Hi Everyone..

As promised, here are the cliff notes...

You're in the right place if you are joining ShawneTV's

exquisite press releases webinar...

I must say I've never done a class quite like this.

I'm pretty excited cause I think you're going to be really happy with what you learn today..

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fyi.. some of you have been to media mastery bootcamp, have don eonline trainings that teach press release writing, on-camera, crisis, video blogging.. converging social media etc..

And today's different.. I'm a media trainer that uses the same structured principles in everything I teach.. and I'm always using new examples to cement another take on the learnings and today's no different...

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First let me tell you what this webinar is not..

not wonderful headline.. not "you need to have statistics..

nope..

not Diet and exercise..

it's to actually show you what works and what doesn't...

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Shout out to ChirohealthUSA who are our sponsors who helped make this webinar affordable..

I'm a huge advocate of chiropractic care.. I believe they are the healers on the planet. and I will word of mouth this industry anytime I can...

With that said.. All kinds of businesses are on this webinar.. I will address the spectrum of industries and topics and occasionally I'll sprinkle in some chiro examples.. it doesn't matter everything will apply to you.. I promise.

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Okay.. Here's how it's going to go...

fast must-haves on every release...

and then I'm going to teach you 3 types of releases.

then we're going to look at some that miss the mark - and what we could do to make them better~~

Forgiveness - underlying theme in everything I teach. I applaud anyone who takes the business risk of creating a press release and gets it out there. Period.

Let's take it to the level of exquisite so reporters respond.

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This is not hard, it's just a skill, increase knowledge, lower discomfort lower fear.. I'm here to adoringly guide you...

Focus on TV coverage because it's the highest skill set to acquire.. and it has the biggest bang for its buck.

Video is hot

The power of extraordinary press comes from leveraging it.. this class is not about leverage..

that looks like next month..

---I want you to have the TV press release skills...

then print, blogging radio are easy, make sense?

as we go along I'll make distinctions between the different mediums.

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Bottomline?

**all Press releases are about meeting**

**the needs of reporter...**

– simple/easy to read.

- they’re looking for bullet points and compelling statistics.

– offer useful tips that solve viewer’s problems.

you are solving problems!!!!

– benefit-rich to the people in your community,

– they must be of value to the people in your community,

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Biggest mistake?

no sex on the first date.. it's not about you!!!

it's not about your book, your product, your services.. when you are in the me, me, me with your press releases.. reporters don't care

they care about their audience...

fyi.. no sex on the first date is a fast way for you to get this analogy ... reminder this is not corporate training ... I do a lot of corporate training in communication leadership, networking and media training.

When it's all about them ... that's when you start making an impact ... and producing results with your press releases.

Advanced press release skills?

**Your patients and clients are great resources**

**for you to collaborate with to create stories to pitch.**

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Three types of releases you're pretty much going to run into...

email press releases

Event Press Release, which is quite common.

then what I call a "regular" press releases that promotes you as an expert and authority in your field or is simply an evergreen or seasonal story.. which I'll tell you about..

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Brand spanking new?

Media is all about relationships ... how do you start a relationship so the media keep coming back to you over and over again ... this is relationship building 101 with your local TV station.

When you're first starting relationships ... you are sending what I call an email press release...

This email press release comes from piggybacking off a current story that’s happening right now.

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Piggyback formula:

-look at the newspaper

-find a story that gels with your expertise

-come up with three tips

-pitch it...

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Today’s paper:

-Story on jobless rate is at 18%

-50% of North Americans report a 50% increase in stress

-electricity rates are going up

-a major celebrity got divorced, why the fascination with celebs..

Let's start at the top

jobless rate is at 18%

Let's say you're a company called SERMetro, an organization that helps people increase job skills.. make them more employable..

you might call the newsroom and say hey,, saw the story...in the Detroit news on the jobless rate

I have three ways that will help them stand out in a crowd..so they don't become a statistic...

next one... Hey, saw the story on stress. it's a biggie ... I'm a local doctor, a chiropractor, I have three things people can do right now to lower stress today.

next one...

Electricity rates are going up.

Hi my name is Karen Russo, I'm an expert in money. saw the story on how electricity rates are going up , I have 3 tips on how families can adjust their budgets to accommodate these new costs.

Here's one for me, I'm Shawne, gossip expert, yes I'm an actually getting a PhD in the topic, saw the story in USA today on the fascination with celebrity divorce, I have three really fun reasons why we have to watch these train wrecks!

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This is not a webinar on how to pitch.. I'm not going to deepen that conversation.. I have lots of other tools that do that.. (www.shawnetv.com) for resources

Where I'm headed with these 4 examples is when the newsroom ay, GREAT SEND ME A PRESS RELEASE...

cause that’s what they always say.

YOU HAVE SOMETHING TO SEND!!!

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EMAIL PRESS RELEASES..

SERMETRO and the jobless rate at 18%

Hi Mary,

It was great to connect this morning. The statistics on the jobless rate in The Detroit News are spot on.

