

How To Quickly Get More Business By Being A Local Celebrity

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BEN: This is Ben Settle of www.BenSettle.com and today I'm talking to Mike Dolpies. Mike is one of my favorite under-the-radar business experts who's also a public speaker, author, and a radio show host. He's also in one of the mastermind groups I'm in, and I've had a lot of chances to talk to him about business and publicity and that sort of thing. He is no fluke when it comes to business, by the way. He's not like the rest of us kitchen table people. Mike actually generated his first seven figures before he was 24 years old in a real brick and mortar business, and he's not an overnight so-called internet success story. He's gotten praise from guys like Ben Gay III from *The Closer* series, and Brian Tracy. His big way of making money these days is PR. He's gotten on prestigious media outlets like Fox and Entrepreneur magazine and a whole bunch of other ones, but these days apparently he's focusing on local media, as that's where the real money is, so that's what we're going to talk about.

Mike, thank you for showing up today.

MIKE: Hey, Ben. It's good to be talking with your listeners and your readers, and hopefully we can help them out.

BEN: We'll start out with a question I've wanted to ask you actually. I love PR. I love the whole idea, but I haven't done a whole lot of it. I've done enough of it to see how cool it can be. Why local media as opposed to the big national ones? Why is that better for most of us?

MIKE: There's a few things. One is it kind of comes back down to the big fish in a little pond theory. It's obviously easier to stand out in your local market than it is to penetrate and stand out in the bigger market – although of course if you're on bigger outlets, like let's say the national Fox News channel or Good Morning America or any big network, it gives you enormous credibility.

You're not going to take one over the other, but here's the deal. The local media has to be done and mastered. I've been a martial arts guy for a lifetime, and what's that all about? It's all about moving up the ranks. I just sent somebody an email today, a good mentor of ours, Paul Hartunian. Unless you have a pet rock or the Brooklyn Bridge, you're not going to get to the national outlets as fast as you want to do it, so you have to lay the groundwork locally.

You master that locally and you practice locally and it becomes so easy in a way. Then you look like, "Hey, this guy's a pro or this girl's a pro." That's what you can do with local media. Then when it's time for you to step up to the national stage, guess what. You're just going to be so ready. You're not going to be like *8 Mile* and Eminem – you've got one shot, one opportunity. You're going to be able to blow it up when you get that shot and get that opportunity, and you're going to end up creating it anyway.

There's a lot of reasons why local media is powerful, but that's just one. Does that make sense?

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BEN: It does make sense. Will the information you're going to give us apply to people who are not necessarily selling locally? Maybe they're on the internet and they're selling to people in other countries for all we know. Does this all apply?

MIKE: It does, because these things live on. You're going to get local media whether you're selling something that can be sold across state borders, across the seven seas if you want, and it's going to help you sell those for sure.

Here's the deal. We all have to live somewhere, so in a way we're all local, because we all live somewhere. Some people choose to be hermits or choose not to go out and network, and that's fine, that's a choice, but the truth is we still have to live somewhere. What better way to network or connect with people than to be seen on TV or heard on the radio, and you really don't have to do much to do that, except for know what to do to get it.

We just all have to live somewhere, so that's why media applies to anybody, because we're all local. Would you sell an email marketing course or your newsletter to your neighbor and subscribe him? If he was a good prospect you would, so [inaudible] locally too.

BEN: It's just as easy to sell something like that to someone who lives 2,000 miles away as it is to someone who lives 2 feet away. The order button's going to be the same. It's not more of an effort for them to click the link because they live farther away.

MIKE: Right, it's all the same. That's really what it comes down to. I have clients that are here locally in the state I live, and I have clients that are in different parts of the country and world. It applies everywhere.

BEN: Now let me ask you this question, if you don't mind. How much profit has local PR brought you? You don't have to give an exact number, but just as opposed to other ways of marketing you've done. Is it a big chunk of it? Is it better than traditional advertising or is it about the same? How does that fit in your world right now?

