



Public Relations Concept, Copy and Counsel  
408.730.8506, fax 408.730.8516, cell 408.219.0101 [www.c3pr.com](http://www.c3pr.com)

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## **Five Easy Ways to Get Your Name in the News NOW!**

**By Mar Junge, Principal, c3PR**

**If people don't know about your new product or service, they'll buy from your competition.** That may be obvious, yet many young companies on tight budgets send public relations and advertising to the back of the funding line.

**By the time you're finally ready to go to market, your competitors may have leap-frogged into the minds of your customers.** Playing catch-up isn't easy. It takes several months to build new editorial relationships and get articles placed. So how can you get market recognition? A consistent PR program works wonders.

**Public relations doesn't have to be expensive.** There are specialized PR agencies such as C3PR that are willing to work within your budget. If you're pressed for time and don't particularly like to write or pitch, hiring a PR firm is a good investment. Otherwise, if you want to do your own PR, start with the five suggestions below.

1. Announce a new product, service or company update. Be sure to turn features into benefits your customers can't resist. You don't even have to send the news release it to the media. Simply post it on your website's NEWS page.
2. Position your company as an authority by speaking at industry events or contributing technical articles to the trade press.
3. Publicize your company's viewpoint and increase name recognition by writing letters to the editors of your target publications. Post a copy of the published letter or link to the publication on your website.
4. Help your customers get to know your company by sending targeted emails and newsletters. Be sure to include valuable information your customers can't get anywhere else.
5. Tie in to news-worthy events. For example, encourage employees to volunteer at community fundraisers. Make a significant donation to a worthy cause. Adopt an elementary school. Organize a clean-up day for neglected but visible public areas. Then write up the results in story form to post on your website, email to your customers, or send to the media.