



Marketing

Jurgen Wolff

Praise for Marketing for Entrepreneurs

'Reading this book will seriously enhance your competitive advantage and your opportunities of profitable growth.'

ERIC PEACOCK, CHAIR, ACADEMY FOR CHIEF EXECUTIVES

'Whether an actor, a CEO or the owner of a small business, you have to market yourself. Jurgen Wolff reveals innovative and practical techniques that will make you a star in the marketplace.'

MICHAEL BRANDON, STAR OF *DEMPSEY AND MAKEPEACE* AND *JERRY SPRINGER: THE OPERA*

'Marketing for Entrepreneurs is spot-on! It is a modern, bang up-to-date book for anyone who runs their own business. Written in an easy-to-read style, this book contains small-business-friendly references, case studies and examples to bring the text to life. Excellent as a marketing refresher or for the first-time marketing virgin. Buy it before your competition does!'

ROBERT CRAVEN, KEYNOTE SPEAKER AND AUTHOR OF BUSINESS BESTSELLER, *BRIGHT MARKETING*

Writing press releases that get attention

Because press releases probably will form the core of your PR efforts, it's worth spending a bit of time learning to craft ones that get attention. Start once again by thinking about benefits. This time you need to consider how what you are doing will benefit the media and the ultimate consumers, the readers or viewers or listeners. Journalists are looking for stories that are newsworthy and/or entertaining, and the consumers of media are looking to be informed or entertained. Does your story fit either of those criteria? Most press releases don't, and that's why they end up in the bin. Featuring a headline that sounds like it's only an advert is instant death for your press release.

You also have to match the story to the medium. It may be big news to you that you have promoted Jane Bloggs to the position of Assistant Senior Vice President, but in the bigger world it will rate only as a yawn, so sending that announcement to the national newspapers will be a waste of time. However, if you are a producer of widgets, the trade paper *Widget World* may give it a mention.

Unless you're going to be employing a lot of people or otherwise having a major impact, the nationals won't be interested in the fact that you're opening a branch in Slough – but the local newspaper and radio station may well do a story about it.

If you are offering a workshop or an open house, again it probably won't end up on the news pages but it might well get a listing in an events column.

Whenever you are unsure whether or not a story will be of interest to a particular outlet, just imagine for a moment that it is another company making such an announcement and then assess its newsworthiness or appeal. Taking that one step back will help you to be more objective. Then you can also decide which section of the media to send it to.

Here, reproduced with her permission and that of Prologic, is an example of a press release that Amanda wrote:

PRESS INFORMATION

[DATE]

[Two contact names and numbers]

BUOYANT PROLOGIC TO BECOME PLC

Berkhamsted-based supplier of IT solutions to fashion industry floats on AIM

Berkhamsted-based Prologic, supplier of integrated management IT solutions to household fashion names such as Ted Baker, Paul Smith, Fat Face and Hobbs, today announced its intention to become a plc by joining the Alternative Investment Market in June.

Led by Managing Director Sam Jackson, who started the company 20 years ago this year, Prologic has grown to become one of the fashion industry's most respected and trusted providers of integrated management information systems. The company's advanced Oracle-based software solution, CIMS, which was designed specifically for the fashion industry, provides the technology backbone to fashion retailers, wholesalers, mail order houses and e-tailing operations both in the UK and internationally.

Jackson comments, 'By taking Prologic public, we will be consolidating our already strong market position and opening the way for even greater investment and growth in the future. This means we can continue to do what we do best – providing our customers with IT solutions that are designed to meet their needs, today and into the future'.

The company's ability to continually innovate, yet stay close to its customers' core needs, is seen as one of the secrets to Prologic's extraordinary success in such volatile markets as fashion and information technology. Prologic's latest innovation is the introduction of a Managed Outsourced IT service, which has been adopted by several of Prologic's existing customer base, including Ted Baker, Liberty, Turner Bianca and Hobbs.

/ends.

Notes to Editors:

1. Photographs available
2. First day dealings in Prologic plc shares are expected towards end of [date]
3. Nominated Adviser and Broker is W H Ireland Limited
4. Sam Jackson founded Prologic in 1984. The company became part of Comino plc, a diversified software group in 1996. In 1999, Sam Jackson led an agreed Management Buy Out backed by Lloyds Development Capital.

Here are a few things to notice about this release:

- There were two contacts with phone numbers for each. This can help if the journalist is working to a tight deadline and needs to reach someone immediately to ask a question or confirm a fact.
- The headline is succinct and supported by a more detailed subheading.
- The first paragraph tells who, what and when.
- The 'why?' comes up in paragraph three, as does a quote from a corporate spokesperson that helps add weight to the release.
- The short paragraphs make the copy more readable.
- The final section (Notes to Editors) provides important background information that is clear and easy to find.

Who would be interested in this press release? The most likely interest would be from the financial sections of newspapers and magazines, and that's why the somewhat technical information about the company's background in the 'notes to editors' section is relevant.

