

BRAD SUGARS



Instant Press Release

Congratulations!!

Welcome to Instant Press release, your do-it-yourself guide to creating press releases that work.

Once you've been through this guide, you'll know precisely what it takes to write an effective press release and supporting documentation. More importantly, you'll have a selection of powerful press releases to get you started.

This is the next step in your marketing success story. From this point on, you won't have to stab in the dark - you'll have clear direction. You'll start to see some real results for your marketing efforts.

I personally guarantee it.

How To Use This Guide

After reading the introduction and background, jump straight in and start going through 'The 7 Steps To Writing Press Releases'.

Each step covers an important aspect of your press release - these are things that you must give careful consideration to ... before sending out your press release.

You might be surprised how much this exercise reveals about your business. It may get you thinking about important issues that have never crossed your mind. If some of this information is new to you, don't be concerned - there's never been a better time to start getting some free publicity through press releases.

Make sure you make notes in the spaces provided. When you come to write your first few press releases, you'll need to refer back to these scribblings.

Later sections take a more in-depth look at how to come up with good headlines. You'll even find a number of headlines starters to get you going.

Lastly, we'll bring it all together, with templates of effective press releases. That means you can combine your new knowledge into a format you can be confident will bring results.

Now, it's time to get started - there's customers out there just waiting to come and deal with you. You just need the right publicity ...

The Nature Of Press Releases

What is a successful Press Release?

Simply speaking, any press release which firstly gets published, and secondly leads to increased store traffic and sales, is successful. Alternatively, you may need one to counter any bad publicity you or your company has had.

Your aim when writing a press release is to get free publicity, in or on, one or a number of different mediums. Whether you're moving to a new location, or launching a new product at your current location, any time you can get some free coverage, from your local media, it's worth your while.

One thing that you need to understand right from the start, is the value of this form of publicity. Unlike advertisements where you are trying to sell to a sceptical public, press releases allow you to get an independent person to do it for you. This other person, is in the form of the journalist who publishes your article, or discusses it

on the television or radio.

The public rely on these people to give them the facts. Because of this, anything that a journalist says is believed by the majority of the population. So if a journalist says that your product is the best on the market, the public will believe it to be so.

What makes a successful Press Release?

There are a number of key elements which combined, go to making up a successful press release. The most important of these is the appeal or 'news angle'. You'll discover suitable news angles in section 2. The headline needs to convey that message quickly to the reader. You'll find out how to write effective headlines in section 3.

In the following pages you'll learn how to write headlines that stand out, which photographs to include for maximum impact and which appeals earn the highest readership. You'll discover which section your article should appear in, as well as the correct length and layout for your press release.

The 7 Steps To Writing Successful Press Releases

1. Who (Are You Targeting)?

When considering 'who' there are 2 areas you need to focus on. They are -

1. Who it is you want to read your article, and
2. Who it is you want to use your press release (i.e. publication or station).

Let's look at the 'who' it is you want to read your article. This is basically your target market. Those people who do business with you now, and those people you'd like to have doing business with you in the future.

If you don't know who your target market are, it's almost impossible to attract them. Imagine trying to get a date without knowing which gender you're interested in. You'd have to take the 'let's see' approach.

Unfortunately, the 'let's see' method of publicity tends to fail every time. You won't see anything, especially in the way of new customers.

You need to know exactly who you're dealing with, what they're interested in and what's going to make them buy your product. If you don't know who you're after, you're really just taking your chances.

So let's get specific - who are the people most likely to be interested in your product or service. Here are some guidelines ...

Age: How old are they? Don't just say 'all ages' or 'a variety'. We want to create a picture in mind of your average customer. Think of an age that symbolises most of your customers.

Sex: Are they male or female? 'Half and half' is too broad. Practically every business is split one way or the other. Give it some real thought - which gender spends more with you and visits more often.

Income: How much do they make? Do they earn a great living, meaning that quality is the big issue, or are they scraping for every dollar, always looking for a deal. It's essential that you find this out.

Where do they live: Are they local, or do they come from miles around to deal with you? This will dictate which medium you choose to communicate with them.

What are their interests: This is imperative when writing your press release. If you don't know their interests, how are you going to know what sort of article to target them with?

Now that we've covered that, let's look at the other 'who'. The journalists you want must contact in order to get your press release published.

To work out who it is you need to address your press release to, ring the publication or station that you want to use your press release, and ask who looks after the relevant section or program. You'll find out more about how to go about contacting these people later on, but for the mean time, you simply need to know who it is.

2. Where (To run your article)?

Now you've identified the 'who' you need to find a publication or station that reaches them. There may be a number of seemingly suitable options. To find out which of them works best for you, try them all and then test and measure the results.

Of course there's no reason why you can't send your press release to anyone who you think might run with it. Understand that you're not paying for this exposure. Regardless of whether many people read that publication, or listen to that station, it can all be worthwhile. The only time that this theory is not applicable, is if you're offering someone a scoop, but we'll talk about that more in a moment.

Once you know as much as you can about the people you want to have read your article, try to identify all the ways you can reach them.

By that I mean, what radio stations do they listen to? What television stations do they watch? And which newspapers, journals or magazines do they read? You'll also need to know which sections of those publications attract the highest number of readers, within your target market.

Newspapers are among the most common mediums targeted by press releases. Newspaper publicity can be quite effective as people will tend to hold on to the paper, and you can fit more detail into your articles than you'd be able to with a radio or television spot. Basically there are 2 types of newspapers for you to choose from although there may only be one in some regional centres.

Daily Newspapers ...

The first of these are Daily newspapers. These are papers that are printed 6 or 7 days a week. Circulation can vary greatly from day to day. For example a papers circulation (number of papers sold each day), may be 45,000 on a Saturday and only 23,500 on a Monday.

Weekly Newspapers ...

The second type are Weekly newspapers. These are only printed once a week and are quite often delivered free of charge to the home. Because Weekly newspapers are delivered to specific areas they can be a great promotional tool for any business which targets low income earners.

Daily newspapers tend to have a larger circulation because their articles are more up to date. They will also tend to attract wealthier demographics than weekly papers. If you're selling more expensive items, luxury services or have

a sale that only lasts a few days, then daily newspapers are definitely more effective than weekly publications.

Magazines ...

Because most magazines are national publications they will generally not be interested in local news stories. You need to make sure that your story has wide appeal. The major benefit of publicity through magazines is that they target people with specific interests. Magazines are great if you sell your product nationally or have a high price, target specific product or service.

For example a company who manufactures bullbars would send their press releases to a 4WD magazine, or a hose manufacturer could use a gardening magazine. Magazine publicity can also be very effective for companies who sell by mail order.

Trade Journals ...

Trade journals whilst being target specific, tend to have a very low readership. Quite often the editor of these publications is too busy to have time to fully research his stories. Instead they'll rely on the companies sending them press releases, to give them all the information they need. It's normally very easy to get exposure in these publications for that reason.

Newsletters ...

Schools, sporting groups and other organisations may have newsletters that you can run an article in. Because of their low circulation, and limited content, most newsletters will normally not be worth your time and effort. Publicity in these can be beneficial if you live in a small community or regional centre, or if it's popular with a specific industry.

Local radio and television stations are also worthwhile. The most effective PR promotions are those where a number of mediums will run with your press release. When dealing with your local TV station, you're probably going to be limited as to when your story will run. Most stations only have 1/2 an hour allocated to local news which runs in the evening.

With radio however, you may be able to request when your story runs, as most stations will have local news updates on a regular basis. Of course if your news story is good enough, there's no reason why it wouldn't get a mention during every update. Remember though, you're not paying for this publicity. How, when and if your press release will be used, is purely at the discretion of the journalist involved.

3. What (Are You Going To Say)?

There are probably many things you would like to say in order to promote your business. But you need to remember that the media are not there as your free advertising vehicle. If it's not news worthy, it won't get used.

To give you an idea of what I mean, let's look at a store which imports rugs. If they're having a sale, they'd probably like to say something like 'Huge Sale, 70% off all rugs'. The problem with this is that it sounds like an ad. There's is no news angle in this sort of headline.

Now if they were to approach it from a different angle, it would probably get exceptional coverage. For example they could say 'The decline of overseas currencies is killing small business.' They could go on to say that because of

the decline in the Asian dollar, cheap rugs are flooding the market. Because of this, they've had to reduce their top quality stock by up to 70%, and if the current trends kept up, many other local businesses could soon be feeling the pinch.

Notice how the second example approaches the same story from a more interesting angle. It also gives them a chance to tell the reader that their stock is better, and that they should beware of cheaper inferior products, in a round-a-bout way.

If your story doesn't have a news angle, it won't get published. The kind of press release which says 'Hi, our name is this, we sell this type of product, our phone number is this' is a waste of time.

You need to say something to your potential readers - that is, there must be a strong story line to get them in. Any selling message that you include in your press release must be subtle and not get in the way of the story. Remember that this kind of unpaid promotion is a great way for you to get your name in front of the public. Try to find an important point of difference, or unusual benefits for customers dealing with you or some other newsworthy angle about your product.

Keep in mind that 'news' must be just that. Writing a press release about a product that's been on the market for years, won't work. It needs to contain something new, and interesting.

