

RYAN JAMES LOCK

21 ways to...
promote
your new project



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Be Your Own Publicist

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Introduction

Thank you for downloading 21 quick ideas to promote your new product or service!

When you have a new offer to put on the table, you need people to know about it...FAST!

You can use these ideas to quickly get the word out about your new project and dramatically increase the amount of people that know about it.

As an entrepreneur, it's so important to let people know about what you offer if you want to reach more people and grow your business. As I say to my clients "People can't respond to things they don't know about"

Sometimes you just need some quick ideas to get things moving so I've put together this e-book to help you promote your new project.

Ryan

SET TARGETS

The first step in getting what you want is knowing what that is.

Instead of just randomly promoting your new project and hoping that it gets lots of attention and sales sit down and write out some goals for it.

How many people do you want to reach with it? How many sign ups? Bookings? Orders?

I love Jim Rohn's quote 'You can't hit a target you can't see' this is especially true when it comes to promoting a new project, you need to know what your targets are.

Get really clear on what you want to achieve with it and set yourself some goals that are quantifiable and easy to measure.

Don't start any kind of promotional activity for yourself and your work until you are clear on what your targets are, make sure that you know what you are working *towards*.

Writing goals down gives them an incredible power because it gives you something to start focusing on. Write out some targets and goals for your new project and put them somewhere that you can clearly see them.

COMPETITIONS

A great way of generating some excitement around a new project is to run a competition

Ideally you would be doing this through a website or magazine that speaks to your ideal clients.

If that isn't an option for you, don't worry! Social media allows you to create your own buzz. When promoting it, go all out, think You Tube videos, great images, get everyone you know to retweet, share or blog it

Some ideas to help you:

1. Make the prize something really irresistible to your audience, something that they would LOVE to have.
2. Make entering the competition really fun, something like craziest picture, or ask people to comment and then share the post. Use something to create more buzz

Part of the terms and conditions could be that the winner needs to cover the story on all of their social media (you can agree on a certain number of posts per week for example)

What can you offer that's exciting?

DO AN OFFICIAL LAUNCH

This might sound fairly obvious, but don't over look the importance of holding an official launch for your new project.

It doesn't have to be a massive occasion, just get clients , press, friends and family together somewhere nice and talk for a few minutes about your new product or service followed by food, drink and a nice atmosphere.

Make the occasion as nice as you can for people attending, think lots of little nice touches and great service.

If you have the budget for it, hire a venue that has staff to help you. Speak to colleagues and local business owners and see if they would like to donate anything for some goodie bags.

Make sure that you invite local media down as well so that they can check out what you are doing in person and you can start to build a relationship with them.

If you don't have a budget for an event or it wouldn't be appropriate in your business then you can do an online launch through your website and social media.

Write some copy about how pleased you are to be launching this, what the benefits are and clear links to where people need to go and either book, download or buy.

CREATE A PRESS PACK FOR YOUR PROJECT

It's crucial to be prepared when it comes to placing publicity for your new project.

When a journalist is interested in writing a story about your new project it is so important to make it an easy yes for them.

Having a press pack to send them will make you seem much more professional as well as making it an easier and faster process to get coverage.

Your press pack should include:

- Good quality images (high resolution if it is for a print publication)
 - A well written press release about your latest project
 - A clear and to the point biography if the piece focuses on you
 - Samples if it is a product and vouchers for services
 - Editors notes/points of interest to make the story more interesting
 - Contact information
 - All relevant information that you want included in the piece
- Start putting together one for yourself now and keep it in a separate folder on your computer that is easy to access

LET YOUR CONTACTS KNOW

A great way to get word out quickly for your new product or service is to create a warm letter campaign to old clients and current contacts.

People who have already bought from you are MUCH more likely to do so again than people who have yet to experience what you have to offer.

Do a group email to people in your address book but leave out press as this is not appropriate to send them.

