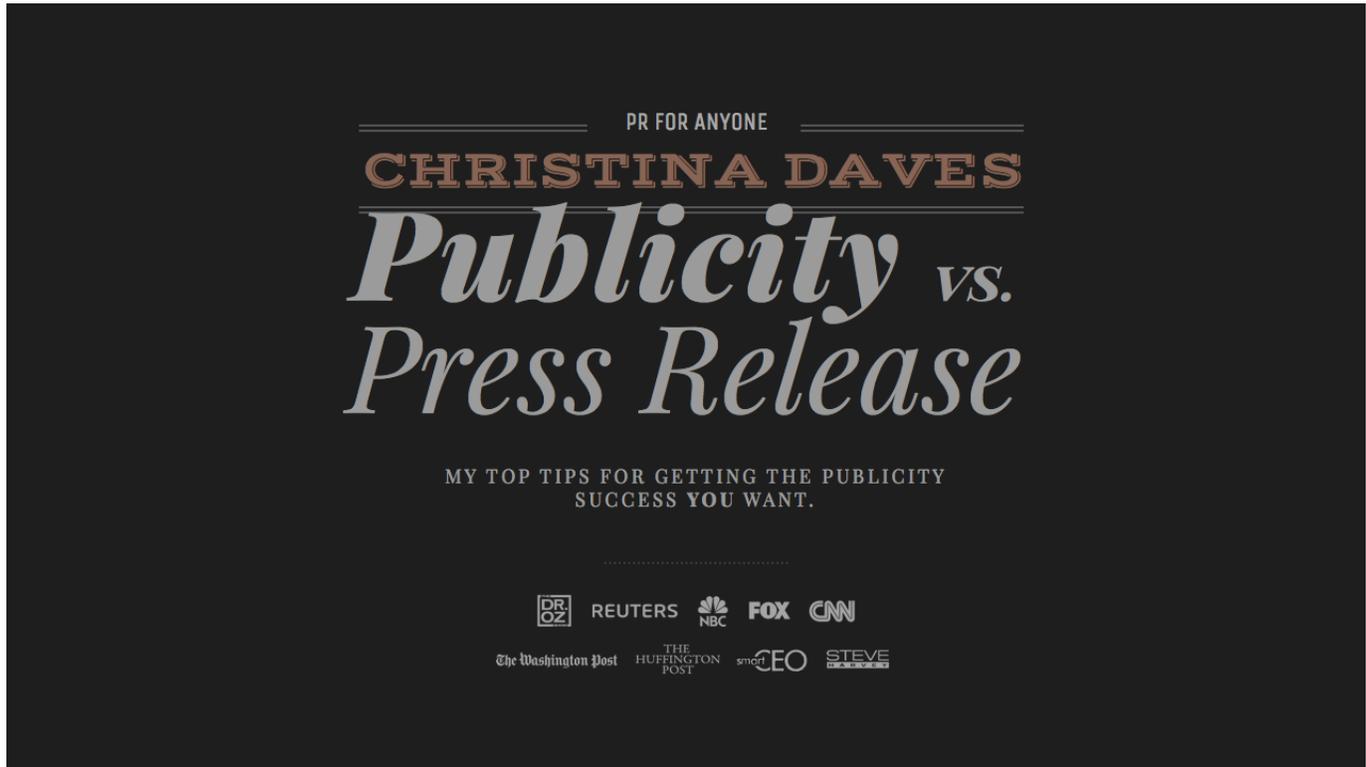


Christina Daves' Video Transcript (Unedited)



Christina Daves

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Hi, welcome everyone.

Thank you so much for joining us today on the Google Hangout. I know how valuable your time is, and I really, really appreciate you spending it with Alex and me. I'm so excited to share a little bit more with you and talk about publicity versus a press release.

Have you ever wondered how everyone gets publicity? Maybe you've done some research into hiring a publicist, or considered putting together a press release, only to be shocked at how expensive it is with absolutely no promise for publicity.

I will never forget the day I reached out to a local firm here in DC where I live, and was told that to hire them was \$5,000 per month, with a 6-month contract, and they would not promise me any results.

