find advice, resources news, reviews, tips and tools for indie authors.

Authors, take advantage of my coupon that lets you buy these learning tools for half price, until Jan. 15, 2016.

- [Crowdfunding: How to Use Other People's Money for Your Book or Project](#)
- [How to Ask for Book and Product Reviews from Bloggers, Journalists and Consumers](#)
- [How to Convince Costco, Walmart, Target & Other Huge Chains to Sell Your Books](#)
- [How to Launch a Book, Promote It and Sell a Truckload--Without an Expensive Publicist](#)
- [Where to Find Millions of Readers Online to Review, Recommend & Buy Your Books](#)
- [How to Promote Your Ebooks for Maximum Visibility and Sales](#)

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### Like This Tip?

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## My Tacky Foil Christmas Tree

Tip #2: Jan. 6, 2015

When **Jen Thames** pitched several guest blog post ideas to me recently, she included a P.S. that made me smile.

She said her grandmother had a tacky foil Christmas tree, the same kind my family had back in the 1960s. She even referred to the big spotlight that you place on the floor about four feet from the tree. The bulb is attached to a rotating piece of plastic that reflects on the silver tree and makes it change colors: from yellow to red to green to blue.

"I thought she was the only one who did this, but apparently not," Jen wrote. "Maybe it was a northern Ohio thing?"

She said she's from Willoughby, Ohio, where I spent 14 years on my first newspaper job.

I didn't know Jen when I read that pitch. But I knew immediately she had done her homework.

She knew about the ugly foil tree because she read the blog post I had published that week about the [childhood photo of my sisters and me](#) that I framed and gave as gifts.

But how did she know I worked in Willoughby? Because she read my bio.

That tells me that if she's willing to do her homework before she pitches, she'll do the research needed to write a compelling blog post.

I loved all her ideas and I featured her guest post on [How to Survive a Public Embarrassment with Smart Publicity](#).

Lesson: Don't pitch anyone unless you've researched them.

I explain how in video training on "11 Fast, Free, Easy Ways to Research Journalists, Broadcasters and Bloggers BEFORE You Pitch." It includes a cheat sheet that lists 11 things you can offer them periodically, regardless of whether they've covered you.

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You can get the video training that comes with a package of bonuses and cut the price in half when you use the coupon code **Bestof2015** and click "Apply." [Order here](#). Offer good until Jan. 15, 2016.)

## Free Stuff Fridays

Tip #3: Jan. 10, 2015

Several local ABC stations throughout the U.S. feature **"Free Stuff Fridays."**

It's a Friday feature that lets viewers know about local businesses and nonprofits that are offering free stuff for adults and children any day of the week.

For example, Sam's Club has offered free health screenings.

Williams Sonoma had free cooking classes for kids.

A karate studio in Texas invited people to hour-long classes in Tai Kwon-Do Karate.

A local YMCA had free exercise demonstrations, giveaways and refreshments at an open house.

Parks feature free movies.

And on and on...I love this idea.

Bloggers, can you have your own Free Stuff Fridays? Consultants, you can give away a free cheat sheet at your blog in exchange for someone's email address?

Authors, give away free ebooks on book review and recommendation sites like Goodreads.

Consider this idea for your Facebook page, too. What free stuff can you offer on Friday?

I have lots of fun, clever ideas for "free stuff." They're in Special Report #51: 66 Free Things You Can Offer to Generate Publicity or Capture Email Addresses." Regularly \$15, you can slash the price in half when you type the coupon code **Bestof2015** into the coupon code box and click "Apply." [Order here](#). Offer good until Jan. 15, 2016.

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## Book Publicity Baby Steps

Tip #4: Feb. 10, 2015

If publicizing your book overwhelms you, you're not alone.

Many authors are so afraid of this herculean task, that they freeze and do nothing.

Here's the secret.

A strong book publicity and marketing that actually sells books requires a series of baby steps, not a trail of footprints that looks like it was made by the Jolly Green Giant.

Do one thing every day, or every week, to sell your books. These don't have to be major tasks.

For example, this week, pitch the editor of your local weekly newspaper. In the last few months, I've seen two major feature stories in my local weekly about local authors who are publishing books.

I saw another photo last week of an author at a book signing. On the same page, I saw yet another short item about a different author who's leading a book discussion in town. Local newspapers love writing about local authors.