Keep it light and conversational but let people know where they can go to buy if interested and ask people to forward it on to anyone they know who could benefit from this

After I launched Be Your Own Publicist, I sent out this to my old contacts (and it brought in revenue within 24 hours)

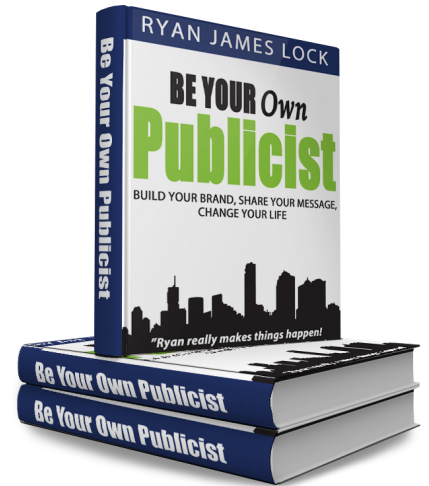
"Hey guys!

Firstly, apologies for the group email but I wanted to catch up with everyone in the most efficient way possible and emailing everyone separately would take... a while!

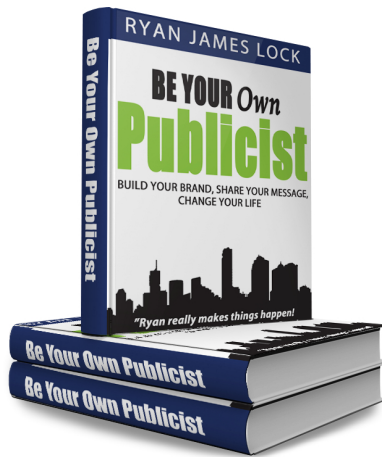
I can't believe it's almost summer 2013!

Almost a year ago I moved to Ibiza to launch my business Be Your Own Publicist.

Since then I've had my work featured on websites around the world (click [HERE](#) to see some of the coverage) I spent a year studying, taking courses, getting coached and substantially grew my business.



21 Ways to Promote Your New Project



I'm lucky to work with some amazing lifestyle entrepreneurs in Europe and the US now. One of whom was featured in the national media just last week.

Here's what some of them have to say

As a self employed person its essential that people know about you and your work-if you want to be successful!

SO.... I put together a downloadable program called "Be Your Own Publicist" to help you do the same.

www.wahanda.com called it "a must read for anyone wanting to change their life and business"

I cover 15 strategies to promote your work and raise your profile. I've tried them all myself and the people I work with and they ALL make a difference in your business.

It's different from other approaches because it focuses heavily on the mind set of doing your own PR and letting go of limiting beliefs that are holding you back.

Once we've got you thinking like a publicist, it's time to start taking action to promote yourself and your work. I've got stuff in there like how to create stories for the media, the importance of your image and how to network effectively.

As a thank you for downloading my work I've also included 15 insider tips to promoting your work

If you want to grow your business then I think you'll love Be Your Own Publicist

I regularly use these strategies to help my clients grow their business and it can help you to do the same.

If anyone you know would be interested in learning about how to raise their profile do forward them to my online store where they can download the products and programs to help them promote their work and grow their business

I also have a number of programs available if you or someone you know would like to work with me personally"

The response was brilliant and I got some new prospects for 1 2 1 clients as well.

Think about how you can create a letter to your contacts

GET ENDORSEMENT

Before you launch your new product or service go through your contacts and see if you can get any endorsements to use for this new venture.

You might want to send advance copies to opinion formers or press and see if you can get a few words to use.

It boosts credibility and increases the trust factor for you and your business.

When I launched Be Your Own Publicist I did so with an endorsement from a popular website in the UK called Wahanda. I had written a piece for them the year before and they were happy to endorse.

They said :

"Fast working, effective and inspiring strategies. A must read for anyone wanting to change their life and business." –

www.wahanda.com

See who you can approach in your contacts list to get something similar to use.

As people are busy, offer to write something for them which they can either amend or sign off. It saves them time and you get the endorsement to boost your credibility.

CREATE A Q&A WITH YOURSELF

Lots of people write their own interviews. It saves the journalist a lot of time and you get to position questions that allow you to talk about your new product or service in a favorable way.