Let's consider a newsworthy point of difference. Stop and think for a moment about the things that make your business unusual. Then ask yourself if those differences are truly newsworthy. For example, if you want to promote a 'steak and seafood' restaurant, you'd be hard pressed to stand out. But what if your steakhouse offered to drive their patrons home after they'd had too much to drink, in the customers own car? That would be worth promoting.

Finding the benefits to your business can also be challenging. Oh sure you can probably think of dozens of benefits, but how many of those would make for good reading? In this situation, you're probably best to go for a human interest angle. For example a real estate agent might have just sold 42 houses to the one family over 78 years and 3 generations. If the family then spoke about the exceptional customer service that kept them coming back, one of the benefits you offer would be getting some free publicity.

Perhaps you can find some other newsworthy angles. Maybe you've just opened a new room in your restaurant where customers get a massage before they dine, or you have a famous author coming in to your store for book-signings. Or you may have just been given a prestigious award, or had one of your staff do something amazing for a customer. If something has happened that has genuine interest value, let people know about it. But remember, it must be news worthy

(note: your secretary's third engagement is not worthwhile news).

4. How (To Write Your Press Release)

Now that we've covered the basics, it's time to get into the nuts and bolts of how to write your press release.

You need to understand that what you write will most likely get changed by the editor, or journalist who is assigned to your article. Regardless the idea is to put in as much detail as possible. The easier you make their job, the greater your chance of success. So let's look at each component of your press release ...

Headline ...

The most important part of your press release is the headline. This is where you either sell your idea to a journalist,

or have your article thrown in the bin. We'll cover more on writing effective headlines in chapter 3 but for the moment we'll look at some of the basics.

Your headline needs to be big, and grab the journalists attention. If you've never written a headline for a press release, try buying a number of papers or magazines just to get a 'feel' for it. If you're writing your press release for broadcast media, you'll need to approach it in a slightly different way. But

the principles of making your story stand out are the same for all mediums.

Type faces ...

The type face or font that you use in your press release, can make a big difference to its success. The 2 basic types are Sans Serif and Serif fonts.

Sans Serif fonts don't have the little "feet" at the bottom of each letter. Studies have shown that people find these fonts far more difficult to read than serif fonts. Serif type has the little "feet" or "hooks" at the bottom of each letter. These "feet" appear to form a line under the words that your eye can follow. If you want a journalist or editor to read your release, I suggest that you use this type of font.

Point Size ...

The size of the font you use is referred to as point size. Studies have shown that readership does not drop off between 14 to 7 1/2 point size. As a general rule 10 - 9 points are ideal.

Highlighting text ...

Unlike a print advertisement, you should never highlight your text. Don't use bold and never underline any part of it. You should also not use all capitals. The only exception to the rule is in your headline, and only then if that's common practice for the publication you choose.

To make your advertisement easier to read break it up into paragraphs. You should block your first paragraph and then indent any subsequent paragraphs. This is generally considered standard formatting for a press release.

Sub-headlines ...

Once again, a press release is completely different to a print advertisement. You should not use sub-headlines in your press release, just set it out in standard paragraphs.

Lead ...

This is where you succeed or fail. If you've written an effective headline, the editor or reporter who's looking over your work will normally make their decision based on this paragraph. As I mentioned earlier, this paragraph should not be indented.

Your lead paragraph should be 60 words or less. Because it's not very long, you must make every word count. What



an editor will normally be looking for, is the backbone of your story. Generally he wants to know who is doing what. He also wants to find out why they are doing, or have done, what is about to, or has happened. And he also wants to know where the event will take place.

It is imperative that you cover these points in your opening paragraph. Once again if you're unsure about how to go about writing your opening few lines, read a number of publications to get a better understanding of what they like. If you're writing for a broadcast medium, you need to make your opening statement 'punchy' and to the point. Using a quote which encompasses the nuts and bolts of your story, can help you get your story 'aired'.

Most journalists will edit from the bottom up, therefore any points you want to get across in your story should be packed into the first paragraph. By placing these details near the top of your release, there's a greater chance of them getting into the printed story.

Body Copy ...

Here is where you expand on your lead paragraph. But by expand, I don't mean waffle on. You need to stick to the facts and keep it interesting. In the body of your press release, you need to explain what's special or unique about your product or service. Remember, it has to be something worthwhile. Just because something is important to you, doesn't mean it's important to somebody else.

If you're selling a new product, explain what it does for the users, and how it operates. If it has any unusual features then this is the time to mention them. The body copy is also the place to use any quotes you may have. But only use quotes if they're relevant. Don't use them just because you liked what someone said about you unless it's important to the story.

Make sure that if you've quoted another source, you explain clearly who or what that source is and if possible, how the editor can verify those facts. Newspapers will take a very dim view of anyone who 'alters' the facts, particularly if it leads to them getting sued. Always make sure that you have a way of proving what you say.

Your press release should tell a story and be easy to read. When you finish writing it, get someone to look over it and critique it for you. Ask yourself seriously if anyone else would find it newsworthy. Sending press releases to the media, is not the sort of thing you should do week after week. If you send in too many uninteresting article ideas, the chances are when you actually have a good one, people will ignore it. So if it isn't honestly interesting, don't send it in.

Basics ...

Whenever you write a press release, there are 7 fundamental rules you must follow ...

1. Always type the words PRESS RELEASE across the top of the page. This makes it easier for the members of the news room to identify what it is, so they can work out who it should go to. Unlike the copy of your press release, these words should be set in all caps.
2. Include the date. This should be the date that you send the press release. In the case of a late breaking news item, you should also include the time.
3. Double space lines. The journalist who's working on your story will need space to make notes. By leaving enough space between the lines, you'll make it easier for them to do just that. It's a good idea to leave wide margins for the same reason.

4. Put all the key points at the top of the page. As I've mentioned previously when an journalist edits a story, they'll generally do it from the bottom up. Understanding this, there's no point building up to a grand finale. Put anything that you definitely want included in the article at the top. This way it has a better chance of not being altered.

5. Check spelling. Because the members of the newsroom tend to be busy, they won't want to spend time correcting your spelling. Make sure that the names of all people and places are spelt correctly. It might be a good idea to have someone else proof read it for you.

6. Stick to the facts. Although it is said that reporters stretch the truth, they take a very dim view of anything that isn't factual. For this reason it's important that you don't try to make a story from something that's not interesting. This will make the reporter look foolish which will put paid to any hope you may have had of getting anything else printed. Worse still, the reporter may go out of their way to give you some bad publicity in the future.

7. Include your name and contact details. Although this may seem obvious, you'd be surprised the number of press releases that make this unforgivable mistake. Journalists often work on shifts or unusual hours. Make sure that you supply them with all necessary numbers and the times on which you can be reached on them. If the journalist needs extra information, but then can't track you down, your press release will end up in the bin.

Pictures ...

If you've got an upcoming event, you might like to organise to have a photographer from the paper on hand to capture the moment. Once again, the event must be newsworthy. For example you may have a hot sir display in your car park, or a famous celebrity in store.

If you believe you have something worth taking a photograph of, contact your local paper and find out who is in charge of that department. In smaller papers this will normally be the editor, but large papers may have specialist photography editors.

If you're taking the photographs yourself, you need to make sure they are clear and focused. Try not to get posts or other obstacles in the way of your subject. Although the production department of the newspaper will be able to scan the photograph on to a computer, and then tidy it up, they won't want to spend a lot of time fixing your mistakes.

By getting the shot right the first time, you improve your chances of it getting published. It's a good idea to take a number of shots from different angles, and then send them to the paper so they can chose the most suitable.

Always put a caption under your photo. Everybody reads the captions so make sure you take advantage of this opportunity to get them into your ad.

Urgency ...

You may need to make your press release sound urgent. To do this, simply place 'For immediate release' on the bottom of your letter. You may also get a good result from offering an exclusive for one publication or media outlet. In this situation, explain to them that the story you've sent them, won't be sent to anyone else for a specified period of time.

This length of time obviously depends on which form of media you're dealing with. For example, there'd be no point holding off 24 hrs after the story has been aired on the local television station. The benefit

in this situation, is the fact that the story will be seen on TV before anyone hears about it on the radio. Newspapers tend to deal more with recent history because of printing deadlines.

Contacting the right person ...

Writing a good release is really only half the battle. You need to ensure that it gets to the right person. By calling the newspaper or station in advance, you can identify whose responsibility it is to look after stories in the field that yours is in. For example, if you were organising a sporting event you wouldn't send your press release to the lifestyle editor.

Find out who you need to speak to, and then give them a brief outline of the story idea you've got. Don't try to take up too much of their time. Unless they want to interview you over the phone, simply tell them that you're sending through a press release, and that they should look out for it.

Also point out that you'll call them back to make sure that they've received it. When you do call back, don't simply say that you're calling to make sure they received your press release. You need to take advantage of this opportunity to 'sell' them on the idea of the story. Give them other information that perhaps you haven't covered in the original release, or perhaps mention any photo opportunities that may arise.

When dealing with radio or television, you'll probably be sending information to the program director, or the individual host or announcer. Unless you know them well, you're better off to mail or fax your information. The exception to this of course, is when you've got a hot story which is happening as you speak. In this situation you're better off to phone through with the story. For example, you may have a huge crowd trying to get into your store to take advantage of a special sale. In this instance, you'd call the station with the angle that traffic is being interrupted due to the success of the sale.