MIKE: I told this to Doberman Dan. I said, "Dan, you sit down and we all sit down and we do our sales letters and we do our marketing pieces," and I do a lot of direct mail too, so I sit down and craft my direct mail pieces and I do my ads for the magazines and my emails and my website and all that kind of stuff.

What you're doing for PR is not that much different than what you do when you sit down and do your marketing anyway. What you're going to do, though, is you have to take about 60% of what you do in your marketing and you have to kind of throw away the other 40%, and then you have to add the 40%, which is kind of the PR ingredients. Then you end up with kind of getting your same message out, but in a public relations, local celebrity media-type mentality.

That's #1. Basically you're going to do this anyway, and one way to measure your PR is you measure it in what it would cost you. If you get a five-minute segment on the local network affiliate, just do the math on how much that would actually cost if you'd actually buy five minutes of commercial time, or 30 minutes on the radio, or I have an hour radio show once a week. How much would that actually cost, or how much does it cost to get a full-page spread in a local business publication or a local parenting magazine, whatever your target market is. That's one way to measure that, and we've heard all the gurus talk about that.

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The other way to measure it is actually the real dollars in the bank, and I'll just give you a few examples off the top of my head. I kind of fall under the category that we all kind of gel together in our little mastermind group that we hang around in. We all have good strengths and expertise.

There's probably not one of us that's really that great at kind of the analytical tracking standpoint. Maybe I'm just assuming, but I know I'm not the greatest. I usually rely on my memory, which is pretty darn good. I did some math, and I've seen clients who are on average worth about \$13,000/year to my business, that I've been working with for the past three years, that came from an article spread that came out in a trade publication.

Then I've tracked where that particular client also referred me to another person that spends about \$13,000/year, so do the math on that, and they've both been going for awhile. And it's funny, but I just talked to that woman today and she introduced me to somebody else who's got something going on, and they want to maybe do something, so who knows what that door will open up.

And then there's a lot of odds and ends. There are people who have read articles in local publications that have come on board.

I'm not going to blow it up and say, "Oh, it's seven figures." I'm going to say it's easily into the six figures, and I've only been looking at PR aggressively for the last 14 months, and before that I got some exposure in my local trade publications going back a couple years.

That's when I gave you that example and that story, but it's easily over six figures, probably close to \$200,000. Like I said, that's only over the course of a couple years.

Is it like a guru number or a million dollars? No, it's not. I'm giving you real numbers here that I can think of off the top of my head.

BEN: Now how easy is it for someone who's just starting out in the business? They don't have a reputation or anything and they think, "Why would anybody want to interview me for TV or the newspaper or magazine?" Can they still do this, or do they have to have any pre-experience?

MIKE: Obviously if they're in business, they're in business. That's it right there. A lot of entrepreneurs don't understand this, and it took me awhile to understand this too.

The average working schmoe – even if you're working and building your business part-time – the average working corporate employee, even if they have a nice cushy executive job, they still respect people that have their own business, even if that person is just starting out in their own business and just struggling to get it going.

Everybody just has this enormous respect for people that have their own business, so your initial credo or your initial title of how do you get your foot in the door, a lot of people say, "Oh, you need a book," and books are great, they help, but you don't.

Just the fact that you're the owner of a particular business, owner of a particular company, or you do a certain thing, you're a professional at a certain thing – I mean if you're a chiropractor just starting off and you went to chiropractic school and you learned about the human body and how to whack and crack it so

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it feels better, that's your credibility and that's obviously what you're going to talk about in the media. Does that make sense?

BEN: It sure does. One question people will always ask, and I remember I used to think this question too until I learned about it and actually did it and realized the truth of the matter, does somebody have to be a good speaker or presenter to do PR?