Are you kidding me? I didn't have any money, let alone \$30,000 to hand over for potentially nothing. I hear this story all the time. Entrepreneurs who've been burned by PR agencies, thinking that hiring them was their magic ticket despite the hefty cost.

Maybe you've personally dropped hundreds or even thousands on press releases, only to see them dismissed or totally ignored by the press because they didn't feel that it was a good enough story to report on.

Have you felt this level of frustration and even trepidation in handing over so much control and money to PR people and press releases that just don't deliver? Well, it might seem like these are your only two options. I assure you that they aren't.

There's a time and a place for publicists and press releases and we'll talk about that more today, but I'd like to introduce you to a third option that I've discovered really due to my own tenacity and personal dedication for success that's more affordable, scalable and actually gets results.

I'll also tell you the right times to use a press release as well, so that you're clear on what to do when, to be efficient and to get the press you need when you need it. Now if you're wondering why I know all this, allow me to share with you a brief snapshot of my journey that brings me here with you today.

My name is Christina Daves, and I'm a serial entrepreneur who has this knack of finding things missing in the marketplace. If you can imagine, back to a time when there was no internet, I used to do event planning for 20-something singles.

Think Match.com with mailed postcards instead of the internet. I also did feasibility studies for data centers right as the internet was taking off. I was a consultant for AOL when they were the big internet company.

My absolute favorite business was owning a brick and mortar retail store with my best girlfriend. After almost 10 years, she bought me out of the store and a year into my "retirement", a freak accident left me with a broken foot and an awful big, clunky medical boot. This literally happened the day before I was going to New York City, fashion capital of the world.

I scoured the Internet for anything to make that boot look better. I would have had it overnighted to my hotel, and when I realized that there wasn't anything available, and there was a huge market of 4 million people per year put in boots, I started this company Castmetic Designs, which is a fashion accessory line for medical boots.

Now, when I launched this, I had zero money left to hire a publicist, and certainly not for the \$30,000 that I was quoted. I don't know about you but I didn't have an extra \$30,000 lying around for a maybe.

I went and I taught myself everything I could about getting publicity for my new company and my new product line. I had to educate the market about something that was completely new to the marketplace. How in the world was I going to let people know that this existed?

How many of you listening have thought the same thing? How can I get more customers? How do I get people to find out about my product, my service or my company? How is my competitor getting all of this exposure? Now I figured out a lot of things that worked and I created formulas that get journalists' attention.

Since launching CastMedic in 2012, either me or my products have appeared in over 200 media outlets, including the Steve Harvey show three times, Dr. Oz, other national media outlets like Parenting Magazine and the Washington Post, and even the local affiliates of ABC, NBC, FOX and CBS.

This free publicity has resulted in thousands of more customers and over six figures in sales, and the best part about it, I did it myself, and I didn't have to spend \$30,000 on a publicist and I got the same results, if not better than they would have gotten for me.

Now even if you haven't ever hired a publicist, how much money have you spent trying to get people to notice you? From your website to SEO, maybe Facebook ads, even paying for press releases to get your message out there, but no one's taking notice.

Let's dig into this and let me share my solution of how to get noticed at no cost to you, other than learning the tools and a little bit of time to implement them.

Let's start. We've got to make the really important distinction of the difference between publicity and a press release. The definition of publicity is notice or attention given to someone or something by the media.

That's what's so important. It's what they also call earned media because you're getting third party credibility. The best part about publicity is it's free. Publicity is what gets you on TV, radio. It makes you a star in your industry.

Now as I mentioned, you can hire a publicist from anywhere from \$1,500 to \$5,000 a month for 6 months to get you free publicity, or you can

do it yourself with the same and probably better results because you are more passionate about your business than they will ever be.

I have a simple three-pronged approach to publicity: being newsworthy, having a great hook for your story and finding the right journalist. Once you know how to do this, you can get media coverage over and over and over again, which allows new customers to find you.

It gives you credibility in your industry, and the best part of all, you get to charge more money because of that credibility.

What's a press release? A press release is an official statement issued to newspapers or any media outlet, giving information on a particular matter, and the key here is “issued to”. You wrote it and you gave it to the media and you paid to do this.