"How long to I have to promote my book?" many authors ask me.

My answer is always the same: "Only for as long as you want to sell it."

Whether you're launching a book or trying to resuscitate a title that's on life support, you'll get publicity ideas galore when you watch my video training on "Book Publicity Ideas You Can Use Today to Sell More Books Tomorrow." One of my best tips is a super source where you can take advantage of one free hour of book consulting every week.

Slash the price in half when you type **Bestof2015** in the coupon code box at checkout. [Order here](#). Offer good until Jan. 15, 2016.

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## Free Tool for Radio Show Gigs

Tip #5: March. 17, 2015

With all the newfangled publicity tools online, it's easy to forget about the oldies but goodies.

**Dr. Audrey Sherman**, a psychologist and author in The Publicity Hound Mentor Program, got an invitation to appear on an NPR show out of Chicago.

The producer found Audrey on [RadioGuestList.com](http://RadioGuestList.com), a free email service. Here's how it works.

- Experts and authors, or PR firms that represent them, can sign up for free email leads. When a talk show needs a certain type of guest, RadioGuestList will email you.
- Show bookers, producers, podcasters, talk show hosts and TV producers looking for interview guests submit their requests, for free.

Of course, you can upgrade to a paid account or advertise on the site.

You can see a [list of the latest Guest Requests](#).

If you want to do radio shows, don't wing it.

The fourth edition of my ebook ["How to be a Kick-butt Publicity Hound"](#) features in-depth interviews and tips galore from two radio publicity experts.

**Joe Sabbah** teaches you how to get booked on shows and clever ways to sell books and other products on the air. Media trainer Joel Roberts, a former talk show host, gives you step-by-step instructions on how to turn a lackluster topic into one that gets listeners so riled up, they pull over to the side of the road, whip out phones and call the radio station to comment.

"Talk show producers don't want light," Joel says. "They want heat."

[Order the ebook here.](#) Coupon code **Bestof2015** lets you grab it for half-price. Offer good until Jan. 15, 2016.

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## Repurpose an Audio Interview

Tip #6: March 28, 2015

A few weeks ago, I told you that I hired someone at Fiverr.com to transcribe an audio interview in which I shared tips on how to get book publicity, and I turned it into four posts for my blog.

I wish I had thought of this years ago! It cost me only \$35 to transcribe a 40-minute interview. I divided the transcript into four blog posts. At the end of each post, I included links to the entire four-part series, as well as a link to the audio.

But I didn't stop there.

I shared the links on social media. You can [see how I summarized the entire series on my Google+ profile](#). Notice the three hashtags--#bookmarketing, #bookpublicity and #bookpromotion--at the bottom. They helped this post rank high on Google search results.

Steal this idea the next time someone interviews you for their radio show or podcast, or you interview someone. Confused about hashtags?

Using the symbol # in your social media messages makes it easier for people to find your content, helps you attract hundreds of new followers, and strengthens your PR campaigns. But hashtags can be annoying and obtrusive if you don't know how to use them correctly. My video training on "How to Use Hashtags: The New Search Tool" gives you the basics, as well as advanced techniques, on how to use the tiny symbol that has become one of the most powerful search tools online.

Use coupon code **Bestof2015** for half off when you [order the video replay and the bonus package here](#) before Jan. 15, 2016.

### Short on Publicity Ideas?

You'll get three snack-size email tips (and one very funny dog video) delivered every Tuesday and Saturday in "The Publicity Hound's Tips of the Week." [Subscribe here.](#)

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## Score Points with Reviewers

Tip #7: April 18, 2015

When you're pitching a reviewer to try your new product or read your book, here's how to make your pitch stand out from all the others.

Let the reviewer know:

- You're familiar with her work. You can open your email pitch by saying, "In your blog, Pets Aplenty, you've written passionately about the importance of keeping dogs free from fleas. My new product, Fleas Be Gone, a flea collar for dogs, works better than traditional flea collars on the market because..."
- You're willing to send a sample of your product in the size or color her dog needs. This says, "I care."
- If you can add a personal detail in your pitch, like the name of her dog, which you've discovered because you've read several of her blog posts, you score extra points. If you're an author, and you're asking for a review from a reviewer who loves children's books, check to see if she has a blog. If so, can you find the name of one of her children and weave it into your pitch? I show you how [to Find the Name of a Blogger's Dog, Cat or Kid in 60 Seconds](#).