MIKE: It's a double-edged sword, because if you're not somewhat polished – what you need to do is you need to rehearse. I just read one of Dan Kennedy's newsletters yesterday about the sales people who never practice what to say when they come to an objection, or they never practice their script. They've got to do this stuff.

You practice every day by sending emails out. We practice our marketing and we're professionals at that and we study it. What people have to realize too is that they do have to do some practice with this.

If they're writing articles or they're being interviewed on the radio or they're being written up – obviously, there's not a lot of practice that has to go into being interviewed by a newspaper. The reporter asks you questions and you answer them and you're done pretty much, so that probably doesn't apply.

But radio, television, local TV – we could talk about details if you want. You don't have to rehearse for hours a day, but you've got to be able to get your point across. This is really off the cuff that we're having this interview today, but to get your point across well, especially in a short period of time, it's a good idea to practice it.

When I get on TV, what I do is I'll work out the segment. I'll go through the segment and I'll just pretend I'm the reporter and I'll ask myself a question and then I'll answer it. I'll set my timer app on my Android phone for how long the segment's going to be, and I'll ask the questions and I'll answer it, I'll ask a question and I'll answer it, and maybe I'll do that once a day for a week. We're talking about five minutes a day leading up a TV interview.

Is that worth it, five minutes a day to be prepared for a TV interview so you get invited back, so you come across really well on television? Absolutely. That's what you want to do. You want to prepare. You don't have to be great, but preparation beats natural talent a lot.

BEN: It's been a few years since I've done those, but when I wrote my dog book I just started getting on the radio, and the first time was so nerve wracking. It was the stupidest thing. I don't think anybody was listening, it was such a small station.

You were talking about how much they charge and everything. I think these people only charged like \$8 for advertising. [laughing] It was just a conversation. I mean you have to know your subject matter, but you already do.

MIKE: Yeah, it's assumed that you know your subject matter, but even when we do – like I know my subject matter now, but I'm just like anybody else, I get nervous all the time and I think nerves are healthy. I'm nervous right now talking to you – not nervous like, “Oh man, it's Ben....”

BEN: I am an intimidating guy, it's true. [laughing]

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MIKE: No, seriously, nerves come across in a good way, like “Hey, there’s people that are going to read this, people are going to listen to this, and we want to live up to whatever hype we’re going to talk about as to why people should listen to this interview.”

That’s where the nerves come from, and then of course that it’s kind of off-the-cuff, but for the most part everybody is going to be a little nervous, if you want to use that word, doing anything.

Sometimes it’s just the fact that the camera goes on. I get nervous when my wife holds a Flip camera for me at times when I do a quick little YouTube video. It’s just natural.

You’ve seen me on television. Do I look like I’m the guy who gets nervous when my wife holds the Flip camera? I don’t, but I actually do.

Again, I’m just as quirky and inadequate as the next guy. You just have to rehearse. You have to practice. It’s worth it for radio, it’s worth it for television. Radio’s probably a little more forgiving, but again, especially for TV, you’ve got to rehearse a little bit. It involves taking five minutes out of your day for maybe a week.

I’m like the kid who listened to the teacher years ago, and that’s probably the only thing I got from the school was, “Hey, if you want to do good on the test, start studying Tuesday for the test that’s on Friday.”

That’s one of the best things I got from my traditional education, because I use it all the time. If you want to do good on Monday’s segment, start practicing Tuesday of the previous week.

BEN: One of the things I noticed when I was doing some PR, and I’ve noticed other people will say this too – and I don’t know if it’s the same with TV, but I’m going to assume it’s even more so with TV – is the hosts don’t want you to fail and flap around, so they actually assist you through the interview.

They’re not trying to get you to screw up. They want you to make them look good. Is that true?

MIKE: I’m sure Sarah Palin would argue this....

BEN: But I mean the average person.

MIKE: I know what you mean. The average guy, you’re on this show, you’re going to ask good questions. You’re going to ask questions to kind of put me on the spot, which are going to be good for your readers. You’re looking out for your readers and listeners, but you’re also not going to do things that are going to jeopardize the outcome of that.