If you're sending your press release to a newspaper, the situation is slightly different. You should call the paper in advance to find out who it is the release is to be addressed to as more often than not, you'll be dealing directly with a reporter rather than the editor. Once you've identified the correct person to deal with, send your information through and then follow up on the phone. But only do it with worthwhile stories. If you're sending through a standard, general press release, don't bother following up, it just makes them mad.

Finding out what works ...

When you've finished your press release it's time to test and measure. Test your headline and appeal by sending your release and measuring the response it receives. Unlike advertisements, you can't run the same press release week after week and expect it to work. The best way to test your headline and appeal, is to send it to a publication or media outlet, that isn't the one you're really after.

To explain what I mean by this consider this hypothetical situation ... You have a story of an upcoming event in your business, and you'd like it to run in a large daily newspaper. Before sending it to them, you might try sending it to a smaller, weekly publication and then test the response. If they like your idea and want to do a story on it, then chances are the larger paper will like it as well. If they don't, then go back to the drawing board and start again.

You're best off not sending exactly the same press release to different newspapers in the same area. Although most papers will edit and change the story, some may simply print your story as is. It would be embarrassing for all concerned, if the same story appeared word for word, in two different papers.

5. How Long (Should Your Press Release Be)?

Keep your press release to one page. If you've ever seen the insides of a typical newsroom you'd understand why. With papers strewn from one end of the office to the other, and people running all over the place, pages get lost. If a journalist can only find one page of your two page fax, guess what happens to your story? That's right, it's in the bin again.

If you can't fit everything you need to cover onto one page, you may wish to post your press release instead of faxing it. By doing this, you'll be able to staple the pages together so that they don't get lost. This of course only works with stories that are not urgent. If your story is urgent, and you can't fit it on one page, write the word 'MORE' at the bottom of page one. Then start your next page with the heading - 'Page two of (whatever your original headline was).'

Remember that journalists are busy and don't want to read a novel. If your press release looks more like an epic saga, you'll need to trim it down. Remember that much of what you need to say can be covered in a latter interview or phone call.

6. When (To Run Your Press Release)

If your product is perennial (that is, not seasonal), you don't have to be too concerned about when you run your ad. It's more a question of which day, rather than which time of year.

You'll probably pay different rates for different days. You need to take into consideration the circulation of the different papers, and how many more readers you're getting for your money.

Also, major newspapers usually have different lift-out sections each day of the week. You may want to place your ad in one of these special sections. This can yield good results, although many of your competitors might be right next to you.

If your business is seasonal, you need to approach advertising differently. For example, a swimming pool builder would find it fruitless running a 'summer ad' in winter. The business owner would need to adapt the appeal to suit the time of year.

The other consideration is major events - for instance, advertising sports merchandise the day before the grand final would work well.

7. What Else (Do You Need To Think About)?

Use this section as a final checklist - once you're happy with your press release, run through and make sure you're ready to get started. Here are a few things you may not have thought of ...

Phone Scripts: There's hundreds of cases where an article has made the phone ring off the hook, but the business owner saw very few sales at the end of the day. It's all to do with 'conversion' - that is, how many enquiries you turn into sales. You need a script - a version of what you say to encourage people to buy. Just think about the best sales lines you've ever used, and compile them into one typed up script. Make sure you ask lots of 'openended questions' - that is, questions that start with who, what, where, why etc. Give a copy to every member of your team and make sure they USE it. And of course, make sure your team know that an article is coming out and to EXPECT calls.

Check Stock and Staff Levels: It's unlikely your article will bring in hundreds of people (very few actually do), but you need to be prepared for a sizable response. There would be nothing worse than having a rush of customers then running out of stock, or being too busy to service these new enquiries. Plan for the article - and make sure you can cater for any increased demand.

Writing 'Killer' Headlines

Writing a headline for a press release, is very similar to writing one for an advertisement. Both headlines need to sell, only one sells a product or service, the other sells an idea.

The headline for your press release must 'sell' the journalist or editor, on the idea that what you've sent them is a worthwhile story. Just as an advertisement headline needs to grab the readers attention, so too does the headline for your press release. The newsroom of any media outlet, is a hectic place. There are many story ideas to be covered on any one day, and only the best will make it to print.

As I've mentioned previously, one of the easiest ways for you to get a feel for writing effective headlines for a press release, is to buy a number of newspapers and copy their style. Alternatively, if you're writing for radio or television, listen to the types of opening lines they use at the start of their news stories, and try to write in a similar way.

Remember that the headline you write will probably not be the one that's used. Editors and production managers will normally change your headline, to one that reflects the direction they want the story to take. Of course this doesn't have to be the case. If the headline you write is good enough for the job, they will more than likely run with it. This of course has the advantage of making their life easier, which increases the chances of your story getting used.

Writing headlines for different types of stories and businesses, requires slightly different styles. If you're writing for a retail store, your headline will be different than if you're writing for a manufacturing firm. You also need to keep in mind where your story is to run, and whether or not you want your story to be factual, or antagonistic.

Headline Starters ...

This is where you get to write potential headlines for your press release. You'll get a sharper focus of what you want to really say to editors and journalists, as well as learning what makes a headline work ...

Quotes ...

Firstly, write two headlines that make use of what someone else has said about your product or service ...

Here are some examples ...

Leading authority claims George's Widgets are the best ...

George's Widgets are market leaders, says expert ...

Now it's your turn ...

Leading Authority

Expert Claims

Facts ...

Now, try two headlines using research figures or facts to back up your story...
Here are some examples ...

- Research shows that George's Widgets last longer ...
- Studies prove George's Widgets are the best in the market ...

Now it's your turn ...

- Research shows
-
- Studies prove
-

Here's how ...

Next, try two headlines beginning with "Here's how"... here are some good examples ...

- Here's how George's Widgets helps you live forever ...
- Here's how to get the perfect Widget ... guaranteed

Now it's your turn ...

- Here's how
- Here's how

Company Name ...

Next, try two headlines beginning with your "Company Name"... here are some examples ...

- George's Widget store to extend trading hours
- George's Widget store, to employ 35 locals

Now it's your turn ...

- Your company name
- Your company name

Announcement ...

Now try two headlines beginning with "Announcement" ... here are some great examples ...

- Announcement to be made on extended trading hours for local retailers
- Announcement today on Widget exporters future

Now it's your turn .. .

- Announcement



Announcement

New ...

Now try two headlines beginning with “New” ... here are some examples ...

New widgets actually repair themselves
New widget set to dominate market

Now it's your turn ...

New

..

New

..

Local ...

Last, try two headlines beginning with “Local” ... here are some examples ...

Local manufacturer to export widgets
Local Widget manufacturer wins top award

Now it's your turn ...

Local

Local

Angles - What works and what doesn't

So you've written a great headline and an exciting first paragraph. But what are you going to say to get your press release printed? Contacting the relevant person, and laying your press release out the right way, will not in itself assure you of success. You need to find a unique and interesting angle.

So what is a great angle?

When thinking of what angle to use ask yourself - 'Is this the sort of story that I would read or want to listen to?' If the answer is no, then go back to the drawing board. Without a great angle, you cannot achieve great results.

An important thing to consider when trying to come up with the correct angle, is whether or not it will still suit your needs. For example, you may be able to find a very interesting angle about a new product, but can you word your press release in such a way that it will bring you sales? Although I've already mentioned that a press release is not free space for you to run an ad, you still need to get your companies name up there for it to be of any value to you. So let's have a look at some interesting angles ...

Types of angles ...

Here are some possible angles that would be worth considering ...

Celebration ...

Stories about celebrations may not always be considered 'newsworthy'. For example if your store is celebrating it's 20th birthday you would not expect the same coverage as you would if you were having your 50th birthday.

The best way to get some exposure on your celebrations is to have an event or promotion that is out of the ordinary. Maybe get a sporting identity to visit your store, or have demonstrations by industry experts in-store. Remember if you don't have anything exceptional you can't expect to get much, if any coverage.

To give you an idea of the sort of celebrations that would generate interest, consider a store that's having a 1 millionth customers bonus. The store may have had more than 990,000 customers through it's doors. Now if the only people who know the exact number of people that have come through, are the store owners, there will be an amount of suspense built up around when the bonus will go off.

The trick here is to have a sensational bonus for the lucky customer who becomes customer number 1,000,000. For example if you owned a supermarket, you might consider giving that person 12 months free groceries. Other worthwhile examples could be an around the world trip, or a new luxury car. You need to understand that the higher the dollar value of the prize, the more exposure you'll get.

Also keep in mind the possibility of getting other companies or suppliers to come in on the deal with you. For example you might contact a local travel agent with your idea of giving away an around the world trip. You could explain to them how much exposure this could give their business, if they were to arrange a great deal for the lucky customer. This way you get to offset the cost of running the promotion, and can offer prizes that would otherwise be out of the question.

Once you have worked out what you're giving away, you need to contact the media outlets who you want to cover the story. Send them a press release, and a fact sheet, to let them know what you're doing, and what it is you're offering. Try to get them to run a story to let people know that the prize will go off some time during the next month. I would not suggest that you have them run the story anymore than 4 weeks from the time you expect the prize to be won, otherwise they'll look silly and the public will get sick of waiting.

