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INTRODUCTION

Welcome to the Secret World of Media Marketing,

As you probably know already, in 2008 I discovered a way to make A LOT of money very quickly.

I made £3,182 in less than 24 hours - working on a project that took around 15 minutes to complete.

Notice I said Great British Pound (GBP) and not United States Dollar (USD).

Using a currency converter, today £3,182 GBP equals to \$4,975 USD

That's almost \$5,000 in a day from a project that took 15 minutes.

What did I do to make this money?

I wrote a simple news story. No voodoo, no magic, just a straight forward news story, with a few slight twists.

Instead of writing a self promotion press release, I put the end reader first... thought about the time that they would invest in reading something, caring about the issue – or at least forming an opinion about it. I forgot about trying to sell them something, and gave them useful information and presented them with fresh ideas.

And it worked great.

But the big question was...

Could I repeat it again and get the same results?

Exactly one week later I tried it again, for the same product and got similar results.

A week later I tried it again but this time with a different product, and while I got a bunch of new authority backlinks, which ultimately pushed my site onto the front page of Google, the initial traffic was quiet low.

Stranger still, when I initially launched an NLP product and wrote a news story about the use of psychology in marketing, the traffic and sales did not explode. Although I did receive authority backlinks and my story spread across the web, it was worthwhile for the long-term benefits.

A few weeks later, testing the method again, I wrote a similar story but included facts and figures to support my case. This time I noticed a dramatic increase in traffic and sales. While not reaching the dizzying heights of £3,000 a day, I saw a good increase of £500+ over the course of a weekend.

What is more, in all cases I saw my websites increase in the search engine results pages - which ultimately increases my bottom line.

In our tests (yep, we test EVERYTHING and so should you) we've seen some strange of results.

For example, some of our stories have been reported by USA Today. Others stories have been picked up by the British press like the Telegraph newspaper.

The profits we've made from exposure like this has been phenomenal; upwards of \$25,000 in sales over a few days. While at other times, barely anything, besides authority backlinks, has come from news stories.

Through 2 years of testing, there's only one factor that we now keep constant because it has delivered the best results time and time again - and that's the website we submit our stories to.

However, it appears that just like every other aspect of marketing, there's a multitude of factors to consider here.

I'm about to tell you *how* I did it

But first let me explain something; there is a misconception about marketing. Some people believe (and sell) a one-size-fits-all solution.

The truth is that what works for one person might not work for everyone – or even anyone else.

Think about just a handful of the hundreds of factors to consider. Experience, keyword research, market demand, quality of product, ease of use, market positioning, pricing, market reception... I could go on and on.

No two businesses are the same, not even cookie cutter businesses... and none can guarantee earnings. And rightly so.

So while I will openly share a method that works for me, and one that might work for you too, I'm not going to go into the details of my businesses (and neither should you - if you want to protect yours).

However, what will work for everyone is the powerful SEO, instant credibility and trust building factors.

So even if you don't make any money from your initial attempt, there's a mountain of benefits that will strengthen your business.

You see this embarrassingly simple method is based around creating news.

By creating news you can get millions of people reading your articles, especially if they are found in Google News.

It can cause a viral effect, with hundreds of other sites and news agencies republishing the story.

The swarm of immediate backlinks to your articles (and your site) will propel you through the search engines.

Bloggers, social media users and forum users can pick up the story and discuss it – the kind of marketing that big businesses spend millions on.

All that can come from a good news story.

Now I don't mean your average boring press release here that's filled with self promotion and "look at me" hype. Nobody falls, or cares about that.

Imagine when you're watching your favourite TV show, you're emotionally involved and enjoying the action. Then suddenly it cuts to a commercial break. You groan, "tsk", roll your eyes and complain. You don't really want to watch adverts right now. They've just interrupted you and taken away you from an enjoyable experience only to start trying to sell something to you.

This is why product placement works so well on TV, people hardly notice it, it's unobtrusive and yet highly effective because sales of those products sky-rocket.