That’s the same thing that’s going to happen with a normal TV reporter or radio show host or whatever, a newspaper reporter – they want you to come out good because they have content they’ve got to put out there, and they have readers. Again, unless you’re talking about the highest level with tabloids and people who have agendas in the media – which again, probably anyone who’s listening to this is not at that level; I’m not at that level, I know that, to have to worry about anyone trying to corner me – but imagine Tiger Woods going on the Pope’s TV. The Pope’s probably going to have some tough questions for Tiger.

Every outlet is not like that. A great example again is Charlie Gibson and Sarah Palin. People who are Sarah Palin fans are looking and saying, “Man, he really cornered her. He really tried to make her look

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bad. What was that all about?” And people who are Gibson fans are like, “Yeah, go get em!” For the most part you’re not going to be put under that kind of scrutiny.

BEN: You’ve done a lot of TV. All I’ve done is radio. That’s why I find this so fascinating. With radio it was like they wouldn’t even respond to your press release unless the reporter themselves was interested in that subject matter and really wanted to know more about it just for their own benefit.

MIKE: Right, they had to do a show that was targeted towards that subject matter. There’s a few different ways to narrow your targets too, in terms of general approaches where you could definitely fit into a generalized show, and those can be very powerful, or like you were saying, the show is totally based on that topic.

We’re talking about a topic that applies to entrepreneurs here, no matter what. We already cleared it out and said you don’t have to be local to benefit from this. You’re getting publicity, but you’re starting locally first and you’re going to increase your odds, and here’s how to do it. This applies to copywriters, this applies to chiropractors, this applies to massage therapists and personal trainers and web designers.

BEN: One question I have, from looking at the information you sent me, what I found really interesting – I can’t wait to put you on the spot and grill you about this and make you nervous – is you don’t seem to be a big fan of using press releases, right?

MIKE: Nope.

BEN: Okay, so what do you do instead?

MIKE: Maybe I just haven’t seen the light on press releases. I don’t know if you want to know why I don’t use press releases. What I do first is I’ll throw a pitch out there, and here’s the really cool thing about doing publicity.

Someone told me when I first started off, someone who kind of ran a media company but kind of didn’t know how to get media because they didn’t have their own track record, but I guess they were an expert or studied in college, who knows –

One thing she told me was true. I didn’t notice it at first, but she said, “Media begets media.” I’m thinking, “All right, I’m going to go do my first newspaper interview, and then I’m going to get calls from all the newspapers.” It didn’t happen that way. Here’s how it begets media. This is about your press release thing. I booked myself for a radio show – not anything crazy, a nice market on the west coast, kind of a personal development-type radio show, who knows how many people are listening, but I haven’t done a radio show in awhile so I want to do it. It’s a good fit into one of my books and I can talk about it and give a good interview, so we’re going to do it.

You hear people say, “Send those people a press release!” All I said was, I looked at their show, it took me two minutes to go to their website, I saw the recent few topics, saw the kind of show they do, and I sent them a title and a subject line. I think it was Tom and Rich who were the hosts. I said, “Tom and Rich, here’s a show topic idea for you,” blah blah blah. “By the way, my name’s Mike Dolpies. I’m the author of this book, and I’d love to help your audience,” yada yada yada. “By the way, here’s two clips of two recent television appearances so you can get to know me.”

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They contacted me back within 20 minutes and said, “Hey, can we book you for Friday?” You’d think, “Hey, you need to send those people a press release to get on their show,” and I was a radio show host with a weekly show in a weekly market. People sent me press releases, and that’s not how you book. I never booked anybody by those press releases.

First I booked my friends, then I booked my networking partners, and after they were all gone, then I booked people that had ideas for me. [laughing]

BEN: Would you have gotten that opportunity if you didn’t have those two TV interviews to send them, though?

