



5Q Public Relations Campaign System

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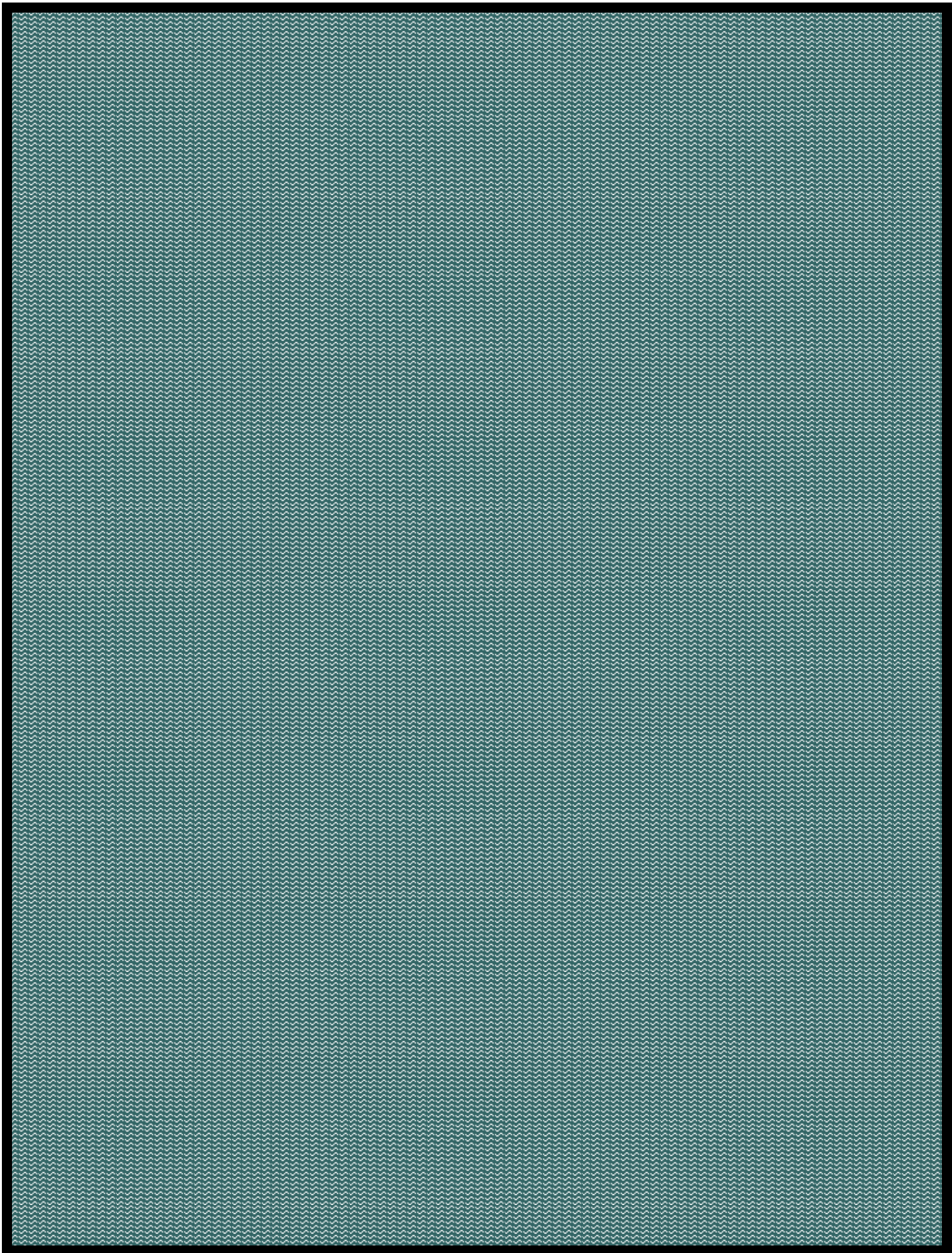


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Imagine...

Getting your name in national publications like:

- The New York Times
- Money magazine
- Kiplinger's
- Many more...

Or, even your local paper or magazine

What would that give you?

- Credibility
- Allows you to mention (in your biography & website) that you were quoted in a popular Magazine
- Fame
- National exposure
- Free press
- Reporters will begin to call you

What Can You Expect?

I actually picked up this technique at a community education course in the early 90's that cost me \$15. It was taught by a woman who ran an embroidery business. She was teaching how to become an expert in your niche.

Holy cow! You never know where your next big idea is going to come from. Within three months of utilizing the techniques in this guide I:

- Was quoted in *Kiplinger's Personal Finance*
- Was quoted in *Your Money Magazine*
- Got referred by an editor to a reporter that mentioned my seminar as one of the "Top Money Shows" in the country
- Had a reporter do a whole story on me and my business that made the front page of our local paper
- Made at least \$40,000 in commission that can be directly attributed to two specific letters-to-the-editor
- Made tens of thousands of dollars more (as person after person that worked with me referenced the letters) in the months that followed.

How Much Does It Cost?

The cost of a sheet of paper, an envelope and a stamp. Is that a high enough return on investment for you?

What About Other Advisors?

Our PR Campaign Program has made advisors thousands both directly and indirectly. It instantly legitimizes and enhances your credibility with your prospects and clients.

The BEST PART is, it's FREE! You become known as an advocate for your target market... for FREE. Using the PR campaign system will get you noticed in your community. It will make you not only THE expert, but also known as the knight in shining armor—an advocate that attracts clients like a magnet.