A press release is really no different than paying for advertising. Everybody does press releases because they think that's what they're supposed to do, that sending a press release out will result in tons of press coverage. It just doesn't happen like that anymore.

You are spending a fortune for something that in our digital age of email and social media, you just don't have to pay for anymore.

You will have better results finding the right journalist, building a relationship with them and getting publicity that way than you ever will by sending out blind press releases.

I'm not saying that the press release is dead, but there really is a time and a place of when to invest in a press release, and I'll go over that a little bit more later.

This is a press release that I issued for my book. I decided to do a press release for SEO and to get mass internet searchable coverage about my book as part of an intentional marketing plan for my book launch.

I was confident that with the nature of the topic that it would get picked up on enough websites to make it worthy investment of paying for a press release. If you look closely, you'll see all of my contact information. I wrote the press release. I wrote the title. I paid for it. It's like advertising.

I paid to tell the world about my book the way I wanted them to hear about it. When you pay to distribute a press release, it goes out across the wire and it's picked up by media outlets in its entirety, with your exact press release on every site. You can see that on this slide.

This shows a Google search I did and you'll notice it says the same thing on every media outlet because they just uploaded my entire press release. What was great for me is that the press release about my book appeared on over 1,800 sites, so this was great for SEO and I sold quite a few books, but it's also short-lived, being on all these sites, because they're replaced with the new press releases regularly.

I'll go over some examples later of when I think it's a good idea to use a press release, but I really think you're better off learning how to promote yourself in a way that journalists want to see it done and getting your own free publicity.

You will easily see a return of investment on learning these skills in the new customers you get, the credibility you establish and the higher fees you can charge.

The next slides are examples of publicity. They are stories about me or my clients that were covered by a journalist, which gives us third-party credibility. It's called earned media.

It's not us telling the world how great we are. It's someone else telling the world. Now this article, Fashionistas Catch a Break: Castmestic is Off and Running, was written by someone other than me, and it appeared in a regional magazine.

I got national coverage with this article in The Washington Post, A Fashion Idea that's a Shoo In, that was written by a staff reporter of the Post.

Now here, this is a client of mine who does a very unique program of business coaching using horses. She's local in the DC area and all of her customers are here. This article was published in a local paper, and has driven tons of potential customers to her.

I also had her use the article to pitch this story to local television, and she's actually going to be a feature on her business on our local FOX station.

Both of these media appearances are free. They're targeted to her market and they're resulting in paying customers. Now how many of you listening are a business coach? Have you ever wondered how other business coaches are getting in the press? Here's a perfect example of how we made sharing newsworthy so that a media outlet would want to cover her story.

Here's another example of a client who was featured in this cover article in First for Women Magazine. She's a doctor of naturopathy and she offers online testing services for things like fatigue and weight loss and she provides all natural products and treatments, mainly for women.

This was a perfect outlet for her. She got new customers from this and it also led to additional media coverage. It helped her establish herself as an expert in the field. She has since been featured in Health, Shape, Fit Pregnancy and she's become a regular contributor to First for Women.

All her target market and all resulting in new customers.

What if you could be the one regularly quoted in media outlets where your customers are instead of your competitors? Imagine how much business you could bring in from that publicity alone? You can see in these print examples how this is publicity.

It is written by the media, not by you.

Here are some more examples of free publicity on television. Here I am on the Steve Harvey Show, and as I mentioned earlier, I've actually been on three times now and just those segments have generated income in the high five figures. Keep in mind that my product retails for \$7 to \$24. A really great thing about nationally syndicated television is that you get to reap the rewards of reruns and I actually have people at 1 o'clock in the morning emailing me after seeing a rerun of this show.

Here's another example of publicity with me on the Dr. Oz Show. This is me on our local NBC station, and I've also been on ABC and FOX and it's generated thousands in sales.

Remember how targeted my market has to be. Now what if you had a product that was more mainstream or you're a local business? Imagine how much business you could generate from a local appearance.

This is a former client of mine who is a hypnotist in Philadelphia. He was spending \$4,000 a month on radio advertising, with few, if any results. Then, he got this local television appearance and a few mentions in local publications, and just those handful of local appearances generated close to \$50,000 of income.