MIKE: Maybe, maybe not, but here’s what I would have done. I wouldn’t have been so arrogant. [laughing] Those two TV interviews made me more arrogant about it, and I was able to use more of a take-away sell. “Eh, if you want it, great. If not, I don’t really care, man.” That was kind of my approach. I didn’t say it in my email, but that was the tone of my email.

Here’s how I got radio show interviews before I had TV interviews, and it was the radio interviews that helped me get more TV interviews. It’s like a professional cycle here. If I wasn’t able to throw those links, what I would do is I would just blow out my topic a little more and make it more compelling. That’s called a pitch, and this again goes to what you said, instead of press releases.

I’d do the same thing. “Tom and Rich, here’s a good show segment idea.” You’re in business and you need to – especially if they’re reading your stuff, they understand the power of words applied to this. This goes back to my 60/40 thing. You’re already doing 60% of this. You need to tweak it to the other 40%. If you’re studying marketing, you’re studying copywriting, you’re studying email marketing, and you’re in tune with the Ben Settle doctrine, you already know the power of words.

BEN: God help you! But go ahead. [laughing]

MIKE: Basically what I’d do is I’d take the same thing, and I wouldn’t start out with, “My name’s Mike and I’m the author of the book...” – I would make my pitch lead into, “This would be a great segment. Here’s what we would cover,” and I’d hit some bullet points of what we would cover.

Then I would say, “My name is Mike. I’m the author of this book,” with a short little bio and a link to my book. Done. That works when you don’t have anything behind you. Now you have to say, “How can I get my foot in the door by giving them such a compelling pitch” – it’s a pitch, not a press release.

Subject line first: Tom and Rich, here’s a great show idea.

You blow out the idea, or maybe you say the problem, like procrastination, blah blah blah. It kills a lot of dreams and it keeps people fat, or whatever your subject line is, if you’re using procrastination. Then you hit the bullet points, “Here’s what I would cover. Let’s book this asap, because Procrastination Week is coming up,” or whatever. This is not exactly how it unfolded yesterday, but I’m just giving an example when you don’t have anything behind you. You have to now think of pitches of how your topic ties in.

Like you’re big on email marketing. Where does that tie in right now? It ties in because like in *The Wall Street Journal* last week, “Will Facebook Email Kill Email Marketing?”

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BEN: Yeah, that's a boon for people like me right now to talk about that.

MIKE: Yeah, because that was in *The Wall Street Journal*.

BEN: You know what, I wrote that subject line almost a year ago actually, that exact subject line.
[laughing]

MIKE: [inaudible] either know or you don't know. *The Wall Street Journal* yesterday was about how Facebook is actually going to be offering an @Facebook.com email address. That's what's different now.

Facebook messages, yes, I hear what you're saying there. They've been around since Facebook started, but now Facebook is offering a new service, which gives you an @Facebook.com email address, so it's going to be BenSettle@Facebook.com. Don't email him there, he doesn't have the account, but BenSettle@Facebook.com. That's going to be an email account that stores all your social media, all your Facebook messages and whatever else you've got going on, all the things from your ex-girlfriend, and all your other emails. Then it actually has a spot for newsletters and stuff that's not a priority. As an email marketing expert, there's a lot of companies right now that are really ramping up their email. If you study big retailers, the smart ones – Walgreen's, Best Buy – they have great email marketing. To your standards they don't have great email marketing, but to big company standards they're aggressive with their email marketing.

So for someone like *The Wall Street Journal* or say Fox Business News type thing, you might have something there. "Email expert speaks – Will Facebook email destroy email marketing and hurt our economy more?"

I'm just throwing things out there, but you see where I'm going with this?

BEN: Yeah, I do. That's very interesting.

MIKE: This is how I think.

BEN: Now I'm going to ask you this. Do you recommend people email their pitches and not call or mail, but email first?