It is then advisable to warn them on the day that the prize is likely to go off. This will give them a chance to come to the store to photograph and interview the winner. Remember that if you have an exceptional prize, you will get a lot more people through your store. So if you would normally have 1,000 customers a day, you could expect to have 2 or 3 times that amount. Keep this in mind when you're contacting the media with your story. If it would normally take 7 weeks to get that many customers through, once you

have given it exposure, it may only take 3 - 4 weeks when the 'hype' starts.

These are just a few examples of celebration ideas that would be newsworthy. If you take some time to consider the possibilities, and put a bit of effort into coming up with good prizes and promotions, you're sure to be on a winner.

Specific Interest Groups ...

If you're targeting a specific interest group through a specialist publication (eg motorcycle riders through a motorcycle magazine), then you're almost certain to get some coverage, providing your story is newsworthy.

Even if you don't have a specialist magazine to target, you can usually get some worthwhile exposure in your local

media, particularly if they have sections devoted to the subject. But once again you have to be promoting something out of the ordinary. A new product launch, a special guest to your store (the more famous the better), or a demonstration day are all things that are worth covering.

A good example of this would be a boating and fishing store looking to run a weekend promotion to increase store traffic. Now if they planned their weekend well in advance, there's a good chance that they could organise a very successful, and newsworthy promotion. The first thing they would need to consider is the type of demonstrations or events that would get people excited about their weekend.

They should start by contacting their suppliers and getting them to pitch in with displays and new product demonstrations. Not only will these suppliers be required to set up display stands and supply new products to look at, they'll also need to have experts on site to answer any questions and demonstrate how these new products work.

If they've played their cards right, they'll have new boats and motors to display. They'll also have life jackets and safety gear, as well as having a stall set up by government bodies that are responsible for licensing and safety. This will give customers a chance to find out what fishing and boating licenses they need, as well as giving the governing authorities the chance to get 'on side' with the public. Of course having the latest in fishing rods, reels and tackle would get people in to their store, and create a fair amount of interest.

Now you might say 'yeah that sounds like a great idea, they'd have to get media coverage for that weekend'. But the chances are they probably wouldn't receive much, if any exposure. You see the problem is that none of the things I've mentioned are headline material. Sure they're worth having there, and people may be keen to come along, but can you see any of them making a good headline. I mean honestly how lame would it be to have a headline like 'Boating laws explained at Joe Bloggs Fishing Expo'?

You see what Joe Bloggs has got is a good start. But it needs a draw card, something that you wouldn't normally get to see, something that the media could really sink its teeth into. The answer - a fishing tank. No not your 'run of the mill', seen in every home and office fishing tank. No I mean one of those huge fishing tanks that are set up on the back of a semi-trailer. These tankers have sides that drop down so you can see the fish swimming inside.

So what's the purpose for this fishing tanker? Well I'm glad you asked. You see, companies use it to demonstrate how different lures and tackle work with different species of fish. They take the barbs off the hooks so that the fish can swallow the lure, and it will come straight back out without causing any harm. These tankers will normally come complete with their own tent or marquee so they don't take up any space inside the store. Now this sort of attraction would not only make a great headline, but would also present a fantastic photographic opportunity.

So if you want to attract interest from a very specific and targeted market, make sure you have something worthwhile and newsworthy to get you the type of exposure that's needed to make your promotion a success.

Tragedy/ Fear ...

You need to be very careful when using this kind of appeal, the wrong wording or emphasis could have a very adverse affect on your business. Having said that, it is also one of the most powerful when used to your advantage.

To give you an idea of how to use this kind of appeal let's take a look at a hypothetical press release by a government health department, regarding the dangers of parents not immunising their children. Now in this situation they might consider talking about a tragic case of a small child dying from a disease that they could have been immunised against. Because this is a highly emotive story (most stories about suffering children are), it is more than newsworthy if put the right way.

In this situation they need to focus on the sadness and upset that the parents are experiencing

simply because they did not fully understand the dangers of not having their child immunised. Now some people may feel that this sort of story plays too heavily on people's emotions, but as you can no doubt understand, a photograph of the grieving parents, accompanied by the story of their loss would most likely get the desired result.

Fear also comes into play with this sort of appeal. A good example using the fear appeal would be in the case of new taxation laws. Imagine a press release from an accounting firm that explained in layman's terms the possible consequences of the new regulations.

They could explain that anyone who has not protected themselves against these new changes could find themselves on the receiving end of some very hefty fines. People, scared of losing their hard earned savings would most likely be spurred into action. But it needs to be carefully worded to demonstrate that the particular accounting firm who posted the release, knows how to safeguard against the new changes.

By carefully choosing your words, and placing the correct emphasis on your story, you'll find that fear and tragedy can bring you some amazing results. But remember that it is focusing on a negative and can occasionally backfire.

Family Appeal ...

A safer type of appeal is one that focuses on a positive, particularly in a story involving family interest and children. Everyone likes to hear happy stories and humorous stories about children, but you need to remember that you're not trying to do the journalist out of a job, you're trying to increase your sales and store traffic.

For this type of press release you might consider talking about how you sponsor a local children's sporting group. Or maybe you've made a donation to a worthwhile charity after posting record profits. The whole idea of this type of release is to get people thinking of your business in a positive way.

To give you a more specific idea, imagine a retail store that was concerned about the high unemployment and poverty in their community. Now if they were doing a Christmas appeal where for every £10 that was spent in the month of December, they would donate £1 to a worthwhile Christmas charity, it's reasonable to expect some amount of media attention. The store might even have a Christmas tree set up where people can leave donations for under privileged children. But it's all been done before and many companies are jumping on the Christmas bandwagon.

But imagine if a retail store did a similar promotion in May. If they wrote a release that spoke about the hardships faced by these families all year round, and the fact that people seemed to forget that Christmas time is not the only time they struggle, there is a whole new angle.

They could start up a winter program where they would donate money or goods to struggling families in the region. People could buy food items, bedding or clothing in their store at a discounted price, if they were donating it to this worthy cause. Or maybe they could have a bonus dollar system where their bonus dollars could be converted into these types of donations. A story like this accompanied by a photo of a cold and lonely child could bring an amazing response from the community.

But it doesn't have to be this dramatic. It could be as simple as you organising a finger painting or poetry competition for children in your store. With a bit of imagination you're sure to find a story that will have people thinking of you in a warm and positive way.

These are just a few of the many appeals that will lead to your press release being printed or going to air. But regardless of which one you choose, it's important that you realise you must have some worthwhile angle if your press release is to be successful.

The Wrap up

So there you have it, the system for writing press releases that will hopefully generate extra business for you and your company. But there are a few things that you need to keep in mind before you send out your first 'batch'.

Remember that your story must be honest and accurate if you want it to be published. Journalists and reporters hate to be made fools of. It also has to be newsworthy if it's to get the desired reception when you submit it. Don't waste the time of the newsroom, or editorial departments with something that has no real appeal.

As technology catches up with the media world, it will also be possible to submit your press release via email. In fact, I would say that the majority of media outlets around the country would already offer this service. The advantage here of course is the ease of editing for the journalist. It would probably pay to contact your local papers, radio and TV stations, and ask how they would prefer to have the press release sent to them.

It's also important to have a good relationship with the media centres in your area. Taking the local editors and news managers out to lunch is a good start. It would also pay to give them a bit of a discount when they come into your store. It doesn't have to be much of a discount, but it pays to remember that many of these people have large egos so it's the thought, rather than the saving that counts.

Another thing you might like to consider, is the possibility of writing a regular column for your local paper, or maybe having a time slot on one of the local stations. If you believe that you have something to offer in this area, then put together a proposal, and submit it to the relevant person.

You see, if it's newsworthy and would create an interest, why wouldn't they run with it. For example a computer store could run a weekly technology column. Or maybe get a 10 minute spot on a talk back show on the radio. To get into this type of promotion, you need to convince the station or paper of the ongoing benefits. To do this, list a number of potential topics that you'd like to discuss, and maybe even write the first 3 or 4 complete articles. Then explain to them that you're not after any financial return, simply to get some exposure for you and your business.

There are some things to be mindful of however. For starters, you can't keep mentioning your company name. Sure it's alright to mention it on the odd occasion, after all if you couldn't mention your business, what's the point of going to all the effort in the first place? But you can't appear biased. You need to speak objectively and simply talk about the relevant topics or issues. Having said that, there's nothing wrong with reviewing a product and then mentioning that it's available from your store.

Another thing to remember is that your article or time slot is no place to have a shot at your competitors. Not only will it come across as being less than objective, it will also lead to you being taken 'off air' or having your column discontinued. Another point that's closely related is one of moral values and personal beliefs. The readers or listeners have their own personal views and beliefs and don't need you shoving yours down their throats. Keep to the facts and everyone will be happy.

In the next 3 sections you'll find examples and templates, along with an explanation of other documents that are used in the fields of public relations. By combining the knowledge you now have, with the upcoming sections, you should have every chance of success.

Press Releases and Supporting Documents

Press Releases aren't the only types of letters you can send to media centres. As I said earlier, it's important to keep your letters brief and to the point. Sending too many pages can be a waste of time as many

can become lost in the clutter of the average newsroom, and the journalists are normally too busy to spend all day reading through your information.