If you do only these three things, you'll be so much farther ahead of all the other people pitching.

I have five fill-in-the-blank templates you can use when asking for book or product reviews. They're in the bonus package that accompanies the video training on "How to Ask for Book and Product Reviews from Bloggers, Journalists and Consumers." It shows you exactly how to find reviewers whose audiences are in a perfect position to buy what you have. Use coupon code **Bestof2015** for a sweet 50 percent discount before Jan. 15, 2016. [Order here.](#)

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## Digital Comic Museum

Tip #8: April 28, 2015

Want a fun image for a blog post? Or your marketing materials? Or a publicity poster?

Check out the [Digital Comic Museum](#).

It's the best site for downloading free public domain Golden Age comic book covers. All files have been researched by their staff and users to make sure they're copyright free and in the public domain. Register an account, and have a ball looking through all those comics.

## Need Publicity Inspiration?

I scour the web (and my own brain) looking for the best snack-size tips, tricks and tools for free publicity, and I share them every Tuesday and Saturday in "The Publicity Hound's Tips of the Week." [Subscribe here](#).

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## A Top Publicist's Success Secret

Tip #9: April 28, 2015

This month alone, publicist **Michelle Tennant Nicholson** has scored four big media hits for her clients.

**Drs. Roy** and **Joy Martina** appeared in a six-minute segment on Charlotte FOX TV just before their new book, *Sleep Your Fat Away*, launched.

Michelle landed an interview on Inc. radio for **Josselyne Herman Saccio**, a Landmark Seminar Leader, on how to create the job you love, no matter what the circumstance.

She got an expert from a vision restoration therapy company on a radio show that syndicates to 200 FM and AM radio stations. Last Friday, the executive director of Take Our Daughters and Sons to Work Day Foundation, was quoted in the San Francisco Chronicle.

But the publicity hit I really love was getting her client's Hallelujah Diet Survival Bars placed not only in swag bags for celebs at the Oscars, but offered to the stars to munch on while waiting in the green room.

Michelle says you can do exactly what she does. She ties her clients' expertise to breaking news and seasonal events. "Media begats media," she says. I call it milking the media cow that's already in the barn.

Michelle has a simple five-step process for this publicity strategy and she taught it during a webinar I hosted. She explained what authors can do to ensure that the radio or TV talk show host, or the print journalist, mentions your book. If you're a business owner, you'll know how to encourage the journalists and broadcasters to tell their audiences about your product or service.

Slash the price in half on the training "5 Steps to Use Breaking News to Score Publicity (and Sell More Books and Products)" when you use the coupon code **Bestof2015** at checkout by Jan. 15, 2016. [Order here.](#)

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## Free Headline Tool

Tip #10: May 2, 2015

Remember the [Emotional Headline Analyzer tool](#) I shared with you last year?

I found a more sophisticated tool that's a whole lot more valuable. It's the [CoSchedule Headline Analyzer](#) and it's also free. Here's why I love it:

- It analyzes the overall structure, grammar and readability of your headline.
- It gives your headline a score and rates its ability to result in social shares, increased traffic and SEO value.
- It explains the various types of headlines and helps you understand which one is best for your article, blog post or press release.

A big "two paws up, way up" to LinkedIn expert **Wayne Breitbarth** for this tip. He mentioned it during the webinar I hosted with him "10 LinkedIn Changes, Workarounds & Apps." The video replay comes with a 12-point checklist that will help you grade your LinkedIn profile and improve it. It also comes with a step-by-step cheat sheet on how to grow your email list from invitations people send you to connect. We even give you a checklist of the top 10 ways to promote your event on LinkedIn.

Order the whole package [here](#) and cut the price in half when you use coupon code **Bestof2015** by Jan. 15, 2016.

## Best Free Media Contact List

Tip #11: June 2, 2015

Michelle Tennant of Wasabi Publicity tipped me off to [USNPL](#), the giant free database of newspapers, TV and radio contacts in the U.S.

The site lets you search for contact info for U.S. newspapers, TV stations and radio stations by state. Once you get a list of media, you can go directly to the media outlet's website, or click on links to their Facebook pages and Twitter feeds.

USNPL does a pretty good job of keeping up to date with the myriad of changes in the media industry. That's because it lets media outlets edit the contact information.