MIKE: What a funny irony. Yes, you email your pitches, absolutely. It's still a major form of communication. If you find out the producer or the person with the show or the editor has an @Facebook email address, fire away to that @Facebook email address. Send them a Facebook message if you want.

BEN: I shouldn't say this, because we'll say email and a few over-zealous whippersnappers will go, "I'm going to get a big list, import it, and mass mail."

MIKE: No, no broadcast email here. Everything is personal if you want it to work. So Tom and Rich got one email. Call me old-fashioned if you want. Call me someone who's not leveraging my time right, because I have a broadcast email system, but I only email Tom and Rich.

Man, what a sin I just committed because I didn't email 1,000 Tom and Rich's. No! That's the only show that it ties into.

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If I emailed you, Ben, you have The Ben Settle Show. If I emailed you with the topic I emailed Tom and Rich, you're going to go like, "Dude, that doesn't fit for what my people want. What's the matter with you? Are you sick today? Is there something wrong? Can I help you in any way?" That's how you're going to think. Again, it's all customized to the outlet. That's the thing you've got to remember, and that's where the pitches come in. Steve Jobs can send a press release out about the new iPad. Big companies can do that. Wendy's can say, "Hey, we're changing the recipe of our French fries," and unfortunately for us as the general public, we're going to have to watch that if we're watching the news. "Great. Wendy's changing the recipe."

They can send out press releases to these massive lists that they have, because they're big companies. As a small-time operator, you can't do that because nobody cares if your local burger joint is changing their fries recipe. They don't give a rat's behind, but Wendy's can do that.

It sucks, but it's true. It happens. Big companies can send press releases. Big CEOs can send press releases. Bill Clinton's PR people can send a press release out that says, "Bill Clinton is now going on a vegan diet," – by the way, it was news about three months ago, just so you know that – but we can't. The vast majority of people can't do that. Does that make sense?

BEN: I just find this very fascinating, because I kind of came of age in PR doing the Hartunian system, and yours is vastly different. It's interesting because I don't see either one as necessarily being better than the other, but this is a great other way to do it if you don't want to screw around with faxing out press releases.

MIKE: Yeah, I don't know, I won't say because I haven't done it. Here's what happened. I looked at that same approach and maybe I got stuck on the technology. I couldn't find a good broadcast fax.

Then I also knew that the more personal I could make this, the better. It's Tom and Rich. That's what I knew, and a lot of my mentors as well also mentioned that. Target one at a time, and then let them call you. That's the approach on this, by the way. Target one at a time as you go, and then as you build up this huge bank, then you let your media start to work for you. Here's an example. I got Entrepreneur magazine only because my local state business publication puts out articles in print that I give them, and they maybe do one or two a month, because it only comes out twice a month in publication. They do maybe 24-26 issues a year. I don't know what their exact publication schedule is.

That's how I got Entrepreneur.com. You've already built a relationship with the local people, and now all the sudden Entrepreneur picked that up, so I didn't have to go pitch Entrepreneur. Does that make sense?

BEN: Yeah. What I find very interesting about this is if somebody really wanted to go balls out with PR, honestly, if I had more time I think I would actually do this, if I had more of a mass market I was selling to than who I sell to –

MIKE: Ben, you just gave me the email pitch.

BEN: You could do both. There's this one guy, he sells special effects cookbooks. He gets on the Food Network all the time, and he does the Hartunian thing. He doesn't fax, he just snail mails. He'll send out like ten a day, and you can do that. At the same time you can do the targeting that you're talking about. You can do the shotgun approach to everybody, and then do your targeting thing with email, and you could really clean up.

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MIKE: I can't knock the shotgun approach because it's not something that I've embraced and I've actually said, "Okay, this doesn't work," but I'll tell you what, here's what doesn't work. Press releases to the targeting approach doesn't work. It's a weird irony, isn't it?

If you actually do a press release and you target it personally, that hurts your chances. It doesn't kill them, but it hurts them.