Having said that, there are a number of supporting documents which can also be sent, that may help get your story covered. These documents are designed to give the editors all the information that they need when deciding whether or not to send a reporter to cover your promotion. Here's how each one works ...

Press Releases ...

We've already covered what a Press Release is so we won't waste time covering it all again. But basically a Press Release is a story that you send to a Newspaper or other media centre, that's written in such a way that it could basically go straight to print. It's designed to be a 'ready to go' article that a journalist will then edit.

Fact Sheets ...

A Fact Sheet, as the name implies, gives the journalist or editor all the facts that they'll need when preparing to cover your story. You simply list all the points of interest on a page in bullet points, so a reporter has additional information that they can refer to, and base their questions on.

To give you an idea of the sort of things that might be included on a Fact Sheet, consider a store that is running a weekend promotion. If the store has competitions running over the course of the weekend, they would list the types of competitions, who the judges are, the prizes that are on offer and when each competition is to be judged or drawn.

If the store also had a sporting identity appearing live in store, the Fact Sheet would explain who the celebrity is. It would also list the times that person was going to actually be in the store and when they would be available for interviews. It would not go into too much detail about the sports persons history and achievements, that would be covered in a Media Advisory.

Media Advisory ...

A Media Advisory is similar in some ways to a Fact Sheet. The major difference however, is in the fact that it's designed to 'sell' the journalist on the idea of covering your event.

To give you an idea of what I mean by 'sells', let's take a look at our hypothetical weekend promotion again. The Media Advisory would list things such as photo and story opportunities. By suggesting certain story angles, and offering ideas on the types of photos that could be taken, it attempts to convince the media decision maker, that it's a newsworthy event.

It would also give the journalist some facts, and figures to base their report on. For example if Robert Johnson the worlds fastest sprinter was appearing in store, it would list his major career highlights and any upcoming events he will be competing in. If the store is located in a small country town, and Robert himself came from a similar town, it would list that information as well.

In many cases this information will have already been supplied to you by the sports persons manager. If it hasn't been supplied, simply ask them to forward it to you, and explain that you're looking to have the event covered. It's extremely unlikely that they'll say no, as they realise the only way they can charge the huge sums of money they do, is by getting the store more exposure through the media.

Teaser Letters ...

Sometimes referred to as 'Pitch Letters', a Teaser Letter is normally sent out prior to the event. It should be short and to the point, listing what it is you hope to do. It should give the editor or news manager an idea of any potentially newsworthy stories, photographic opportunities and potential guest appearances.

These letters are not designed to give the whole story, simply to let the relevant people know that a good story opportunity could be coming up. It has the advantage of getting the media interested, so when you send through your Press Release, they have a sense of 'oh, that's the story I've been waiting on'. But remember to keep these letters very brief. They are not designed to tell the story, merely to whet the appetite.



ABOUT THE AUTHOR

Bradley J. Sugars

Brad Sugars is a world-renowned Australian entrepreneur, author, and business coach who has helped more than a million clients around the world find business and personal success.

He's a trained accountant, but as he puts it, most of his experience comes from owning his own companies. Brad's been in business for himself since age 15 in some way or another, although his father would argue he started at 7 when he was caught selling his Christmas presents to his brothers. He's owned and operated more than two dozen companies, from pizza to ladies fashion, from real estate to insurance and many more.

His main company, **ActionCOACH**, started from humble beginnings in the back bedroom of a suburban home in 1993 when Brad started teaching business owners how to grow their sales and marketing results. Now Action has nearly 1000 franchises in 19 countries and is ranked in the top 100 franchises in the world.

Brad Sugars has spoken on stage with the likes of Tom Hopkins, Brian Tracy, John Maxwell, Robert Kiyosaki, and Allen Pease, written books with people like Anthony Robbins, Jim Rohn, and Mark Victor Hansen, appeared on countless TV and radio programs and in literally hundreds of print articles around the globe. He's been voted as one of the Most Admired Entrepreneurs by the readers of E-Spy Magazine—next to the likes of Rupert Murdoch, Henry Ford, Richard Branson, and Anita Roddick.

Today, **ActionCOACH** has coaches across the globe and is ranked as one of the Top 25 Fastest Growing Franchises on the planet as well as the #1 Business Consulting Franchise. The success of **ActionCOACH** is simply attributed to the fact that they apply the strategies their coaches use with business owners.

Brad is a proud father and husband, the Chairman of a major childrens' charity and in his own words, "a very average golfer."

Check out Brad's Web site www.bradsugars.com and read the literally hundreds of testimonials from those who've gone before you.



RECOMMENDED READING LIST

ActionCOACH BOOK LIST

“The only difference between you now and you in 5 years’ time will be the people you meet and the books you read.” Charlie Tremendous Jones

“And, the only difference between your income now and your income in 5 years’ time will be the people you meet, the books you read, the tapes you listen to, and then how you apply it all.” Brad Sugars

- The E-Myth Revisited by Michael E. Gerber
- My Life in Advertising & Scientific Advertising by Claude Hopkins
- Tested Advertising Methods by John Caples
- Building the Happiness Centered Business by Dr. Paddi Lund
- Write Language by Paul Dunn & Alan Pease
- 7 Habits of Highly Effective People by Steven Covey
- First Things First by Steven Covey
- Awaken the Giant Within by Anthony Robbins
- Unlimited Power by Anthony Robbins
- 22 Immutable Laws of Marketing by Al Ries & Jack Trout
- 21 Ways to Build a Referral Based Business by Brad Sugars
- 21 Ways to Increase Your Advertising Response by Mark Tier
- The One Minute Salesperson by Spencer Johnson & Larry Wilson
- The One Minute Manager by Spencer Johnson & Kenneth Blanchard
- The Great Sales Book by Jack Collis
- Way of the Peaceful Warrior by Dan Millman
- How to Build a Championship Team—Six Audio tapes by Blair Singer
- Brad Sugars “Introduction to Sales & Marketing” 3-hour Video
- Leverage—Board Game by Brad Sugars
- 17 Ways to Increase Your Business Profits booklet & tape by Brad Sugars. FREE OF CHARGE to Business Owners

***To order Brad Sugars’ products from the recommended reading list call your nearest ActionCOACH office today.**

The 18 Most Asked Questions about Working with an **ActionCOACH** Business Coach

And 18 great reasons why you'll jump at the chance to get your business flying and make your dreams come true

1. So who is ActionCOACH?

ActionCOACH is a business Coaching and Consulting company started in 1993 by entrepreneur and author Brad Sugars. With offices around the globe and business coaches from Singapore to Sydney to San Francisco, **ActionCOACH** has been set up with you, the business owner, in mind.

Unlike traditional consulting firms, Action is designed to give you both short-term assistance and long-term training through its affordable Mentoring approach. After 8 years teaching business owners how to succeed, Action's more than 10,000 clients and 1,000,000 seminar attendees will attest to the power of the programs.

Based on the sales, marketing, and business management systems created by Brad Sugars, your Action Coach is trained to not only show you how to increase your business revenues and profits, but also how to develop the business so that you as the owner work less and relax more.

ActionCOACH is a franchised company, so your local Action Coach is a fellow business owner who's invested her own time, money, and energy to make her business succeed. At Action, your success truly does determine our success.

2. And, why do I need a Business Coach?

Every great sports star, business person, and superstar is surrounded by coaches and advisors.

And, as the world of business moves faster and gets more competitive, it's difficult to keep up with both the changes in your industry and the innovations in sales, marketing, and management strategies. Having a business coach is no longer a luxury; it's become a necessity.

On top of all that, it's impossible to get an objective answer from yourself. Don't get me wrong. You can survive in business without the help of a Coach, but it's almost impossible to thrive.

A Coach can see the forest for the trees. A Coach will make you focus on the game. A Coach will make you run more laps than you feel like. A Coach will tell it like it is. A Coach will give you small pointers. A Coach will listen. A Coach will be your marketing manager, your sales director, your training coordinator, your partner, your confidant, your mentor, your best friend, and an Action Business Coach will help you make your dreams come true.

3. Then, what's an Alignment Consultation?

Great question. It's where an Action Coach starts with every business owner. You'll invest a minimum of £1295, and during the initial 2 to 3 hours your Coach invests with you, he'll learn as much as he can about your business, your goals, your challenges, your sales, your marketing, your finances, and so much more.

All with three goals in mind: To know exactly where your business is now. To clarify your goals both in the business and personally. And thirdly, to get the crucial pieces of information he needs to create your business Action Plan for the next 12 months.

Not a traditional business or marketing plan mind you, but a step-by-step plan of Action that you'll work through as you continue with the Mentor Program.

4. So, what, then, is the Mentor Program?

Simply put, it's where your Action Coach will work with you for a full 12 months to make your goals a reality. From weekly coaching calls and goal-setting sessions, to creating marketing pieces together, you will develop new sales strategies and business systems so you can work less and learn all that you need to know about how to make your dreams come true.

You'll invest between £995 and £10,000 a month and your Coach will dedicate a minimum of 5 hours a month to working with you on your sales, marketing, team building, business development, and every step of the Action Plan you created from your Alignment Consultation.

Unlike most consultants, your Action Coach will do more than just show you what to do. She'll be with you when you need her most, as each idea takes shape, as each campaign is put into place, as you need the little pointers on making it happen, when you need someone to talk to, when you're faced with challenges and, most importantly, when you're just not sure what to do next. Your Coach will be there every step of the way.

