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ACTSmart, American Computer Technologies Presents:

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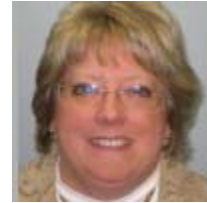
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Dear Pam,

We're taking our own advice from last week's newsletter and taking "Time Out" on Friday, August 28th and we are closing the office for the day. Our whole team will be meeting to re-view, re-energize and re-invent our business. Our plan is to make ACTSmart, Inc one of the most dynamic and exceptional businesses on the South Shore and that employees and clients alike will be thrilled to work with us.



Is this a tall order? Absolutely! We know that there are many companies out there doing what we do - providing technology solutions for small to medium businesses. We will be making a giant leap and shaking things up. It's scary and it is the unknown - our team who will be helping us make these big decisions to CHANGE.

You'll get the first, sneak peak at our "Phoenix Rising" in next Monday's newsletter. Then, we'll use the advice given by today's contributor Steve Dubin and publicize the changes to everyone else.

When we opened our offices in Marshfield, Steve Dubin did our PR and we had our names in the paper so many times that you'd think we were being chased by the paparazzi.

How can your business thrive if no one knows you are there? It can't!

Public Relations is a "soft sell" of your goods and services and works better than "hard sell" every day of the week! You can do it yourself or hire a firm like [PR Works](#) who knows better than anyone how to get the most bang for a few bucks.

It only takes a minute to find a new marketing idea ~ Let's Get Business

This May *Not* Be a Silver Bullet but There are Some PR Nuts and Bolts



NEWS RELEASES - TIME RELEASED EXPOSURE

Your local daily newspaper may print the article this week. Your community weekly may run it next week. The regional business journal may not have space for it until next month. Yet, the

cumulative effect is 'time released' visibility. You begin to surround your various audiences with positive messages.

Your name seems to be everywhere. Soon when someone thinks of your service, they think of you.

JUST THE FACTS, MA'AM

Please keep in mind the basics. Editors simply want the 5Ws:

1. Who
2. What
3. Where
4. Why
5. When

Avoid flowery language and puffery.

PHOTOS FOCUS ATTENTION

A picture tells a thousand words, therefore you should provide a photo (in focus and black and white) to illustrate your news release when possible. Although you can attempt to convince the editor to assign a photographer to your event, you will likely receive the response of 'we will get to it if we can'. Often times a more pressing news event takes precedence. Provide your own photos, but hire a professional or provide materials that are similar to what a professional would produce.

PITCHING THE PRESS

Follow up is essential. Telephoning an editor can be a streamlined method of developing rapport, but remember several key elements: Be familiar with their publication.

Don't call "on deadline". Typically for daily papers deadline is prior to noon. For weekly editors you should probably avoid Monday and Tuesday as they struggle with last minute stories and production.

Get to the point. These are "very" busy and stressed people, give them your best benefit statement as to why they should use your story, suggest additional stories of interest to their readership, and confirm when they may be able to use your story.

Don't ask the editor to send you a copy of the publication with your story in it. You are attempting to build bridges, not burn them. You can call the circulation department and buy copies of the edition your news note appeared in.

RIDING THE COATTAILS OF A PRE-EXISTING STORY

Ride the coattails of a pre-existing story that's already in the news. Editors seek local comment and ties to national stories. For example, the Associated Press writes on a national trend. You contact the press to provide the "authoritative" word, the local angle and examples. Package your story so that it is of use and interest to an editor's readers. Get that story to the right editor. Follow up with enthusiasm and diplomacy. Continue to keep the channels of communication open.

AND NOW A WORD FROM OUR PR PARTNER

As former newspaper editors and broadcast producers, the PR Works' staff knows how build marketing efforts to get attention and move prospects to take action.

Steve Dubin, President, [PR Works](http://PRWorks.com), sdubin@prworkzone.com

(Direct line) 781-582-1061

Take the "12 Week" Marketing Challenge with us. Set aside a few hours to work on your marketing uninterrupted. Last week we took "Time Out" to regroup and be sure that we are on track. Back to "work!"

Week 9: Get some PR. In this case, send out a Press Release about what's going on in your industry, how it is effecting your customers or clients and how you are making a positive change. Be the local expert that everyone looks to for information and results! Have a Happy, Healthy, PROSPEROUS week!

12 Week Marketing Challenge Recap

Just in case you missed a week or you are new to our newsletter, here is a recap of our 12 Week Marketing Challenge and a link to the newsletter that covered that subject:

1. [Turn Your Website Into a Lead Generating Machine](#)
2. [Write An Article, Get Valuable Results](#)
3. [Write a Blog](#)
4. [Offer a "White Paper" or Free Report](#)
5. [Send a Newsletter - printed or email](#)
6. [Networking and Your "Talking Logo"](#)
7. [Yellow Pages.com](#)
8. [Linked In](#)
- 8 1/2. [Take Time Out to access your plan](#)
9. Issue a Press Realease

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