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Bask in the Media Spotlight... Having Spent Next to Nothing! **Online PR Produces Unparalleled Public Impact for You or Your Business**

Dear Marketer/Entrepreneur,

I have to smile when I hear about people promoting their new or established business with six-figure budgets. Let them keep their brochure printers and payroll staff busy while smart marketers generate leads and build a world-wide reputation expending little more than their creative effort!

PR has always been the guerrilla marketer's favorite tactic, and recent developments on the Internet offer shrewd online promoters greater reach than ever. Yet at the same time, the Internet harbors deadly traps for publicity seekers who don't understand the global network's new rules. You can get your message out to millions for less than the cost of a hundred stamps while also ruining your company's good name, if you don't know what goes and doesn't go online.

A Superb Value... Got 20+ Ideas on First Reading

"Marcia Yudkin excites you with dozens of publicity ideas, based on her experience. Then, she takes you, step by step, through the practical skills of press release writing and dealing with the media. There's **loads of useful advice** on giving busy reporters and editors what they need, so you can get what you want - coverage. Web-based publicity opportunities are described, and Marcia caps it off with a comprehensive section of online resources. I've just read it for the first time and **already have a list of more than 20 ideas** or tips that I plan to put into action." - Douglas Wilson, author of *Web Marketing in the Real World*

Like all the testimonials on this site, the customer comments on this page were provided without compensation, incentives or rewards.

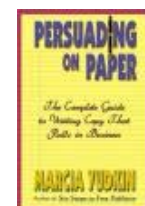
Learn ingenious online publicity tactics that work!

Creativity holds the key to getting stupendous results online. You need clever angles and snappy wording to get attention from overworked, seen-it-all media people. But that doesn't mean you have to make up strategies out of nothing.

My special report, **Powerful, Painless Online Publicity**, gives you dozens of ideas for earning media mentions in today's wired world, helps you understand how reporters, editors and producers use the Internet to collect leads for news and features, and describes how to use words to maximize your appeal to media folks and minimize "Oh no!" responses that make them hit "delete."

Quick Quiz on Online Publicity: True or False?

1. Cash prizes get more people to enter online contests than trips,



scholarships or a new wardrobe. T or F?

2. To get media coverage, you must have a product or service more unusual than an everyday toothbrush or wallet. T or F?
3. Temporary technical glitches won't ruin your chances of winning prestigious Web awards. T or F?
4. Publicity stunts no longer work with today's jaded journalists. T or F?
5. Half a year after you've introduced a new product, you should stop trying to get any more publicity for it. T or F?
6. The only way to find thousands of editorial calendars is to subscribe to an expensive database providing them. T or F?
7. You get the best results from online coverage by requesting a link to your home page. T or F?
8. Providing a phone number and email address at your Web site for media inquiries is dumb, because it just gets cranks and spammers contacting you. T or F?

[View the answers.](#)

Publicizing online is challenging and exhilarating.

In truth, the way I do it (a way that gets great results!), online PR is more fun than direct mail, more powerful than public speaking, much easier than writing a book, and far more challenging than solving crossword puzzles. After all, there are always an infinite number of viable publicity strategies.

If you're looking for a no-fail formula, stop reading right now, because inspirations account for the best PR. The countless idea generators and examples in **Powerful, Painless Online Publicity** get your mental sparks flying, and its tips and techniques explain how to channel those brainstorming productively.

Most of the content is provocative, useful, innovative material that you can't find in published guides on Internet PR. [Order it now for \\$69.95 \\$39.95.](#)

Be Patient - Online PR Really Does Work as Marcia Says!

"I bought *Powerful, Painless, Online Publicity* and read it cover to cover (several times over) along with Marcia's *132 Ways to Make You or Your Business Newsworthy*. Then, I went to work writing a press release about my business. And re-writing it. A reporter from *Entrepreneur Magazine* called. We did about a ten minute interview. The article hit the newsstands and mailboxes this week and hallelujah, the e-mail is rolling in! Messages like, "I finally found you ...", "Just what we've been looking for..." and "Please rush samples...", etc., etc.