Hardly anybody (outside the marketing community) *wants* to watch adverts. Most people find them annoying. A typical unprofessional press release is just an advert, and the majority of people recognise that.

So forget about writing a press release and focus on writing genuine news stories that are more effective and more profitable than adverts.

I'm talking about REAL news that resonates with people, that draws them in, that engages them, gives them something of value, new ideas and information, something that triggers a response.

And it's easy, if you follow a few simple rules:

News stories are NOT sales pages

News stories are NOT self promotional vehicles

News stories are NOT advertorials

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News stories PROVIDE quality information

News stories PROVIDE entertainment

News stories PROVIDE value

News stories present YOU as the expert

News stories build YOUR credibility

News stories increase YOUR trust

News stories influence PUBLIC opinion

.....

For a news story to be successful you must focus on reliable, quality information. Readers don't want to know how great your product is (OF COURSE you think it's awesome, but you're bias, and they know that).

Most people who read articles have either clicked on a SERPs page, (search engine results page), or head over to check one of their favourite sites for latest updates.

Either way, the first thing they'll notice is your headline, it's your headline that gets them clicking on the article.

TYPES OF NEWS STORIES

But first you need to decide what type of news story you want to write, there's more than one type of news story:

- **Hard News**
- **Soft News**
- **Feature**
- **Editorial**

Hard News

Hard news is the most common style of news story, typically seen on the front page of newspapers because they are a chronicle of current events.

Soft News

This means news that isn't time sensitive, most soft news includes reports about organizations or people.

Feature

A news feature usually explores an issue and makes for an in depth story that is often complex.

Editorial

Editorials are opinion based news stories. While editorials are personal in nature the topic must always remain relevant to the reader.

One of the most misused approaches to promoting your business via the media is through a press release, which are often overtly promotional. As a result, many marketers complain that press releases are not effective.

Press releases can be all of the above. A good press release should be a genuine news story and be relevant to the reader – nobody cares if your business is having a 50% sale, or you just launched a new product. That's not newsworthy content, but you can sneak a plug or two into your news story, as we'll see shortly.

When you begin writing your news story, remove the idea of 'press release' from your mind. You're not writing a press release.

You're writing valuable content that readers will appreciate. It will inform them, tell them something new, make them think and maybe entertain them.

An important element of a news story is to leave the reader wanting more.

So now we have brief understanding of the types of news stories available, let's break down the anatomy of a great article that'll get people clicking your headlines, reading each word, heading over to visit your blog or sales page.

Oh, and we'll also make sure you present yourself as a leading expert in your field, to help build customer confidence, loyalty and trust.

HEADLINES

You love 'em.

I love 'em.

We all love a juicy headline. Sales pages have tried to reproduce the results that a great headline can produce, for years.

Most marketers will tell you to use templates such as:

"DISCOVER 10 SHOCKING WAYS TO.."

"FINALLY REVEALED! THE SECRET TO.."

Now, these are great for sales pages.. but not for articles or news reports.

We need something a little more.. ..persuasive?

Remember, people reading your articles are probably not in a buying state-of-mind, they don't have any intention of reading a sales-pitch and are likely to bail-out at the first sign of one.

So what's the solution?

Hooks.

Hooks triggering curiosity and the only person who can find the best hook for your article.. is you. But you can be inspired.

Here's an example of some of the the most effective hooks:

- **Think and Grow Rich**
- **Eat and Grow Thin**
- **How to Win Friends and Influence People**

It's essential to look at [magazine and newspaper headlines](#) for inspiration.

Also look through [book titles](#) in your niche, again like magazines and newspapers, books depend on a strong title in order to sell, so they make for perfect research tools.

The British tabloid newspaper, The Sun, has this down to a fine art: <http://www.thesun.co.uk>

For the best result, use a shocking or controversial headline, something that will provoke an immediate reaction, for example criticising governments will always attract attention.

We also have to include our main keywords in the headline.

This is how people will find us in the search engines. It's best to use 2 or 3 main keywords in your headline for optimum results.