When creating a QA make sure that you ask friendly and conversational questions and answer them in the same way.

Don't just direct people to sales pages to try too hard to push though, as that looks very set up and is unlikely to get published.

Instead, give away advice and tips if appropriate and gently suggest that people can click here for more information or to book.

Think about the kinds of things that readers want to know about from you, and think about giving away taster pieces of content.

Include strong images of yourself and the product and any links to websites and social media that you want people to engage with.

When speaking with press, if you can offer up an already written Q&A with everything they might need to run the story you massively increase your chances of getting covered.

HOST A BLOGGER EVENING

If you want to get some quick coverage up for your new venture-engage with bloggers.

Many influential bloggers actually cover what they are doing live by posting pictures and stories as they go along.

Firstly, find blogs that are appropriate for what you do and then approach them to come down to your venue if that's appropriate.

If you are launching a new summer menu for your restaurant you could invite your favorite bloggers down to sample the new recipes and instantly post about their favorite ones.

Making sure that you are re posting any coverage onto your own pages as well

If you have a business like personal training or beauty, keep the groups smaller and give them a taste of what you do.

If it's a place like a restaurant or shop spend a few moments speaking with them about your new venture and then let them enjoy their evening.

There can be a tendency to want to ask when the piece will be out-save that for an email the next day!

GUEST BLOG ABOUT IT

Think about who your new project is best suited for and then approach the sort of blogs that they would read and prepare a piece for them, it's a great way of tapping into someone else's audience.

Some points to bear in mind when guest blogging:

Make sure your piece is put through spelling and grammar check several time, people often assume it's ready and put it live.

Provide take away content that readers can benefit from rather than just talking about your new project

Offer the piece as an exclusive and tell the editor/blogger if it has appeared anywhere else *before* it goes live.

Provide strong images to support your piece

Please make sure that you understand the tone of the blog you are looking to guest write on, if you pitch content that's totally out of context for them you won't get covered and there is a chance they will be offended.

LAUNCH DISCOUNT

You could tell people that you are launching your new product or service with a special discount for the launch period and that it goes up to its original price after that.

This would work nicely with the group email strategy and also on social media.

Gently tell people that your new product or service is being launched at a special price and that due to market value you can only keep it at this price for a short time.

You could say something like this:

Hi everyone!

To celebrate the launch of my new fitness program, I am offer a 30% discount to motivated people who step up and book to change their bodies for summer!

Because of the content, I need to put it back up to its original price after the first month, take advantage of the launch price [HERE](#) (insert link)

LAUNCH SPECIAL OFFER

If taking money off isn't the way you want to go you can always do the opposite and OFFER MORE for the launch period.

So, rather than saying we are offering 30% to celebrate the launch, you would say something like this:

Hi Everyone !

To celebrate the launch of my new fitness program I am offering new clients a complimentary nutritional assessment and personalized diet plan to really get you the results you want AND email and phone support between sessions to keep you motivated and on track!

This strategy has the opposite effect of the one above as instead of being motivated to take action by saving money (which might not be enough of a reason) they are motivated into taking action so that they don't miss out on all these goodies that you are offering them to support them.

Think about what extras you can add in to make your new offer an easy yes for new and existing clients.

JOINT VENTURES

Joint ventures, or brand partnerships are one of the best things you can do when launching a new project.

Instantly, you have doubled your audience and the credibility factor goes up because you or your business are being presented as someone worth listening to and buying from.

Find a brand that already has a pool of your ideal customers in one place for your new project and approach them to do a joint venture with.

They get to look great in front of their audience because they are presenting something great to them, the audience gets to buy something which helps them and you get sales and a whole new audience !

Also agree mutual promotion across all digital and social media efforts to really maximize the exposure.

Who can you partner up with to promote your new project?

YOUR LOCAL PRESS

Your local media is such an untapped resource for publicity and networking!

