How to Use Guerrilla Publicity to Increase Visibility, Leads and Profits with Jill Lublin

with Jill Lublin · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Publicity strategist Jill Lublin learned publicity as director of promotion and publicity for four independent record labels, then started her own agency for small business owners.

- [ ] Write down your message: who you are and why the media's audience should care.
- [ ] Reframe every pitch around the value and benefit it gives readers, listeners or viewers.
- [ ] List what your ideal clients read, watch and listen to, and pitch those outlets first.
- [ ] Start with podcasts if you want a simpler, faster first win.
- [ ] Before writing a book, ask whether it is the best way to get attention and revenue for your business.
- [ ] Block 30 minutes every week for visibility-building activities and keep it up.
- [ ] Publicize your publicity: share every mention and add media logos to your site.
- [ ] Track the results of your publicity, such as new business and web visits.
- [ ] Get financially literate about your business.
- [ ] Grab Jill's free Publicity Action Guide at jilllublin.com/guide.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/publicity-for-small-business-jill-lublin/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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