Once you've crafted the perfect headline, it's time to include a summary.

SUMMARY

A summary is longer than a headline and used to flesh out the story. Here you can expand on points raised in the headline or include information to trigger more curiosity.

Get right to the point and tease your audience.

Summaries are not essential, but will make your articles appear more professional.

Again we should include some of our main keywords in the summary, not too many, but just a couple to make sure the search engines know what the article is about.

This is NOT the place to plug your product or website, you'll have a fantastic opportunity to do that later.

Keep the summary to around 2 – 5 sentences and don't repeat what you've already stated in the headline.

LEAD

The lead is the first paragraph of the article. Here's a good opportunity to include your first hyperlink, preferably a keyword or phrase that relates to the page you're linking to. Start with the most important information first and work your way down through the article. This is called an inverted pyramid.

The lead should also contain the 5 W's:

- Who
- What
- When
- Where
- Why
- And also include the "How" as well

It's usually a good idea to include facts and figures here to support your case and back up your point of view in the rest of the article.

Everyone likes facts, figures and statistical data.

<http://www.nationmaster.com> is a great resource to find stats you can use in your article.

Another is <http://www.fedstats.gov>

The information on these sites can be used to produce hundreds of articles (if you choose), and provide accurate information to your readers.

Readers don't like bullshit and will catch you out if you attempt to give them bogus information, a common mistake some businesses make.

BODY

The body of the article is where you can provide indirect promotion, and supply quotes – usually in the form of opinion to support or debunk a viewpoint.

Take this opportunity to include a quote from yourself or someone in your company, this is where you will present yourself as the expert and include another link to your website.

For example;

“These statistics mean exceptional growth ahead for the marketing industry,” says Joe Blogs, founder of the popular (your website) blog.

Remember, once your quote is out there – it's out there and there's no going back. Chances are that your quote will be used by other sources and you have limited control over where or how it is used.

This is a fantastic result, when you're trying to make a name for yourself.

Providing a quote allows you to truly demonstrate your knowledge and experience in your field, it gives you a chance to show your potential customers that YOU'RE the expert, and when something happens in your field, it's YOU who the media contact.

You become the 'go-to-guy'.

You can also source quotes from others in your field, your customers, businesses you're trying to build relationships with for joint ventures. The more quotes, from as many different points of view, the better and less bias your article will be.

Remember it's important to allow the reader to form his or her own opinion, based on the facts you present.

PUTTING IT ALL TOGETHER

So that's about it in a nutshell. Let's see how it all fits together, using a live article directly from the RINF News website, as our example:

Headline: **Anonymous Surfing – No Chance in the UK**

This headline is aimed at UK readers, where online privacy and anonymity is a major concern, and is often the highlighted in newspaper articles.

Summary: If anyone had any vague ideas that what they do online is private then the recently released figures from Google should dispel that myth.

This summary expands on the headline and gets right to the core of the issue without revealing the full details, a perfect example of a summary that will trigger curiosity.

Lead: Google has released figures based on the following -
“Requests from government agencies around the world to remove content from our services, or provide information about users of our services and product”

Here we have the 5 W’s and leads you into the body of the story..

Body: The figures show that in the last six months of 2009, Google received 1166 requests for information on what we do online. These requests will be from Government departments, Intelligence agencies and other officials.

The popular blog – Anonymous Surfing has loads of tips, stories and information on various privacy issues online. These are issues that affect everyone who uses the internet; the issue of privacy is an important social question.

Here we have more data to support the article, and a minor plug for a blog. Here would be a great place to insert a quote or two.

EXAMPLES

Here's the entire article:

Anonymous Surfing – No Chance in the UK

If anyone had any vague ideas that what they do online is private then the recently released figures from Google should dispel that myth.

Google has released figures based on the following –

“Requests from government agencies around the world to remove content from our services, or provide information about users of our services and product”

It's probably no great surprise to find a country with the most CCTV cameras per head in the world, appearing right at the top of the list.