I'm such a fan of working with local media when it comes to launching a new project for a few reasons:

It's often quicker and easier to get into than the national press

It speaks directly to the potential customers who are already close to you now

It instantly has the local interest factor

It increases the credibility factor

Of course, it's great to be featured in the national press but if you are a small business with only one location then even if people are interested in working with you, it's unlikely that they'll easily be able to travel to you. Local media, however, is ideal as the people are already close by.

The same rules apply when dealing with any media, always know the tone of the publication, have as much prepared up front as you can and always remember to include great images and links to sites and contact information.

INTRODUCE IT IN A MEANINGFUL WAY

When you want to get a lot of attention for something that you are doing, you need to put yourself out there in a BIG way.

There are so many different opportunities to network.

Online – Groups, forums, discussions

Events- Meet ups for professionals or people with similar interest

Day to day- Were constantly interacting with other people and chances are, there are networking opportunities right in front of you.

Don't go in with a hard sell as that will just make people uncomfortable, instead ask people questions about themselves and what they do, *then* if it feels appropriate or you feel that your new project would be great for them, then bring it up in a meaningful way:

Example:

You: So, what do you do?

Them: I run my own finance company

You: That's exciting, do you find it stressful?

Them: Quite, at the moment it's really full on

You: I've actually just launched a new relaxation package at my spa, why don't you come down and take some of your time?

TEASER CONTENT

If you are launching an information product like an e-course or a book or series of downloads, it's quite possible that people will want to see a little bit of it before they make their decision about whether or not to buy from you

It can feel counter intuitive to be giving part of your product away but it actually does wonders for your business and here's why:

The people who read or download it and don't buy it wouldn't have liked it anyway and are very unlikely to have turned into clients

The people who do then go on to buy have already decided that they like you and your work and are much more likely to be regular buyers and 1 on 1 clients

Don't give so much away that it negates the need to by but let people experience your style and content enough to know if it's right for them.

A good strategy to use is to let people read up until the how to do it part comes in and then give them the option to buy if they want to carry on or know more.

Authors frequently do this by giving certain websites, magazines or newspapers a few chapters from their latest book for readers to experience and its well know to significantly boost sales

OFFER COMMISSION ON SALES

Get other people as excited as you are about your new product or service and then offer them a piece of the pie.

If you know that what you are offering can really help people then it makes sense to get it out there to as many people as you can.

For example, you could offer a 20% commission on sales over a certain amount. You'll want to make it exciting for the people who are selling for you so you could start with something like this

10% on sales under \$1,000

15% on sales over \$2,500

20% on sales over \$5,000

Something like that makes it massively worth their while to sell a lot more of your product or service and everyone benefits.

They get their nice commission cheque, you get more sales and clients and the people buying get something that can help them. It's win win

CLEAR UP SELLING ISSUES

I think it's fair to say that most of us have issues with promoting our work and selling what we do to some extent.

It can be any number of things like:

Feeling uncomfortable asking for money,

Not feeling like you *deserve* to be paid

Worrying that people will be disappointed

Guilt around receiving

Fear of rejection

Whatever yours are, do what ever you need to do to work through those issues because as long as you have them, you will hold yourself back.

If what you are offering can solve problems and really help people then you are actually giving them a chance to invest in themselves and their business rather than asking them for money.

See how that feels different? You aren't asking for money you are giving someone the chance to invest in themselves.

GET EXCITED

It's nearly impossible to sell something that you don't believe in, whether it is yourself or your products or services.

Do you really believe in what you are selling?

It's a really important question to ask yourself when you are launching a new project because if you don't believe in it, neither will other people.

What are the benefits that you can get excited about? How can it help people? How has it helped you?

Being excited in this sense doesn't mean being hyper or pushy, that would be off putting when speaking to prospects.

I mean coming from a place of being really excited to share this new project with people because of the benefits that it brings with it.

Ask yourself: What excites me about this new project? Why is it so great?

If you find your motivation flagging you can just go back to those questions to fire you up again.

DO THE THINGS YOU ARE PUTTING OFF

What one thing are you not doing right now that could make the biggest difference to this new project?