BEN: It's kind of a waste of time.

MIKE: It's a weird thing. You do the whole press release – For Immediate Release – Contact yada yada yada, your headline and all this kind of stuff – I know how to write press releases and I've written some that I've picked up for clients too, but then on a targeted or personal approach, that actually doesn't work.

When it comes to local media, maybe like for you, you would fit really good into your state business publications. You would fit good into that. Some of your stuff I've read kind of has a personal development flair in a way. I've read some of your emails, which could easily be turned into articles, so you have some stuff that does have some broad appeal. You could probably do an article for a local newspaper if you really worked at it and if you wanted to do it. You could do one for a local business publication. You'd fit in there perfectly.

And I think if you had your radar or your antenna up, now all the sudden you see that Facebook email made *The Wall Street Journal* and *USA Today*, and now your head starts to spin like, "How am I going to tie into this as an email marketing expert?" and there you go. Now you're hitting your email marketing topic to a huge audience.

There's a percentage of people who read *The Wall Street Journal* and *USA Today* that are interested in email marketing for sure. If they hear from an email marketing expert who's got something to say – and you know Fox News is owned by the same company *The Wall Street Journal* is, so there's an interview on Fox News. I'm just painting this picture for you. I'm not saying it's guaranteed, but it's just an example of how you work it. This is your subject, so you have your local stuff that you're doing that's evergreen. It doesn't rely on, "Hey, Facebook came out with their new email service." That's something you would pounce on right away.

I usually jump on stupid goofy weeks, like the last TV segment I did was "How to beat a path to your door week." I do internet marketing, so I said one of the best ways to get people to beat a path to your door is to have a good internet marketing strategy. That was my whole segment. The pitch was a lot better than that, but pretty much that was it, to sum it up. Does that make sense?

BEN: Yeah. This kind of goes along with another question I was going to ask you. Somebody who's reading this or listening to this, whatever they're selling, they just need to keep aware of what the mass media is talking about. If they can tie something in, that's a perfect opportunity for them to do what you're teaching here.

MIKE: Yeah, and two examples. I have a lot of martial arts guys, and bullying is something that's on the national radar screen, so I've had a few of them that it's a slam dunk for them to get local segments or get articles or get the newspaper to come out and cover their anti-bully seminar.

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The other side is you look at your evergreen. If you write an article for a publication, I've got a couple clients on my roster right now that came because of articles in the rinky-dinkiest papers, and then I have other ones that came from trade journals, a couple other ones that came from like state business publications, so writing articles is one way to get publicity. We can talk about that if you want for a few minutes.

The other side of it is you have your kind of evergreen publicity strategy. For me, the next thing on my radar screen is New Year's resolutions. We're recording this the week of Thanksgiving, but the next thing on my radar screen is New Year's resolutions. I know that I'll be contacting producers and saying, "Here's a segment idea for New Year's resolutions." Obviously it's going to be a lot better than, and sound better than that. It's going to be a sound bite if you think about it, and hopefully they'll say, "Great. Let's book you for December 27." So you have your evergreen strategy that doesn't tie into anything, and then, like you were saying, you jump on other things. With you, we used the Facebook email example because you're an email marketing expert, and that would tie into business-type publications like *The Wall Street Journal*, *USA Today*, or Fox Business Channel or CNBC might cover that.

BEN: Let me ask you this, and you only have five minutes to answer, so I'm putting you on the super hot seat. You talked about writing articles and doing your own radio show. Somebody could take maybe articles they've already written for the internet and they could turn that into an article – they've already done most of the work – and they could submit it. How does that work? How do they get into these publications?

MIKE: Sometimes, some of us that put articles out there on the internet, it's kind of like the tree falling in the forest, to a point. So a lot of times you probably aren't going to worry too much about it. There are some magazines that are really sticklers about they want first priority for it, so you've got to check on that. It's not just about recycling your stuff, so you've got to be careful. You may want to tweak at first, and you may want to do some independent research whether they want first priority. Just call them as Joe Schmoe and ask the question. Say, "For freelance articles, is it really important that this is the first place it appears?"

