



Free Ways To Get Noticed

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1. The Basics

- Make sure you have business cards, fliers, brochures and any other hard-copy materials you need to promote your business. Make them eye-catching. Hire a graphic designer if you don't know how to design an elegant yet eye-catching package of materials. Carry your business cards with you everywhere. Though these materials aren't free to obtain, you can post your fliers and cards on bulletin boards for free publicity.

2. Community Calendars

- Submit your events to the local newspapers, weeklies, and magazines that have community calendars. In most mid- to large-sized metros, there are a plethora of local publications to choose from. Everything from parenting to seniors to sports to spirituality and religion. Choose the ones that cater to your audience and submit your event!

3. Photo Spreads

- Many local newspapers and magazines have pages dedicated to photos of events from the past week, month or quarter. Take a few action snapshots at your event and submit them to the photo editor with a caption that mentions your business name. (For example:

4. Take Advantage of Current Events

- Keep an eye on national and local news to see if you can tie your product or service into it. For example, if you provide athletic coaching, then write an article about how athletes can improve their game and make the headline “How _____ Could Have Saved The Game”. When a celebrity player flubs, insert their name and send out the article immediately!

5. Tie Into Current Events

- Watch for ways to tie your product to what's going on. A knitting store could host a free class to make donkey and elephant toys in honor of the election season. A pottery studio could offer a special on plates for Thanksgiving. Make it fun and a little outrageous to ride on the coattails of a current event!

6. Do Some Charity

- Offer some products or services for free to volunteers or the underprivileged. Offer haircuts at a battered women's shelter, children's books to urban libraries (donated at a fun storytime session), or chair massages to volunteers.