5. Why at least 12 months?

If you've been in business for more than a few weeks, you've seen at least one or two so called "quick fixes."

Most Consultants seem to think they can solve all your problems in a few hours or a few days. At Action we believe that long-term success means not just scraping the surface and doing it for you. It means doing it with you, showing you how to do it, working alongside you, and creating the success together.

Over the 12 months, you'll work on different areas of your business, and month by month you'll not only see your goals become a reality, you'll gain both the confidence and the knowledge to make it happen again and again, even when your first 12 months of Coaching is over.

6. How can you be sure this will work in my industry and in my business?

Very simple. You see at Action, we're experts in the areas of sales, marketing, business development, business management, and team building just to name a few. With 328 different profit-building strategies, you'll soon see just how powerful these systems are.

You, on the other hand, are the expert in your business and together we can apply the Action systems to make your business fly.

Add to this the fact that within the Action Team at least one of our Coaches has either worked with, managed, worked in, or even owned a business that's the same or very similar to yours. Your Action Coach has the full resources of the entire Action team to call upon for every challenge you have. Imagine hundreds of experts ready to help you.

7. Won't this just mean more work?

Of course when you set the plan with your Action Coach, it'll all seem like a massive amount of work, but no one ever said attaining your goals would be easy.

In the first few months, it'll take some work to adjust, some work to get over the hump so to speak. The further you are into the program, the less and less work you'll have to do.

You will, however, be literally amazed at how focused you'll be and how much you'll get done. With focus, an Action Coach, and most importantly the Action Systems, you'll be achieving a whole lot more with the same or even less work.



8. How will I find the time?

Once again the first few months will be the toughest, not because of an extra amount of work, but because of the different work. In fact, your Action Coach will show you how to, on a day-to-day basis, get more work done with less effort.

In other words, after the first few months you'll find that you're not working more, just working differently. Then, depending on your goals from about month six onwards, you'll start to see the results of all your work, and if you choose to, you can start working less than ever before. Just remember, it's about changing what you do with your time, not putting in more time.

9. How much will I need to invest?

Nothing, if you look at it from the same perspective as we do. That's the difference between a cost and an investment. Everything you do with your Action Coach is a true investment in your future.

Not only will you create great results in your business, but you'll end up with both an entrepreneurial education second to none, and the knowledge that you can repeat your successes over and over again.

As mentioned, you'll need to invest at least £1295 up to £5000 for the Alignment Consultation and Training Day, and then between £995 and £10,000 a month for the next 12 months of coaching.

Your Coach may also suggest several books, tapes, and videos to assist in your training, and yes, they'll add to your investment as you go. Why? Because having an Action Coach is just like having a marketing manager, a sales team leader, a trainer, a recruitment specialist, and corporate consultant all for half the price of a secretary.

10. Will it cost me extra to implement the strategies?

Once again, give your Action Coach just half an hour and he'll show you how to turn your marketing into an investment that yields sales and profits rather than just running up your expenses.

In most cases we'll actually save you money when we find the areas that aren't working for you. But yes, I'm sure you'll need to spend some money to make some money.

Yet, when you follow our simple testing and measuring systems, you'll never risk more than a few dollars on each campaign, and when we find the ones that work, we make sure you keep profiting from them time and again.

Remember, when you go the accounting way of saving costs, you can only ever add a few percent to the bottom line.

Following Brad Sugars' formula, your Action Coach will show you that through sales, marketing, and income growth, your possible returns are exponential.

The sky's the limit, as they say.

11. Are there any guarantees?

To put it bluntly, no. Your Action Coach will never promise any specific results, nor will she guarantee that any of your goals will become a reality.

You see, we're your coach. You're still the player, and it's up to you to take the field. Your Coach will push you, cajole you, help you, be there for you, and even do some things with you, but you've still got to do the work.

Only you can ever be truly accountable for your own success and at Action we know this to be a fact. We guarantee to give you the best service we can, to answer your questions promptly, and with the best available information. And, last but not least your Action Coach is committed to making you successful whether you like it or not.

That's right, once we've set the goals and made the plan, we'll do whatever it takes to make

sure you reach for that goal and strive with all your might to achieve all that you desire.

Of course we'll be sure to keep you as balanced in your life as we can. We'll make sure you never compromise either the long-term health and success of your company or yourself, and more importantly your personal set of values and what's important to you.

12. What results have other business owners seen?

Anything from previously working 60 hours a week down to working just 10—right through to increases in revenues of 100s and even 1000s of percent. Results speak for themselves. Be sure to keep reading for specific examples of real people, with real businesses, getting real results.

There are three reasons why this will work for you in your business. Firstly, your Action Coach will help you get 100 percent focused on your goals and the step-by-step processes to get you there. This focus alone is amazing in its effect on you and your business results.

Secondly, your coach will hold you accountable to get things done, not just for the day-to-day running of the business, but for the dynamic growth of the business. You're investing in your success and we're going to get you there.

Thirdly, your Coach is going to teach you one-on-one as many of Action's 328 profit-building strategies as you need. So whether your goal is to be making more money, or working fewer hours or both inside the next 12 months your goals can become a reality. Just ask any of the thousands of existing Action clients, or more specifically, check out the results of 19 of our most recent clients shown later in this section.

13. What areas will you coach me in?

There are five main areas your Action Coach will work on with you. Of course, how much of each depends on you, your business, and your goals.

Sales. The backbone of creating a superprofitable business, and one area we'll help you get spectacular results in.

Marketing and Advertising. If you want to get a sale, you've got to get a prospect. Over the next 12 months your Action Coach will teach you Brad Sugars' amazingly simple streetwise marketing—marketing that makes profits.

Team Building and Recruitment. You'll never wish for the right people again. You'll have motivated and passionate team members when your Coach shows you how.

Systems and Business Development. Stop the business from running you and start running your business. Your Coach will show you the secrets to having the business work, even when you're not there.

Customer Service. How to deliver consistently, make it easy to buy, and leave your customers feeling delighted with your service. Both referrals and repeat business are centered in the strategies your Coach will teach you.

14. Can you also train my people?

Yes. We believe that training your people is almost as important as coaching you.

Your investment starts at £1500 for your entire team, and you can decide between five very powerful in-house training programs. From "Sales Made Simple" for your face-to-face sales team to "Phone Power" for your entire team's telephone etiquette and sales ability. Then you can run the "Raving Fans" customer service training or the "Total Team" training. And finally, if you're too busy earning a living to make any real money, then you've just got to attend our "Business Academy 101." It will make a huge impact on your finances, business, career, family, and lifestyle. You'll be amazed at how much involvement and excitement comes out of your team with each training program.

15. Can you write ads, letters, and marketing pieces for me?



Yes. Your Action Coach can do it for you, he can train you to do it yourself, or we can simply critique the marketing pieces you're using right now.

If you want us to do it for you, our one-time fees start at just £1195. You'll not only get one piece; we'll design several pieces for you to take to the market and see which one performs the best. Then, if it's a critique you're after, just £349 means we'll work through your entire piece and give you feedback on what to change, how to change it, and what else you should do. Last but not least, for between £15 and £795 we can recommend a variety of books, tapes, and most importantly, Brad Sugars' Instant Success series books that'll take you step-by-step through the how tos of creating your marketing pieces.

16. Why do you also recommend books, tapes, and videos?

Basically, to save you time and money. Take Brad Sugars' Sales Rich DVD or Video Series, for instance. In about 16 hours you'll learn more about business than you have in the last 12 years. It'll also mean your Action Coach works with you on the high-level implementation rather than the very basic teaching.

It's a very powerful way for you to speed up the coaching process and get phenomenal rather than just great results.

17. When is the best time to get started?

Yesterday. OK, seriously, right now, today, this minute, before you take another step, waste another dollar, lose another sale, work too many more hours, miss another family event, forget another special occasion.

Far too many business people wait and see. They think working harder will make it all better. Remember, what you know got you to where you are. To get to where you want to go, you've got to make some changes and most probably learn something new.

There's no time like the present to get started on your dreams and goals.

18. So how do we get started?

Well, you'd better get back in touch with your Action Coach. There's some very simple paperwork to sign, and then you're on your way.

You'll have to invest a few hours showing them everything about your business. Together you'll get a plan created and then the work starts. Remember, it may seem like a big job at the start, but with a Coach, you're sharing the load and together you'll achieve great things.

Here's what others say about what happened after working with an Action business coach

Paul and Rosemary Rose—Iconact Multimedia

"Our Action coach showed us several ways to help market our product. We went on to triple our client base and simultaneously tripled our profits in just seven months. It was unbelievable! Last year was our best Christmas ever. We were really able to spoil ourselves!"

S. Ford—Pride Kitchens

"In 6 months, I've gone from working more than 60 hours per week in my business to less than 20, and my conversion rate's up from 19 percent to 62 percent. I've now got some life back!"

Gary and Leanne Paper—Galea Timber Products

“We achieved our goal for the 12 months within a 6-month period with a 100 percent increase in turnover and a good increase in margins. We have already recommended and will continue to recommend this program to others.”

Russell, Kevin, John, and Karen—Northern Lights Power and Distribution

“Our profit margin has increased from 8 percent to 21 percent in the last 8 months. Action coaching focussed us on what are our most profitable markets.”