Most times, if you get someone on the phone they'll answer the question, or use a different email address or something like that. If they don't get back to you, great. Just draw the conclusion it's better if they get it first. A state magazine or a local state business publication or newspaper, or even a big outlet – which obviously this doesn't apply to Entrepreneur, because it appeared in print before it appeared on their website – but for most of them, assume that they want first dibs on it.

You could basically take articles and you can do two things. How I got my first article to appear in a local business publication, and then after that on a regular basis, it was funny. I interviewed the editor on my radio show first, so that was my in. I said, "Hey Bob, you want to come on my radio show and talk about your newspaper?" and we did a segment that highlighted his newspaper. He was happy about that. He was getting a little media exposure. Then maybe about a month later I had this article that I wrote, and I was going to either put it on my blog or throw it out there somewhere, so I said, "Let me ask Bob."

I sent Bob an email that said, "Bob, here's a good article idea for you," and I put the nice catchy title in there. "This would be great for this time of year because the New Year is coming and we need to get business owners moving," or something like that. I forget what I put. He said, "Sure, send it over. Make sure it's between 600-750 words." So I went and looked at it, it's between 600-750 words, and I said,

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“Oh, by the way, this hasn’t appeared anywhere else. Let me know if you like it.” He said, “Great, I like it. We’re going to run it January 10.” Done.

That’s how you do it. You look at what they publish and then you offer them something. Four or five years ago I got my first article to appear in a martial arts industry trade magazine. I read the magazine religiously every month for like six years, and then I realized I was really good at selling martial arts. That’s what I loved to do – enroll students, talk to their parents, enroll them as adults or whatever, and get them started in the school. That’s what I enjoyed. I noticed, “You know, there’s no darn column in this magazine about enrolling people.” Duh. It’s only like one of the lifebloods of our business. So I emailed the editor and I emailed the president of the trade association and said, “Hey, you guys need an article on selling. Here’s a few ideas,” and they were like, “All right, you’re on, cowboy.”

So I started writing an article for them every month until the magazine changed hands. The new owners didn’t like me, so they canned my column. Anyway, not to get off on a tangent, but does that answer your question?

BEN: Yeah. I think this is very interesting. To wind this down, you’ve created a special course on how to get local publicity. What’s in that, and what’s that all about?

MIKE: It’s *7 Day Local Celebrity*. It’s got four hours of audio and then the transcript. Everything else that you have on your mind right now, it answers all those questions.

It basically takes someone from total newbie, and it digs deeper into what you said. You kind of said, “Wait a minute, if you’re not on TV, then what do you do? How do you get your own radio show?” and it covers all that – all the way from how to get your own radio show, your own real TV show if you want to do it locally, how to wheel and deal and make that happen, and then like I said how to get on your local network affiliates, how to draft a pitch – really, all the in’s and out’s and all the details of crafting a pitch.

There’s a couple pitch examples you can send to local editors or radio producers, and just a lot of strategy. Doberman Dan is the one who did the interviews, and he pulled all the information out of me. It took us almost four hours.

You just absorb the material and you’re kind of like downloading everything that we talked about here, but even more so, because you’re getting the whole thing. You can literally be up and running in seven days – have your first pitches crafted, have your targets, who you’re going to go after, and literally start getting publicity very quickly. That’s really what the program covers.

BEN: Great. So if you’re listening to this or reading this, however you’re consuming this information, if you go to www.EmailPlayers.com/pr, in the coupon code on the order form type in the word *ben* in lower case. You’ll get a 30% discount that I’ve arranged with Mike for your benefit off this course.

Mike, I can’t tell you how cool this conversation has been. I’ve been wanting to ask you about this forever, and I’m glad that you agreed to do this. Thank you.