It might be having your website re done, filming You Tube videos, signing up for a program that could change how many people your business reaches or even starting on your PR campaign.

We all have that thing we put off because it touches our buttons.

Without talking to you in person, it's hard to find out what those buttons are but from my experience they usually come down to two core issues:

Fear of what other people will think
Not knowing what to do next.

You haven't filmed any videos because you don't want to look silly, the journalists who you were going to call didn't ever hear from you because you didn't know what to say, Your Face Book page isn't growing because you don't know how. It's all really common stuff that nearly everyone experiences.

There that saying about if you want things to be different, then you have to act different and its true. Especially when it comes to your business and promoting your work.

If the fears I mentioned above resonate with you and you want to overcome them, you can do two things.

1. Understand that what other people think of you actually has nothing to do with you at all and is nearly always a projection of their own perceptions and ways of thinking and make yourself so busy Being Your Own Publicist that you don't have time to worry about it anyway
2. Get very clear about what you don't understand when it comes to promoting your work and either hire someone who does know or buy materials that can teach you (Be Your Own Publicist is great for this)

You probably know where you can step things up right now and now you know how to start the process.....what are you waiting for?

Take one thing that you have been putting off doing to promote your business and start doing it now

CREATE SPECIAL PACKAGES AROUND IT

Creating special packages is a really great way to launch your new project and also boost existing ones as well.

If you are about to launch new treatments in your beauty business for example you could pair them with existing ones and create packages to get people's attention such as "Busy Mums" "

If you own a Yoga studio and want to increase sign ups for your new courses you could create "Bring a friend Fridays" an offer special prices and bonus rewards

You don't have to add anything new other than your new product or service to your offerings expect putting together things that you already do in a convenient package that people can come to you for.

Whatever industry you are in, think about creating a special package around your new project that will make it an easy yes for people.

If you are a nutritionist and are about to launch a healthy snacks range you could offer the new products as part of an on going program with clients.

If you are a restaurant owner launching a summer menu why not add a glass of wine on the house along with free dessert when people come in to try it?

The key is to make it something that people will really want and will get a lot from.

ASSESS AND ADJUST

One of the fundamental laws of life is that things change and more so when it comes to putting a plan together.

A huge part of PR and promotion involves dealing with other people which means that things can change at any moment and they often do.

You've got your list of relevant publications, you have put together a great pitch for them and you are working on cultivating good media relations and then nothing materializes or you've contacted as many people as you can think of or gone with a certain special offer and people just do not seem interested, don't worry this is normal.

Part of Being Your Own Publicist involves having a look at what is working and what isn't. The same way a PR team would for one of their clients.

You can't assess how effective a plan is until you have actually implemented it to see what sort of mistakes were made and what needs to be adjusted.

Don't let it panic you when things don't seem to be working, often this is just part of the process and can teach you what you need to do differently

Remember to be as objective as possible here and simply review things in a business manner, don't let your emotions cloud your judgment.

People I typically work with (and who can benefit the most from this program) are:

- Coaches
- Consultants
- Freelancers
- Therapists
- Writers
- Speakers
- Personal trainers
- Lifestyle entrepreneurs
- Nutritionists
- Yoga teachers
- Healers
- Beauty therapists
- Small business owners

Work with me personally:

We have a number of programs that can help you Be Your Own Publicist, build your brand, raise your profile and reach more people.

Contact us to schedule a get acquainted call and let's find out what we can do together to help your business!

You can sign up for **FREE** weekly strategy emails at www.beingyourownpublicist.com/home

Get in touch to see how we can work together on your life and business:

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Ryan James Lock is a brand consultant, writer and entrepreneur based between Ibiza, London and Canada. He is the founder of www.beingyourownpublicist.com, a business devoted to teaching lifestyle entrepreneurs and small business owners how to raise their profile, build their brand and reach more people. Aside from coaching and consulting with private clients Ryan also curates lifestyle magazine www.MungBeansandchampagne.com and his work features regularly on websites around the world.