Here is an example of a different type of press release that worked well for me:

For Immediate Release

Contact: Jurgen Wolff

[phone number and email address]

**Branding Workshop Says Today's Choice for Businesses is
'Distinct or Extinct'**

LONDON – [DATE]

'In today's competitive marketplace, you have to make a choice: do you want to be distinct or extinct?' says London-based creativity and marketing guru Jurgen Wolff. For those who want to choose 'distinct,' Wolff is offering a half-day workshop on Saturday afternoon, 1.30pm to 5pm, May 10, 2008, at Regent's College, central London, showing how freelancers and small business owners can create their unique brand. The fee of £99 includes his

self-marketing book, 'Do Something Different,' published by Virgin Books with a foreword by Sir Richard Branson.

'Ironically, creative people often are the least skilled at promoting themselves creatively,' Wolff says. The points the workshop will cover include:

- Positioning: how to figure out where you fit into the marketplace
- How to figure out what the marketplace wants from you
- How to get the marketing mindset
- How to figure out your target audience and how best to reach them
- How to create the right image
- How to develop a marketing plan
- How to use a website to promote yourself
- How to use a blog to promote yourself
- How to use a podcast to promote yourself
- Networking success for introverts

This intensive and practical workshop features a series of brief exercises that will allow participants to have a fresh marketing plan by the time they leave the class.

Wolff is a Neuro Linguistic Programming practitioner and certified hypnotherapist, and a successful author with six books and more than 100 hours of produced television to his credit. Based in Camden, he teaches for the Academy for Chief Executives and in private workshops around the world. For more information, see www.timetowrite.com.

For more information or to register for the course, email BstormUK@aol.com or ring Sheridan Bolger on [phone number].

Press contact: Jurgen Wolff – [phone number and email address]. Please contact regarding interviews or photos.

END

Clearly this event was never going to be front-page news. The target for this press release was the editors of listings sections and the features editors of publications that write about business. The intention was that the former would list the date, times, fee and contact information for the workshop, while that the latter might use the 'distinct or extinct' hook to write about the importance of branding. If they did that, the odds are they would quote a variety of experts, but they might make the workshop an element of their article.

Let's look at the components of this release:

- It features a headline that tells what it's about: a workshop on branding. It also may pique curiosity about the 'distinct or extinct' idea.
- The first paragraph reveals who the workshop is for: freelancers and small business owners; it also explains the relevance of the 'distinct or extinct' phrase. It gives additional vital information: who, when, where and how much.
- It then lists the key points of the content (the benefits) bullet-style for conciseness.
- The next paragraph further describes what will actually happen on the day and adds another benefit: having a fresh marketing plan by the end of the workshop.
- That's followed by the qualifications of the workshop leader and the address of a website that has more information about him.
- Next is the 'call to action' – that is, what it is hoped readers will do: sign up or at least ask for more information.
- At the very bottom the contact information is repeated, and it is made clear that photos are available and the instructor is happy to do interviews.

If you make photos available, it really helps if they are not just the standard head and shoulders, smiling at the camera shots. These look boring on the page. If at all possible, get photos of you doing something interesting at your business or factory, or with a relevant prop. For instance, when I do promotions for my 'tame your inner critic' workshop, I use a shot of me with a little stuffed gremlin sitting on my shoulder – it represents the harsh inner critic that most of us carry around in our minds.

Other format considerations

Here are a few other points that will make your press releases pass muster:

- Print them on your company letterhead and at the top right, write 'Press Release' or 'For immediate release' or 'Press Information'.
- Use 1.5 or double spacing and leave generous margins.
- Use standard typefaces on A4 paper that is white or a pastel shade (vivid paper colours make it harder to read).
- Use straightforward, easy to read and understand language and avoid clichés or jargon. One otherwise useful guide to writing press releases advises: 'Use words like strategy, vision, enhance, enabling, infrastructure ... These are part of business vocabulary and by using them you will give yourself a professional edge.' Nooooo! You will only make the reader's eyes glaze over, which is not a good thing.
- If your release goes on to a second page, write (MORE) at the bottom of the first page.
- At the end of the release, type END.
- When sending the release, fold it so that the contact information and headline are the first thing the person opening the envelope sees.

Where to send your press releases

As mentioned above, it's important to send your releases to the editors most likely to be interested in them. If, for example, your service relates to buying or selling property, then the editor of the property section or supplement is the logical person to target, not the general news editor. Many newspaper and magazine sections list the names of their editors but, if not, you can always ring the publication and ask. You may have some news that could appeal to different sections or different publications. For example, if you are opening a flower shop and are offering free flower arranging lessons during your first week, that could be of interest to both the gardening editor and the editor of the home furnishings and design section of a newspaper. In that case, write two separate releases, slanting each one to the needs and interests of the different sets of readers.