I created a three-minute video demonstrating how the site works. It's embedded in the blog post I wrote on ["7 Ways to Use the Best Free Media Database for Publicity."](#)

If you deliver a great pitch and land an interview, be aware of the types of questions journalists ask. I list many of them in my Special Report #2: Questions You Can Expect Reporters to Ask During an Interview." Regularly \$15, you can grab it for half price when you use the coupon code **Bestof2015** at checkout. Offer good until Jan. 15, 2016. [Order here.](#)

## Small Budget (or No Budget) for Publicity?

Get three free do-it-yourself publicity tips every Tuesday and Saturday. My snack-size nuggets will give you the push you need to do it yourself and bypass expensive PR firms. [Subscribe here.](#)

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## Media Pitching Checklists

Tip #12: July 4, 2015

If you struggle with pitching journalists, bloggers and influencers, you'll love this freebie.

It's a series of checklists for pitching, courtesy of the folks at **Prezly.com**.

The first is an interactive tool that's a long checklist of tips and questions. Your answers will help you shape the story, write the pitch, choose your targets, go the extra mile, reach out, and learn about the success rate of your pitch. The checklist includes links to articles that discuss elements of pitching in more depth.

The second is a mini-checklist based on the longer version. Print it, cut on the dotted line and distribute one to each of your team members.

The third is an old-school worksheet you can print, perfect for adding handwritten notes.

[Find them all here.](#) Or, give Prezly your email and the company will send them to you.

What if you pitch but get no response?

There's no one-size-fits-all approach to following up, and how many times. But I have several methods for smart follow-ups that you can use, depending on the circumstance, the pitch and the type of journalist or blogger. Learn them all in the video training "The New Rules of Following Up Pitches to Journalists."

It comes with a PDF cheat sheet that lists 11 things you can offer to journalists and bloggers when you follow up. Grab the package and cut the price in half when you use the coupon code **Bestof2015** at checkout. [Order here.](#)

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## Why Size Doesn't Matter

Tip #13: July 21, 2015

Publicity in obscure publications can make your product fly off the shelves or bring you new clients.

That's what PR firm owner **Marsha Friedman** discovered.

Her client—an ear, nose and throat doctor—had a product that helps with sinus irrigation. He got the most sales from an article in a scuba diving association's magazine. Divers often deal with sinus problems.

Marsha also got a new client thanks to an article she wrote that appeared in, of all places, VDTA, the publication for the Vacuum Dealers Trade Association.

In another article she wrote on [The Value of Broadening Your Publicity Aim](#), Marsha recommends:

"If a journalist or producer calls to interview you, don't be concerned about the size of the publication or watts of the radio station—just do the interview! You just never know who is reading or listening."

"How to Find Your Way into Glossy Magazines" teaches you how to snag publicity in consumer magazines or publications for narrow niches. Learn what to send, when to send it, and how to pitch. Take half off when use the coupon code **Bestof2015** at checkout. [Order here.](#)

## Fun Tool Puts You on TV

Tip #14: Sept. 8, 2015

Do you know about **PhotoFunia**, the simple-to-use free tool that lets you put a photo of yourself on a "Wanted" poster, the wall of a museum, or a giant screen on Times Square?

Now, you can use it to put yourself on TV, under the headline "BREAKING NEWS."

Go to [my blog](#) and you can see the photo I created in less than two minutes.

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## Event PR in a Box

Tip #15: Sept. 15, 2015

Hosting or attending an event and need help with PR and publicity?

**HubSpot** and **Eventbrite** have a free "Event in a Box," a slew of resources that will help you with planning your event, all the way through to follow-up. You'll find:

- 10 Tips to Optimize Event Promotions
- Event Emails Explained: Best Practices & Example Copy
- 6 Event Registration Best Practices
- A Tip Sheet on How to Use Social Media During the Event
- A Tip Sheet on Event Follow-Up
- A Handy Guide: How to Network at Conferences (building relationships without being awkward)

Use this for a meeting you're hosting, an open house, book signing, conference, trade show, business dinner, award ceremony, holiday party, customer appreciation event, charity fund-raiser or even a press conference.