That's right the UK makes more requests for information on what its citizens are doing online than any other major democracy.

The figures show that in the last six months of 2009, Google received 1166 requests for information on what we do online. These requests will be from Government departments, Intelligence agencies and other officials.

The popular blog – Anonymous Surfing has loads of tips, stories and information on various privacy issues online. These are issues that affect everyone who uses the internet; the issue of privacy is an important social question.

The reasons you may wish to surf anonymously are wide and varied, often depending on your location. Bloggers and journalists in many countries have to stay anonymous simply to protect their liberty. As we speak thousands of people are in jails simply because they voiced an opinion online.

In Europe we face increasing legislation designed to further curtail our privacy, making it easier for Governments to monitor exactly everything we do online.

The justification is nearly always about catching criminals, but is it a price we should

pay?

Whatever your views on protecting your privacy, you'll find the latest news and information on all things to do with anonymous surfing and internet filtering on this blog.

There's an interesting piece on the how the Thailand government manipulates internet access to control its population here – <http://www.anonymous-proxies.org/2010/05/internet-filtering-gets-worse-in.html> - a tactic that seems to have been ineffective in the light of the current unrest in Bangkok.

And another article, by the same author.

Internet Censorship Increases in Pakistan

There has been increasing evidence of the active role that many governments and states across the world are taking in internet censorship. Over the last few days the Pakistan Government have been facing a dilemma which is affecting many countries. This issue relates to a page started up on Facebook which invited users to draw pictures and cartoons in a page called – “Everyone Draw Mohammed Day”. The response to this page in Pakistan and other Islamic countries was extremely swift. The Lahore High Court ordered the Pakistan Telecommunication Authority (PTA) to ensure that the Facebook site was blocked and inaccessible in Pakistan.

The ban then seemed to gather momentum under pressure from Islamic Lawyers, the Pakistani cabinet ended up extending their ban to other sites which contained “blasphemous material”. This ban was soon extended to include hundreds of Youtube pages which were supposedly hosting offensive material. There seems to be some division within the Pakistani Government about how to deal with material that is deemed offensive. Hard liners are seeking to extend filtering across the main internet sites, where as the Interior Minister Rehman Malik as urged caution in blocking access to whole web sites as opposed to individual pages.

Jim Rjindael from the popular blog – Anonymous Internet Surfing made this comment:

“The problem is that there is only one effective way to censor the internet feed being supplied to a country and that is to allow web sites individually not by blocking them. Blocking individual pages and web sites is completely ineffective due to the many available ways to circumvent these blocks. Current internet filtering techniques are ineffective and almost always degrade overall network access to internet.

“The other issue is that content is distributed so widely that when such a ban is implemented is soon accessible from thousands of sites. The internet feeds off news and banning content is almost certain to ensure that more people see the offensive content as it goes viral across the web.”

Many users in Pakistan and other countries however were completely unaffected by the restrictions due to the increasing use of anonymising software and VPN technology used to bypass such restrictions. Many UK Expats for instance use such technology to enable them to watch UK Tv abroad, however these systems also mostly bypass most available internet filtering technologies.

Whatever the future holds for the use of the internet in these countries it is becoming increasingly apparent that many governments are not comfortable with allowing free access to the world wide web. The number of countries restricting access and filtering internet web sites increases almost daily, increasingly creating multi-tiered societies online. Sadly there are already huge differences in the information available to you online depending on where you happen to live.

That's it. No need to make things more complicated than it needs to be.

Now you have almost everything you need to start producing newsworthy articles.

In our tests, this website has consistently given us the best results, so much so that we now use it more than any other and have built up a great partnership to allow the marketing community to benefit from their connections.

Even the famous \$100 Million Dollar marketer, Ben Mack has said working with the website was the most influential thing he's ever done for his career.

Check it out and submit your news stories [here](#).

I hope you've found this report useful and most importantly, take action... seize the day because there's only one person who can take responsibility for your wealth, and that's you.

Wishing you the very best of luck!