This slide shows another amazing benefit of getting publicity. This is Jen Fugo of Gluten-Free School. When I met Jen, she had given up on getting publicity for her business. She saw others getting publicity but didn't know what to do to get it herself.

Within one month of working together, Jen got herself booked on the Dr. Oz Show, not once, but twice, and this is a picture from a 12-minute segment she had with Dr. Oz.

Jen has gotten so much publicity that she now has corporations coming to her, offering large amounts of money to sponsor Gluten-Free School, just to be affiliated with all of the publicity she's generating.

This publicity has also made her peers and reputable names in her industry take notice of her, and they want to work with her now. It's

resulted in paid speaking engagements and collaborative efforts with leaders in the gluten-free community.

Here's another one, imagine if you got to work with celebrities. What would your customers think and be willing to pay you if celebrities were coming to you for your product or service? I had been trying to land a really large orthopedic account, and not until Diana Ross wore my product did it give me credibility in their eyes. I got the meeting and they now carry my product.

Bottom line, publicity provides credibility. Having someone else write about you means someone other than you loves you and they are sharing the love with their audience.

Publicity is for you if you are doing things that make an impact on the world. Whether you have a product or service-based business, if you have a message to share, you need to know how to get publicity.

I love to use this analogy because I think everyone has a Joe's Pizza in their community and they all compare their pizza to authentic New York pizza. Let's say Joe's Pizza sends out a press release saying they are the best pizza outside of New York. Well you know that they sent it out and it's just them saying how great they think their pizza is.

Let's say you're flipping through your local paper and there's an article titled, "Hidden New York Pizza Gem," and it's written by a journalist, and in the article, he talks about he's from Brooklyn. He was born and raised in New York and he accidentally stumbled upon Joe's Pizza and this is the closest thing to New York pizza he's ever had outside of New York.

Which one do you think is more credible? Which one would make you want to go to Joe's Pizza? Obviously, the one written by somebody else. Now as I mentioned earlier, there are times when a press release makes sense. What would that be?

Why would you use a press release? This is the invention of my friend and former client. It's the Coolest cooler and I bet most of you have seen it.

It just broke the Kickstarter crowdfunding record for most money ever raised through Kickstarter, around \$10.3 million. I am so excited for him.

This is when I would use a press release. This is huge, huge news that has wide-reaching potential. This story could get picked up everywhere and with the financial part of this story, certainly has potential in the Wall Street Journal and the New York Times.

It's not so much the cooler, which is the coolest, and I did buy one, but it's the Kickstarter story. This is also a perfect example of what I mentioned earlier about the three-pronged approach and making yourself newsworthy to get publicity.

The cooler is great, but the story of breaking the Kickstarter record is just another way to generate publicity.

If you have national news to share, like I feel like breaking the Kickstarter record is considered national news, if you're taking a big company public, like Twitter or Facebook, even something like my book that I really thought had potential to get picked up because the book provides such a great service to business owners, but for me with that, it was the 1,800 links that provided SEO versus having a story written about the book.

A press release with legs can do wonders for your SEO. Lastly, you can share press releases on your website, which helps with SEO, and it also lets customers learn more about you. These are just posting press releases on your website. I'm not recommending paying for them and then posting them on your website.

Why wouldn't you use a press release? Well, it costs a lot of money. They're usually about \$300 to \$500 depending on where you're sending them out to. Sometimes I've seen them as high as \$700 and \$800.

You wrote it, and there's no third-party credibility, and no one cares. I'm not being mean, but you have to know what journalists are covering.

If you're hosting, for example, an internet telesummit, you probably aren't going to see any results from a press release, but if you're launching a first of its kind unique product, like I did with CastMedic, you may see results from a press release.

You can do it like I did here. Write it yourself. Pay \$300 to \$500 every single time you want to share some news about your company, or you can learn how to do it yourself and get amazing media coverage like me and my clients do, and not have to pay to get customers begging to work with you.

Stop by our website, PR for Anyone, join our community. We have all kinds of great free tips, free videos on there.

If you want to chat, send me an email, christina@prforanyone.com or give me a call 844-PR4-ANY1 and let's get you going with your publicity and more sales for your business. Thank you so much for your time and I really can't wait to hear from you.