[Click here to download "Event in a Box."](#)

How do you promote your events offline? I explain how during the video training on "60+ Places Offline to Promote Your Product, Service, Cause, Issue or Event to Build Buzz & Encourage Others to Promote You." Grab it for half-price. Use the coupon code **Bestof2015** at checkout before Jan. 15, 2016. [Order here.](#)

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## How to Write for 11 Mega-Sites

Tip #16: Sept. 29, 2015

A gig as a guest contributor or blogger for the Harvard Business Review, Huffington Post, Entrepreneur.com, Fast Company, Forbes and other mega-sites can boost your credibility in front of millions of readers.

A few weeks ago, I told you how to get onto the [New York Times Opinion Page](#). A **Hubspot** article published yesterday adds to the list 10 more influential websites that want guest bloggers.

My tip: Follow the instructions for each site to the letter. Don't deviate.

Find all the links [here](#).

If you have your blog but it isn't making money, I have lots of ideas that will help you. They're included in my video training on "27 Ways to Monetize Your Blog." It comes with a 16-page PDF transcript on "Outsourcing Secrets: How to Get the Best Quality, Price & Teamwork from Freelancers."

The entire package is yours for half price when you use the coupon code **Bestof2015** at checkout. Offer good until Jan. 15, 2015. [Order here](#).

## Save Time & Money on Publicity

You'll love "The Publicity Hound's Tips of the Week," three snack-size email tips (and one very funny dog video) delivered every Tuesday and Saturday. Most of my tips, tricks, tools and resources are free. And easy! [Subscribe here](#).

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## How to Find Top Blogs in a Niche

Tip #17: Oct. 3, 2015

You can buy expensive software programs to find the top blogs you want to write for or pitch. Or do what I do. Use Google, the most powerful search tool on the planet.

During a "Rent My Brain" session yesterday with client **Mary Debono**, author of ["Grow Young with Your Dog,"](#) I showed her how to find top blogs in her niche.

I Googled "best dog bloggers" and "top dog bloggers" and hit gold with [Alfie's Blog](#), a list of 26 blogs and websites. Several are for specific breeds, but that's OK. They have loyal audiences, and many were perfect for Mary.

Before you pitch, read the blogs so you're familiar with topics the bloggers cover. In your pitch, mention a topic or a specific post that caught your eye. This will let bloggers know you're familiar with their work.

Many authors, speakers and experts who need ideas or coaching on how to get publicity for their book or business take advantage of the Rent My Brain service. You tell me what you're trying to accomplish or what problem you need solved. You don't pay for time I spend preparing for our call. We're on the phone or on Skype for a full hour.

This a cost-effective way to have access to me with no long-term commitment. Learn more about what we can cover during [a Rent My Brain session here.](#)



## Free Marketing Toolbox

Tip #18: Oct. 10, 2015

Don't you love it when I find a goldmine of free tools you can use in your marketing and publicity?

**CoSchedule's Resource Library** includes 23 guides, templates, checklists, worksheets and infographics that will make creating content, and sharing it, easier. You'll love:

- +180 Power Words Infographic
- How to Write a Perfect Blog Post checklist
- Pinterest Marketing Infographic
- How to Make Money Blogging Infographic
- 33 Easy Ways to Write a Headline Infographic
- Marketing Target Audience Guide
- How to Write a Call to Action Guide

They're all your in exchange for your name and email address. [Access them here.](#)

Once you know all the ways you can market, it's time to find your target audience, a tough chore for authors who often don't know where to look.

Let me help. My video training on ["30+ Places to Find Fiction and Nonfiction Readers in Your Target Market"](#) gives you ideas galore for 30 places online and offline where best-selling authors are finding readers for their books, regardless of genre or topic. I tell you exactly where they are and what to do to connect and build long-lasting relationships.

The video training comes with two valuable bonuses:

- A PDF list of "31 Places to Sell Books...Other Than Bookstores"

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- A PDF checklist of "103 Calls to Action" that you can use in your marketing materials and at your website so people know exactly what you want them to do.

The entire package is yours, at half price, when you use the coupon code **Bestof2015** at check-out, by Jan. 15, 2016.

### **A Crash Course in Publicity**

"The Publicity Hound's Tips of the Week," emailed every Tuesday and Saturday, are mini lessons in how to do your own publicity. [Subscribe here.](#)

## How to Find Readers for Your Books

Tip #19: Oct. 17, 2015

Too many authors can't identify the perfect target market for their books or don't know where to begin looking for ideal readers.