"I'm now a true believer - Marcia's information, suggestions and guidelines are right on the mark. I go back to this book regularly because I get fresh insights each time through." - Maury O'Connell, editor and publisher, Newsletters-To-Go

Here's a sampling of what you learn in this 150-page report:

- Why humorous, David-against-Goliath events are irresistible to the media

- Ways to put a newsworthy spin on something common and boring, like a toothbrush or a wallet
- Why entering award competitions is worth your time, and what gives you an edge over most other entrants
- How to use contests, quizzes and giveaways as lead generators without huge ad spends
- Low-cost methods of producing research that the media eat up, and pitfalls to avoid in presenting polls and studies
- What to do so that your new product enjoys nine lives - far beyond the usual launch fanfare
- Exactly how to format your release for online usage, and why

Easy for Anyone to Absorb and Powerfully Apply

"The reason most business people aren't successful at PR on the Net is because they fear it's difficult and complicated. In **Powerful, Painless Online Publicity**, Marcia Yudkin breaks down the publicity monster so that anyone can understand and implement a potent PR campaign. I especially enjoyed the sections on tantalizing headlines and niche publicity. Highly recommended!" - Bob Baker, author of *Branding Yourself Online* and the *Guerrilla Music Marketing Handbook*

- Do's and don'ts for crafting news release headlines
- Recommended options for posting press releases at your Web site
- How picking up the phone for a brief, carefully strategic call can earn you local or national publicity
- Tips for keeping reporters on your side when they've responded to your publicity
- Online tactics that get you directly in front of your target market that cost as little as PR, or less
- Reminders to keep your distance from unsupported facts, non-universal metaphors and most jargon
- Ways to earn publicity for the same old product or service again and again and again

Timely, Readable and Valuable for Beginners and Pros Alike

"Marcia has done it again. Her well-organized report delivers up-to-the-second online publicity techniques, and backs them up with real-life success stories. She successfully de-mystifies the publicity process in an entertaining, easy-to-read style. It's great for the beginner, or a seasoned pro looking to sharpen their online PR skills. I give **Powerful, Painless Online PR** my highest recommendation!" - Bill Stoller, Publisher, Bill Stoller's Free Publicity

Four built-in bonuses deepen your mastery of online PR!

You get much more than the above how-to information in **Powerful, Painless Online Publicity**. You also benefit from six pages of links to resources on the Web that help you execute your publicity moves. And you get three before-and-after press release makeovers, each with commentary about why the original version needed revision: one for a business-to-business company, one for a consumer product release, and one that demonstrates how to write so that your news shows up more often in search engines.

Powerful, Painless Online Publicity sparks new approaches and offers direction whether you are a veteran of pre-Internet PR, you already know the Web backwards and forwards, or are confronting the challenge of getting publicity for yourself or your organization for the first time. This report, which costs \$69.95, couldn't be a more comprehensive, useful guide to getting media coverage through online tactics!

Quiz Answers: All of the [numbered statements above](#) are false. The special report **Powerful, Painless Online Publicity** explains how and why.

As with all my downloadable products, you're protected with a money-back guarantee. If **Powerful, Painless Online Publicity** doesn't inspire at least three new publicity ideas and tell you how to execute them, you should ask for a refund. Since your purchase is risk-free, [order your copy](#) for just ~~\$69.95~~ \$39.95 today!

Bonus Option:

Add 99 Successful Press Releases to Your PR Toolbox!

Want to tilt the odds even more in your favor? Then upgrade your order so that it includes **The Publicity Idea Book**, a collection of 99 press releases that each resulted in media coverage. They cover nearly two dozen situations for which you might crave publicity, from an activist cause or an award to a new product or service to trends and a TV tie-in. Forty-nine topics or industries are represented, from animals, collectibles and fashion to film, music, medicine, retail shops and travel.

Additionally, you get my comments on each release, so you know whether to regard it as a model to follow or to avoid its flaws while getting inspired by its on-target general publicity strategy.

"The Publicity Idea Book is the ultimate swipe file for winning press release ideas." - Denise O'Berry, President, The Small Business Edge Corp.

The Publicity Idea Book is almost 200 pages long and sells for \$49.95 on its own, but in combination with **Powerful, Painless Online Publicity**, you can add it to your order for only \$30 more. In other words, you can [order both of these valuable publicity resources](#) for ~~\$99.95~~ \$69.95.

Enjoy!

Marcia Yudkin

P.S. Here again are your ordering options...

Powerful, Painless Online Publicity alone for ~~\$69.95~~ \$39.95: [order now](#)

Powerful, Painless Online Publicity PLUS The Publicity Idea Book for ~~\$99.95~~ \$69.95: [order now](#)

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