

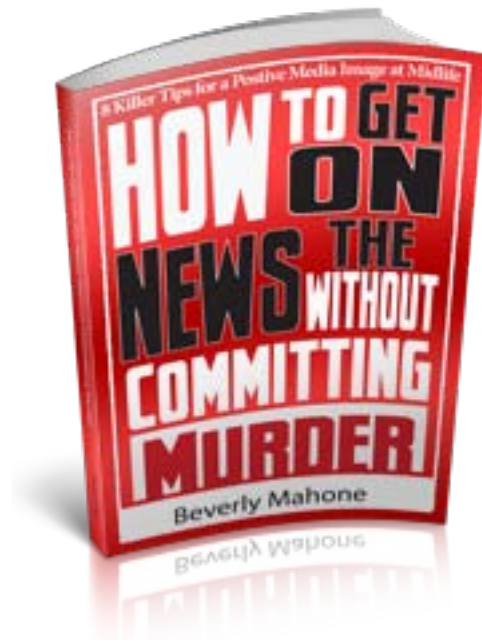
8 Killer Tips for a Postive Media Image at Midlife

**HOW TO GET
ON
THE
NEWS WITHOUT
COMMITTING
MURDER**

Beverly Mahone

How to Get on the News Without Committing Murder:

8 Killer Tips for a Positive Media Image at Midlife



Beverly Mahone

Benoham Publishing

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How to Get on the News Without Committing Murder

8 Killer Tips for a Positive Media Image

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Introduction

BREAKING NEWS... This Just In:

*“Police are on the lookout for (**Insert your name here**), a middle-aged Corporate America employee wanted for questioning in connection with the murder of a younger colleague. The victim’s body was found in the employee conference room, where it was initially believed he was taking a nap.*

*Meanwhile, police say they’ve received statements from sources close to the victim indicating (**insert your last name only**) was jealous of the fact that the victim was becoming a mega star in the Company they worked for, even though he was 15 years younger. If you see **THIS PERSON (your picture now posted on the television screen)**, use extreme caution for he/she may be armed and dangerous. You are asked to notify police immediately!”*

During my years as a radio and television news reporter, producer and assignment editor, the unwritten rule during editorial meetings was, “if it bleeds it leads,” and the more gruesome the better. Surely, you would never consider going to such extremes in an effort to get media exposure but you can certainly have your time to shine in the media spotlight.

As a veteran journalist with more than 30 years of experience, I invite you to use this book as a guide to help you promote who you are and what you do--so the media will take an interest *and* want to feature you on the news, a talk show or in a newspaper article.

I’m providing eight killer steps to help you in presenting a positive media image. What you choose to do with them is on you but the fact that you are reading this book says you are moving in the right direction.

“Publicity can be terrible. But only if you don't have any.”

Actress Jane Russell

Killer Tip Number 2: Create a Buzz!

Silence may be golden to the parents of a rambunctious child, but according to actor Samuel L. Jackson, “If you have an opportunity to use your voice you should use it.” Here’s the deal: No one’s ever going to know anything about you unless you tell them. As a small business owner or “boomerpreneur,” you can’t sit back and rest on the laurels of your Employee of the Year award from 1985. The media doesn’t care about your resume. You have to learn how to transfer your work history from corporate America by taking the best of your resume and turning it into your expertise. Once you’ve done that, you have to get up, make some noise, and create a “media buzz.” You have to market yourself in such a way that draws media attention to you and provides visibility.

Getting media exposure is a competitive process. You have to keep in mind there are literally thousands of other people who are doing the same thing or something similar to what you’re doing and, just like you, they think they’re the absolute best at it.

On top of that they may be younger, more tech savvy and better looking---but what can set you apart from them is your ability to get your name out there to make journalists take notice.

Communication is the key to effective marketing and one of the best ways to communicate via social media is through blogging. Blogging is a great way for baby boomers to demonstrate their expertise, exchange ideas and generate some free publicity.

The one advantage we, as baby boomers, have over the younger generations is the ability to communicate face-to-face. We grew up in an era when we talked to each other instead of through a computer or text messaging. So take your effective communication skills and start tooting your own horn.

Okay, I can hear you now:

“I feel uncomfortable talking about myself.”

“I don’t want to come across as sounding obnoxious.”

“It’s hard for me to talk about myself because I’m not sure what to say.”

“I am not a self absorbed person so I don’t feel the need to promote myself.”

“I think of tooting my own horn as bragging.”

Now let me say here that there is a difference between letting others know about your accomplishments and simply bragging about how good you are. For example, which press release headline would turn you off?

Barbara Jones Credits Her Skills as Reason for Winning Best Virtual Assistant Award in North Carolina

OR....

Barbara Jones Awarded Highest Virtual Assistant Honor for North Carolina

Get the point?

Here are my tips on how to make some noise with the press:

Start a blog. Blogs have become another resource for journalists in their quest to look for interesting news stories and people to interview. If you have a particular subject you are passionate about write about it and keep writing. You can also use your blog as a platform to discuss a variety of issues but make sure it sticks to similar theme. For example, if you’re writing about beauty and aging, you could cover a wide variety of sub-topics that not only deals with the physical aspects—but also covers the emotional side of it.

Be consistent. You don't have to write every day, but try to write a minimum of two times a week.

Make sure you post your blog(s) in places where they can be found. Pingomatic, Technorati, Digg, Google and Newsvine (see resource page) are just a few of the sites journalists check.

Perhaps you've won an award. That's always worth a mention, especially if you can tie it into some other relevant news. For example: Let's say you've been named Outstanding Insurance Salesperson of the Month. You can take the opportunity to create a news angle by offering tips on how people can save money when purchasing insurance or what type of insurance scams the elderly should avoid.

Another way to create a buzz about yourself is by leading people to the positive things that are being written about you. This could be in the form of a blog post, quote in an article or a testimonial about the great work you do.

I was featured in a *New York Times* article a few years back because a reporter saw some of my articles on a site called Authors Den (see resource page). Once the article was published, complete with a nice-sized color photo of me on the front page, I sent the link to everyone I knew and even strangers who just happened to be on my email mailing list because I wanted them to see what had been written about me. The fact that the *Times* had written about me boosted my credibility---not only as an author, but also as a baby boomer expert; it also got me additional media interviews and increased my book sales.

You can also get a lot of mileage out of promoting others. Actually, one of the best ways to promote yourself is by promoting someone else.

What does that mean? Perhaps you see someone on Twitter, Facebook, LinkedIn, MySpace, etc who you think is very good in what they do. You can use your blog to write about them or if you have a radio show you can invite them to come on as a guest and then promote the fact that you are interviewing them. You could also write an article using their expert opinion or advice about the subject matter you're writing about.

By promoting others, you not only create attention to the other person but you are also drawing attention to yourself. It's a win-win situation because you are guaranteed to have the person you're talking about talking about you in return. As a result you can develop an entirely new following and those new followers will begin to learn

more about you and what you do. If you promote others well, a follower could turn into a new client or customer.



Now let's work on building those media relationships.

*****There are 7 more killer tips to enjoy in my new book as well as a couple of bonus tips.**

Why not pre-order your copy today and save?!?***

E-mail this information to: beverly@talk2bev.com or visit <http://beverlymahone.com/get-on-the-news/>
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