An author in my Mentor Program who is launching a nonfiction book has identified her ideal readers as "entrepreneurial or professional women with a salary above \$80,000." Their job titles include CEO, COO, director, partner, manager, owner and president. That kind of detail makes it easy to find those women using LinkedIn's advanced search tool. She can also find them in LinkedIn groups for women executives.

But what if your book is fiction?

You can find readers of sci-fi, romance, historical novels, fantasy, erotica and other sub-categories in the thousands of special-interest groups on giant book review and recommendation sites like Goodreads.com and on niche sites like RomanceTimes.com.

Join those groups, participate in the discussion, ask and answer questions, and eventually pull those readers to your website or to your book's sales page.

Don't forget to ask them to review your books and products. How? By using the five fill-in-the-blanks templates I've created for you. They come with the video training on "How to Ask for Book and Product Reviews."

I show you what to do before you ask for reviews, and what to do after you get them. [Order the package for half-price](#) by using the coupon code **Bestof2015** at checkout when you order by Jan. 15, 2016.

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## Create a Personality Quiz

Tip #20: Oct. 27, 2015

Here's a fun idea for an "extra" you can pitch along with a story idea, or content you can create that can go viral on social media.

It's a personality quiz tied to your topic, courtesy of [Riddle.com](http://Riddle.com).

Riddle lets you create personality quizzes, lists, polls and more directly from your mobile device or a PC, using built-in photos and social media tools. You can use it for free, or pay for an upgrade that removes Riddle's branding and gives you other options.

I tried creating a personality quiz but found their templates limiting. Start a new one and upload your own photos. (My new favorite website for free stock photos is [Pixabay.com](http://Pixabay.com).)

Create a personality quiz for a book or product launch, a new website, as a freebie to build your email list, or as a sweet little extra for a journalist.

If publicizing your book overwhelms you, help is on the way with my video training on "Book Publicity Ideas You Can use Today to Sell More Books Tomorrow." This program will give you lots of ideas for baby steps that you can take **one day at a time**. It's the smartest, most efficient way to market your books because you can follow through on all my ideas without an exhausting time commitment.

It comes with three bonus PDF checklists and cheat sheets:

- 7 Pitching Tips, Including How to Use Personal Details in Your Pitch
- 11 Things You Can Offer to Journalists and Bloggers When You Follow Up
- 6 Ways You Can Suggest Journalists Stay in Touch with You

Get the package and slash the price in half when you use the coupon code **Bestof2015** at checkout by Jan. 15, 2016. [Order here.](#)

## Why Even Obscure Holidays Go Viral

Tip #21: Nov. 3, 2015

Two decades ago, if you wanted to create your own holiday or month like "National Pomegranate Month," you had to cross your fingers and hope traditional media covered it. Or you got zero publicity.

Not anymore.

Today's social media gabfest requires something interesting for people to talk about. Even your friends on Twitter and Facebook have slow news days. That's why your own holiday, as whacky and obscure as it might be, can command attention.

Tie it into a book you're launching, or a product or service that's been on the market awhile.

Give it a hashtag. Create an enticing image with a free tool like Canva, and before you know it, everybody's talking about it. And if you get a call from your local newspaper or TV station? Well, that's just gravy.

Publicity Hound Jacqueline Whitmore created National Cell Phone Courtesy Month in 2002 and is still generating publicity every year during the month of July, including a column in USA Today by publisher Al Neuharth.

Anyone can create their own day, week or month of the year. But knowing how to get the greatest recognition possible for it can be tricky. Chase's Calendar of Events, for example, turns down far more requests than it publishes. If you want to get in, you must know about their strict guidelines. But that doesn't mean that if Chase's says no to you, you're left in the cold.

My video training on "How to Create Your own Holiday or Day, Week or Month of the Year and Get Mountains of Publicity" tells you exactly what you must do to get into Chase's and also be listed on several other popular calendar websites. Get it for half price when you use the coupon code **Bestof2015** at checkout, by Jan. 15, 2016. [Order here.](#)

Joan Stewart

[The Publicity Hound](#)

## Where the Pinterest Gold is Buried

Tip #22: Nov. 7, 2015

If you're constantly pinning the cover of your book on Pinterest, it's the same as screaming "Buy My Book!"