Ty Pedersen—De Vries Marketing Sydney

“After just three months of coaching, my sales team’s conversion rate has grown from an average of less than 12 percent to more than 23 percent and our profits have climbed by more than 30 percent.”

Hank Meerkerk and Hemi McGarvey—B.O.P. School of Welding

“Last year we started off with a profit forecast, but as soon as we got Action involved we decided to double our forecast. We’re already well over that forecast again by two-and-a-half times on turnover, and profits are even higher. Now we run a really profitable business.”

Stuart Birch—Education Personnel Limited

“One direct mail letter added £40,000 to my bottom line, and working with Action has given me quality time to work on my business and spend time with my family.”

Mark West—Wests Pumping and Irrigation

“In four months two simple strategies have increased our business more than 20 percent. We’re so busy, we’ve had to delay expanding the business while we catch up!”

Michael Griffiths—Gym Owner

“I went from working 70 hours per week in the business to just 25 hours, with the rest of the time spent working on the business.”

Cheryl Standring—In Harmony Landscapes

“We tried our own direct mail and only got a 1 percent response. With Action our response rate increased to 20 percent. It’s definitely worth every dollar we’ve invested.”

Jason and Chris Houston—Empradoor Finishing

“After 11 months of working with Action, we have increased our sales by 497 percent, and the team is working without our having to be there.”

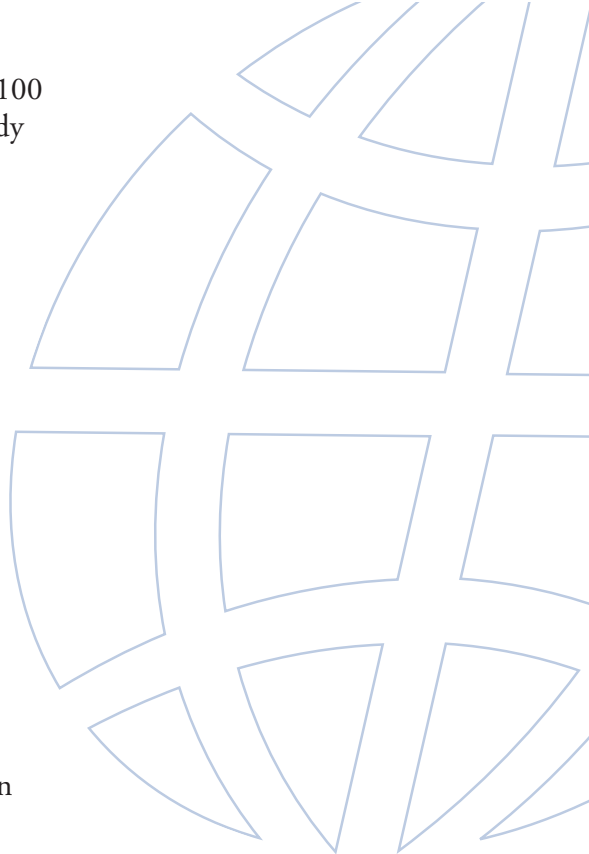
Michael Avery—Coomera Pet Motels

“I was skeptical at first, but I knew we needed major changes in our business. In 2 months, our extra profits were easily covering our investment and our predictions for the next 10 months are amazing.”

Garry Norris—North Tax & Accounting

“As an accountant, my training enables me to help other business people make more money. It is therefore refreshing when someone else can help me do the same. I have a policy of only referring my clients to people who are professional, good at what they do, and who have personally given me great service. Action fits all three of these criteria, and I recommend Action to my business clients who want to grow and develop their businesses further.”

Lisa Davis and Steve Groves—Mt. Eden Motorcycles



“With Action we increased our database from 800 to 1200 in 3 months. We consistently get about 20 new qualified people on our database each week for less than £10 per week.”

Christine Pryor—U-Name-It Embroidery

“Sales for August this year have increased 352 percent. We’re now targeting a different market and we’re a lot more confident about what we’re doing.”

Joseph Saitta and Michelle Fisher—Banyule Electrics

“Working with Action, our inquiry rate has doubled. In four months our business has changed so much our customers love us. It’s a better place for people to work and our margins are widening.”

Kevin and Alison Snook—Property Sales

“In the 12 months previous to working with Action, we had sold one home in our subdivision. In the first eight months of working with Action, we sold six homes. The results speak for themselves.”

Wayne Manson—Hospital Supplies

“When I first looked at the Mentoring Program it looked expensive, but from the inside looking out, its been the best money I have ever spent. Sales are up more than £3000 per month since I started, and the things I have learned and expect to learn will ensure that I will enjoy strong sustainable growth in the future.”



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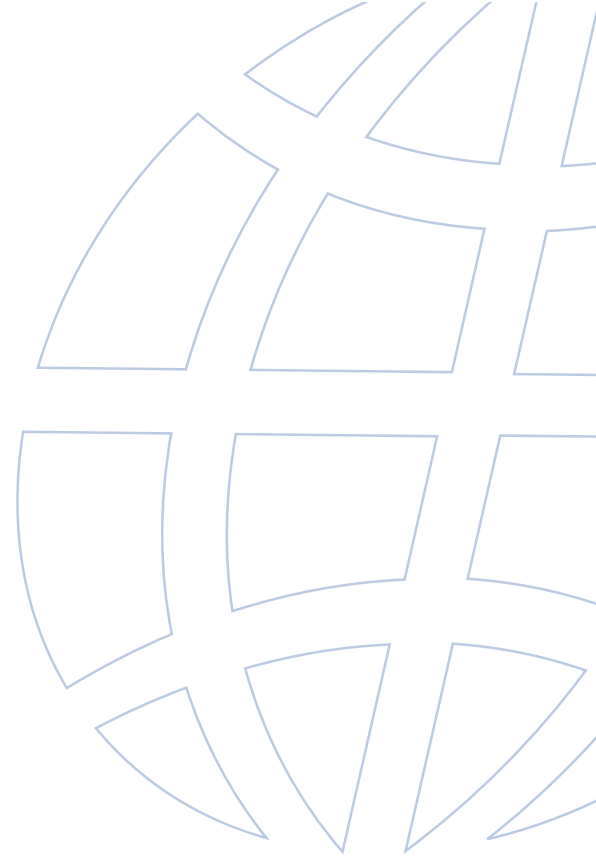
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Here's how you can profit from all of Brad's ideas with your local **ActionCOACH** Business Coach

Just like a sporting coach pushes an athlete to achieve optimum performance, provides them with support when they are exhausted, and teaches the athlete to execute plays that the competition does not anticipate.

A business coach will make you run more laps than you feel like. A business coach will show it like it is. And a business coach will listen.

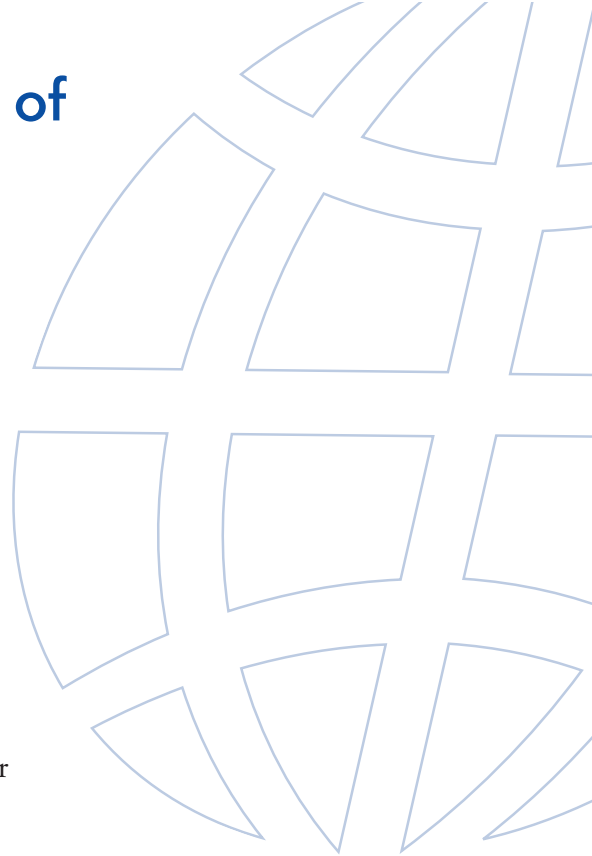
The role of an **Action** Business Coach is to show you how to improve your business through guidance, support, and encouragement. Your coach will help you with your sales, marketing, management, team building, and so much more. Just like a sporting coach, your **Action** Business Coach will help you and your business perform at levels you never thought possible.

Whether you've been in business for a week or 20 years, it's the right time to meet with and see how you'll profit from an **Action** Coach.

As the owner of a business it's hard enough to keep pace with all the changes and innovations going on in your industry, let alone to find the time to devote to sales, marketing, systems, planning and team management, and then to run your business as well.

As the world of business moves faster and becomes more competitive, having a Business Coach is no longer a luxury; it has become a necessity. Based on the sales, marketing, and business management systems created by Brad Sugars, your **Action** Coach is trained to not only show you how to increase your business revenues and profits but also how to develop your business so that you, as the owner, can take back control. All with the aim of your working less and relaxing more. Making money is one thing; having the time to enjoy it is another.