With this system, you will receive a prepared for you letter template that you can send to your local paper each quarter (that is about as often as most papers allow you to submit a letter). Over time, this method of marketing is one of the most effective out there.

How Does the Program Work?

You are busy running a practice so you don't have time to come up with a letter to the editor on a regular basis.

So we do it for you. Monthly, you will receive a letter to the editor written for you. You can modify it, change it to fit your opinion or send it as is.

It is very likely that you will not like every single letter we give you. That is actually a GOOD thing. Why?

- You should only send a letter to the editor every 3 months or so to the same publication. You do not want to become a nuisance.
- If you don't like the letter, it means that it made you think—that is the kind of letter you want to get printed. One that people will remember.
- Remember though, you can take a letter you receive and change it to express the complete opposite opinion. Most people use the letter to the editor we send you as a starting point. We've given you the idea and done 95% of the work—you simply put your personal touch on it.



How to Get Them to Accept Your Letter

Your success ratio depends on whether you are trying to get your name in the local paper or a national publication.

- If you are trying for your local paper your success rate is about 1 in 2.
- In a national publication, it might be as low as 1 in 10 depending on the prominence of the publication.

There is an actual formula to get them to accept your letter. If you use it, you will have terrific success in getting your letters in print.

Steps to Getting Your Letter Accepted

The steps to getting your letter accepted depends on whether you are trying to get it accepted to a newspaper or magazine.

To get the letter printed in a local newspaper:

1. Choose a current topic. It should be either related to finances or a special concern or issue to your target market. (We will provide you with a topical letter every quarter.)
2. Write the letter advocating a position that would appeal to your target market.
3. Your letter should not be any more than three paragraphs long.
4. Put the letter on a plain sheet of paper—you do not want to put it on your stationery as after submitting a few letters, the paper will correlate your letterhead to your business and could stop the printing of your letter. So, just submit it on a plain sheet of paper
5. Mail it to the Letter-to-the-Editor Department of your chosen local newspaper.



To get the letter printed in a national magazine or newspaper:

National Publications are a bit different than local newspapers because they only come out monthly. National Publications generally print letters to their editor that address previous stories that they have published. It is another way they promote how important their stories are to their readers.

- Read the publication in which you wish to have your letter published.
- Find an article that you think you have something to add to or disagree with.

Write your letter in the following format:

1. Begin with one of the following:
 - a) Compliment them on the quality of their magazine
 - b) Tell them you've been a reader for a certain number of years
 - c) Tell them how important their stories are to their readers
 - d) Tell them how their magazine has changed your life
 - e) In a word, *COMPLIMENT* them
2. Identify the article to which you will be commenting (e.g. Your article titled, "ABC Retirement" in your April issue...)

3. Tell them why you are qualified to comment on the article (e.g. I've worked with retirees for 10 years...I'm a CFP...I've been a financial advisor for...)
4. Make your comment about either:
 - a) Why you agree and what they missed
 - b) Why you don't agree

It's really as simple as that.

Persistence

Remember, this costs you virtually nothing to get free publicity. So keep at it. Don't give up if your first letter doesn't get accepted. As I stated earlier, the best you can hope for is a 1 in 2 chance for local newspapers...all the way down to a 1 in 10 chance (for highly prominent publications).

But think about what you get when it is finally published:

- **Credibility**
- **Allows you to mention (in your biography & website) that you were quoted in a popular Magazine**
- **Fame**
- **National exposure**
- **Free press**
- **Reporters will begin to call you**



ALL FOR FREE!

And Don't Stop There!

Getting interviewed or quoted in the press is extremely valuable for a number of reasons. It gives you credibility. It advances your brand. It gets your clients talking to their friends about you. It gets people calling you that you haven't heard from in years...

It grows your business.

Do You Have the Right Answers to These Questions?

1. How many journalists (newspaper, TV, radio, bloggers) in your area know your name?
2. How many journalists could you name?
3. How do you contact a local journalist if you have a great idea for a story?
4. How many national journalist and bloggers do you know or communicate with?

You need to know these people! Once you know how to contact them, begin communicating with them. Become known as an expert to them.

You do this in the way you would expect:

- ☑ Sign up to follow them on Twitter
 - Listen to the conversations they are having and join them when it makes sense.
 - Note the topics that interest them and make it a point to follow up with an email giving them additional info on that topic.
 - Get to know them and let them get to know you.

- ☑ Look to see if they have blogs
 - If they have a blog, read it regularly and comment on it.
 - Give them positive reinforcement and drop little hints as to your expertise (not over the top, just little hints).

- ☑ Get their email address
 - Comment on their stories...using a similar format to what we used for the national media:
 - Compliment them on their story
 - Let them know how long you've followed them
 - Tell them why you are qualified to comment on their story
 - And then give them your comment

The more you do this with a helpful, value-added perspective, the more likely your name will become the top of the editors mind any time they are doing a story on your expertise. Presto, you get quoted as the local expert regularly...which again makes it easier and easier to grow your business.

If your Income has plateaued... if you are spending more money but seeing less people... if it's time for a change, we're interested in speaking with you. For over a decade, Mike Kaselnak has been quietly taking good producers to levels three and four times their income level, within three years of using the 5Q system.

*If you would like information on this or other proven business builders please contact 5Q at:
Email: info@5qgroup.com | Phone: 1-855-633-0900*