Instead, build a relationship with your Pinterest followers, many of whom you can turn into loyal fans.

Whether you write fiction or nonfiction, create an author pinboard, dedicated solely to telling the story of who you are, where you came from, and how you came to be a writer. Or pin photos that explain what you've done to build expertise in your topic.

"Give them a glimpse into your world," says Pinterest expert Beth Hayden. "Allow them to get to know you and let them discover what's important to you."

The relationship between you and your Pinterest followers. That's where the Pinterest gold is buried.

Beth is a stickler about keeping your Number One goal in mind on Pinterest: **Selling books**. So how do you do that without screaming "Buy My Book?"

During video training I hosted with her, she explained "The 3-Step Strategy for Doubling Your (Fiction or Non-Fiction) Book Sales Using Pinterest." If you're new to Pinterest or you've been pinning awhile, you'll pick up valuable tips on how to use Pinterest to engage your audience and sell books. [Watch the free video replay here.](#) (Scroll down the page.)

### Like These Tips?

You'll love "The Publicity Hound's Tips of the Week," three snack-size email tips (and one very funny dog video) delivered every Tuesday and Saturday. [Subscribe here.](#)

## Book Hook: How to Dress Skinny

Tip #23: Nov. 17, 2015

Media trainer **Wayne Kelly**, who has his own drive-time radio show, interviewed author **Janna Beatty**, an image consultant, two weeks ago.

She didn't pitch her book.

Instead, she hooked Wayne with the simple "You don't need a Hollywood stylist."

She said she'd show the audience, women ages 35-45, "how to dress skinny."

And she'd talk about "Our Closets: The Good, the Bad & The Ugly."

"The book gave her credibility," said Wayne, who loved the pitch.

A book title won't get you onto a show. Clever sound bites won't either. You need a sizzling book hook.

Wayne was my guest during a free webinar on "How to Promote Your Book to More than 10,000 Radio Listeners for Free -- Month After Month."

[Watch the free video replay here](#), and then use Wayne's tips to create your own book hooks to get on the air.

## Job #1 for 2016

Tip #24: Dec. 1, 2015

Name your three most profitable tools for promoting your business.

If email is on the list, good for you! If it isn't, you're leaving hundreds and possibly thousands of dollars on the table.

Many small business owners, especially authors, dislike email because "I don't know what to say that isn't already in my book" and because "I don't want to be lumped in with all those spammers."

Spammers buy email lists (a no-no) and send obnoxious, off-topic pitches for products and services you don't need.

You, on the other hand, can build a relationship with your readers by sending helpful tips tied to your topic. Share personal details about your life, like the titles of three books you'd like to find in your stocking this year.

You can also ask your readers for help when you need it. If they love your tips, they'll be honored you asked them for advice. Make email marketing Job #1 next year.

You'll be reading more about how to market with email in the months ahead. For ideas on other content readers love, grab my free cheat sheet on ["10 Profitable Ways to Use Email to Create SuperFans Who Help You Sell Books."](#)

## Join More Than 5,000 Other Fans

...who "The Publicity Hound's Tips of the Week," three snack-size email tips (and one very funny dog video) delivered every Tuesday and Saturday. Be part of my pack of Publicity Hounds. [Subscribe here.](#)

Joan Stewart

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## Need One-on-One Help with Your Publicity Campaign?



I'm a phone call away. And in as little as 60 minutes, I can help you define--with precision--people in your target market, show you where to find them, and help you create a killer message that promotes your expertise. My consulting clients love these one-on-one sessions. You will, too, because:

- I don't charge for prep time. If I need to look at your website and social media profiles, I do it **on my watch**, not on yours. That means that if you buy an hour of my time, we're on the phone or on Skype for an hour.
- You can ask me anything.
- You'll learn about the best tools and shortcuts for promoting your expertise and your business. I'll also tell you where you **cannot cut corners**.
- If you're headed in the wrong direction, I'll tell you that, too, before you hit a dead end.

Ready for a round with The Publicity Hound?

[Go here and read more about how we'll work together.](#) Or email me at [JStewart@PublicityHound.com](mailto:JStewart@PublicityHound.com) and tell me where you need help.

Joan Stewart  
[The Publicity Hound](#)

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Create a fun photo that makes it look like you're on TV. See free "Best of 2015" ebook from @PublicityHound. <http://ow.ly/VUyfK>

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