Your **Action** Business Coach will become your marketing manager, your sales director, your training coordinator, your confidant, your mentor. In short, your **Action** Coach will help you make your business dreams come true.



ATTENTION BUSINESS OWNERS

You can increase your profits now

Here's how you can have one of Brad's **ActionCOACH** Business Coaches guide you to success.

Like every successful sporting icon or team, a business needs a coach to help it achieve its full potential. In order to guarantee your business success, you can have one of Brad's team as your business coach. You will learn about how you can get amazing results with the help of the team at **ActionCOACH**.

The business coaches are ready to take you and your business on a journey that will reward you for the rest of your life. You see, we believe **Action** speaks louder than words.

Complete and post this card to your local **Action** office to discover how our team can help you increase your income today!

ActionCOACH

The World's Number-1 Business Coaching Team

Name

Position

Company

Address

Country

Phone

Fax

Email

Referred by

How do I become an **ActionCOACH** Business Coach?

If you choose to invest your time and money in a great business and you're looking for a white-collar franchise opportunity to build yourself a lifestyle, an income, a way to take control of your life and, a way to get great personal satisfaction ...

Then you've just found the world's best team!

Now, it's about finding out if you've got what it takes to really enjoy and thrive in this amazing business opportunity.

Here are the 4 things we look for in every *Action Coach*:

1. You've got to love succeeding

We're looking for people who love success, who love getting out there and making things happen. People who enjoy mixing with other people, people who thrive on learning and growing, and people who want to charge an hourly rate most professionals only dream of.

2. You've got to love being in charge of your own life

When you're ready to take control, the key is to be in business for yourself, but not by yourself. Action's support, our training, our world leading systems, and the backup of a global team are all waiting to give you the best chance of being an amazing business success.

3. You've got to love helping people

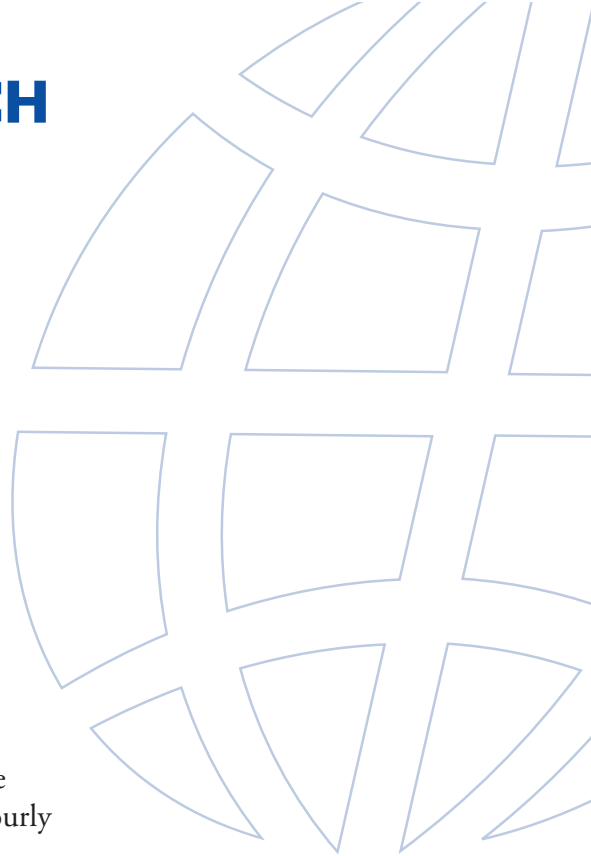
Being a great Coach is all about helping yourself by helping others. The first time clients thank you for showing them step by step how to make more money and work less within their business, will be the day you realize just how great being an *Action* Business Coach really is.

4. You've got to love a great lifestyle

Working from home, setting your own timetable, spending time with family and friends, knowing that the hard work you do is for your own company and, not having to climb a so-called corporate ladder. This is what lifestyle is all about. Remember, business is supposed to give you a life, not take it away.

Our business is booming and we're seriously looking for people ready to find out more about how becoming a member of the **ActionCOACH** Business Coaching team is going to be the best decision you've ever made.

Apply online now at www.actioncoach.com



Here's how you can network, get new leads, build yourself an instant sales team, learn, grow and build a great team of supportive business owners around you by checking into your local **Action Profit Club**

Joining your local Action Profit Club is about more than just networking, it's also the learning and exchanging of profitable ideas.

Embark on a journey to a more profitable enterprise by meeting with fellow, like-minded business owners.

An **Action** Profit Club is an excellent way to network with business people and business owners. You will meet every two weeks for breakfast to network and learn profitable strategies to grow your business.

Here are three reasons why **ActionCOACH's** Profit Clubs work where other networking groups don't:

1. You know networking is a great idea. The challenge is finding the time and maintaining the motivation to keep it up and make it a part of your business. If you're not really having fun and getting the benefits, you'll find it gets easier to find excuses that stop you going. So, we guarantee you will always have fun and learn a lot from your bi-weekly group meetings.
2. The real problem is that so few people do any work 'on' their business. Instead they generally work "in" it, until it's too late. By being a member of an **Action** Profit Club, you get to attend FREE business-building workshops run by Business Coaches that teach you how to work "on" your business and avoid this common pitfall and help you to grow your business.
3. Unlike other groups, we have marketing systems to assist in your groups' growth rather than just relying on you to bring in new members. This way you can concentrate on YOUR business rather than on ours.

Latest statistics show that the average person knows at least 200 other contacts. By being a member of your local **Action** Profit Club, you have an instant network of around 3,000 people

Join your local Action Profit Club today.

Apply online now at www.actionprofitclub.com



LEVERAGE—The Game of Business

Your Business Success is just a Few Games Away

Leverage—The Game of Business is a fun way to learn how to succeed in business fast.

The rewards start flowing the moment you start playing!

Leverage is three hours of fun, learning, and discovering how you can be an amazingly successful business person.

It's a breakthrough in education that will have you racking up the profits in no time. The principles you take away from playing this game will set you up for a life of business success. It will open your mind to what's truly possible. Apply what you learn and sit back and watch your profits soar.

By playing this fun and interactive business game, you will learn:

- How to quickly raise your business income
- How business people can become rich and successful in a short space of time
- How to create a business that works without you

Isn't it time you had the edge over your competition?

Leverage has been played by all age groups from 12-85 and has been a huge learning experience for all. The most common comment we hear is: 'I thought I knew a lot, and just by playing a simple board game I have realized I have a long way to go. The knowledge I've gained from playing Leverage will make me thousands! Thanks for the lesson.'

To order your copy online today, please visit www.bradsugars.com



Who is ActionCOACH?

ActionCOACH is the world's number 1 business coaching franchise that traces its beginning back to a small room in a suburb of Brisbane, Australia, where Brad Sugars began developing a series of seminars and workshops to help small business owners grow their businesses. That was in 1993 and since then the business has burgeoned into one of the fastest growing franchises in the world, with more than 1,000 business coaches operating in 26 countries.

Here's why we're **The World's Number 1 Business Coaching Firm**

Entrepreneur's TWENTY-SEVENTH ANNUAL
FRANCHISE 500 ActionCOACH is currently ranked and has been so for the past three years the #1 Business Consulting Franchise in the World, by Entrepreneur Magazine. In 2007 Entrepreneur Magazine also ranked ActionCOACH #96 in the Franchise 500, #55 Fastest Growing Franchise in 2006, #25 Top 101 Homebased Franchise and #43 America's Top Global Franchise.



ActionCOACH was named a Stevie Winner in the prestigious 2006 International Business Awards, Best Overall Company category. The Stevie awards are the World's Premier Business Awards and recognizes the accomplishments and positive contributions of companies.



In 2006, we made the Top 50 Franchises in the 2006 Franchisee Satisfaction Awards conducted by the Franchise Business Review. Out of the nearly 250 companies entered, and representing over 45,000 franchisees around the globe ActionCOACH was ranked 34.



ActionCOACH was the winner of the prestigious 2005 Franchise of the Year Award in Ireland. The award is presented to the company that has demonstrated outstanding growth and development in the service sector of the franchise industry. Winning the Franchise of the Year Award is a major achievement for a company that was introduced to Ireland just three years prior.



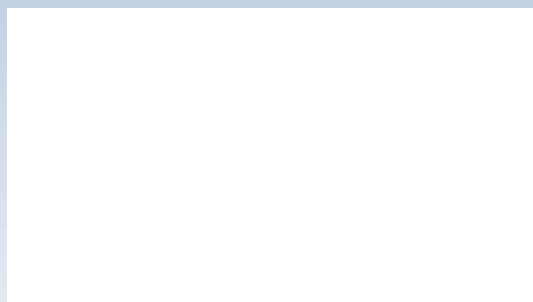
In 2006, ActionCOACH was awarded UK Franchise Provider of the Year by Business Britain magazine. The award, which is the first ever to be made by Business Britain, was presented to ActionCOACH after a panel of journalists and managers from the magazine judged it to have excelled across a wide range of criteria including reputation, franchise return on investment, profit growth potential, and quality of franchisee support.



ActionCOACH won the prestigious Australian Business Award for Enterprise. The Australian Business Awards is an independent program recognizing success, innovation and ethics across all industry sectors embracing businesses of all sizes. The program is supported by forward-thinking organizations that are committed to business excellence and innovative business processes.

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