We're experts in job training skills and have 3 ways to help those looking for a job stand out in a crowd:

-Create a powerful LinkedIn profile, most looking for a job have not mastered this simple easy task that lands jobs.

-Have a one-page resume with no typing errors. It sounds like common sense, but most people violate these two basic rules.

-Take the time to send a handwritten note after an interview. 99% of people don't. You WILL be remembered.

Here's a link to our Online Presskit for more background: link here

Thanks for your time, You can reach me on my cell, 248-123-4567.

Good luck on your story,

Manuel Vega, SerMetro

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EMAIL PRESS RELEASES.

-50% of North Americans report a 50% increase in stress

Subject line: High stress stats

Hi Mary,

It was great to connect this morning. (or I left you a message this morning).

Stress is out of control for millions of people as mentioned in the Seattle Times today.

I'm an expert in stress and see this issue all the time with my patients.

Here are three things anyone can do right now to lower stress.

-Take a minute and breathe deep. Most people are used to shallow breaths. This simple thing can lower stress dramatically.

-Eat \_\_\_ at least once a day. (It can be a handful of blueberries, raspberries. whatever) Research shows this food decreases stress quickly.

-Water, water, water. When you're hydrated, you are more blah blah blah.

Here's a link to our Online Presskit for more background: link here

Thanks for your time, You can reach me on my cell, 248-123-4567.

Good luck on your story,

Dr. Edward Hacmac, Hands on Chiropractic

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EMAIL PRESS RELEASES

Electricity rates are going up..story in the paper

Hi Mary,

Saw that DTE announced today they are raising rates.

I'm a money expert and have some fast tips to calm people down in tight budgets.

First,

-buy an electronic thermostat and schedule lower heat temperature from 3-4am in the morning, when you won't notice the drop. It will immediately lower costs on your other utility bills

-blah blah blah

-blah blah blah

You can reach me on my cell, 248-123-4567. Good luck on your story,

Karen Russo, The MoneyKeys

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EMAIL PRESS RELEASES..

Subject line: Why we love/hate celebrities

Hi Mary,

It was great to connect this morning. The statistics on celebrity gossip

in USA Today are so accurate: Here are 3 reasons why we are so

fascinated with celebrities and gossip:

-90% of what comes out of our mouths is gossip.

-Celebrities help set our social norms of what is typically the wrong

behavior. So, we gossip culturally of what NOT to do.

-That mean malicious kind is only 5-7% of our cultural gossip.

You can find my online presskit here with more tips: Link

You can reach me on my cell, 248-123-4567. Good luck on your story,

Shawne Duperon, Gossip & Media Expert

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That's it..it's that easy...

here's the thing... write it before you pitch .. so when they say do you have a press release you say yes!

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Moving on to Event Press Releases!

Calgary event..

I'll show you a few..

Just did two fundraising events for Project Forgive.. you can put for immediate release at the top.. for the purposes of the webinar I squished it a little... this is a one-page press release split up into two for learning purposes

For immediate release

**Calgary's The Candy Kid to host "The Spirit of Giving"**

**a Children's free book Giveaway of 3000 Books!**

**Calgary, AB, Tuesday, August 21 –** Project Forgive has garnered international attention from magazines like Inc. Magazine, to major television networks like CNN, CBC and newspapers across Calgary. Depicting courageous acts of forgiveness, Project Forgive is a documentary-in-the-making by six-time EMMY award winner Shawne Duperon.

On November 17 at the Candy Kid in Calgary, more than 3000 children's books titled "The Presents Presents" a bestselling book by Calgarian author Teresa de Grosbois, will be given away to parents and children throughout the community.

"Presents Presents” is an influential story about generosity, compassion, and the potential all children have to make a difference in the world – from 3X best-selling author Teresa de Grosbois.

This wonderful story will not only open your child’s eyes to the virtues of generosity – but it is a story of giving back to the community, which they’ll beg you to read time and time again – making the message even more powerful. If you are a parent, grandparent, educator, or youth leader– then this message will truly delight you.

“The Candy Kid,” is hosting this free event along with providing treats of old fashioned blueberry candy sticks and blueberry barley pops for all who attend.

***What:***  The Spirit of Giving Children’s Book Give-away

***When:***  November 17, 2012

***Where:***  The Candy Kid
             225 10th Street NW (in Kensington)
             Calgary, AB  T2N 1V5

***Time:***  11am-1pm, first come basis

All the proceeds from this sponsored event, support the making of the Project: Forgive documentary. The trailer, which debuted over Easter, went viral without YouTube. You can see it here: www.ProjectForgive.com

Interviews are available. Please contact: Producer, Shawne Duperon, shawne@shawnetv.com, 248-444-7573, or Teresa de Grosbois, teresa@wildfirews.com, 403-217-1782

-end-

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So when you email.. you do similar what we did for the first email releases.. It's a formula.. one that works...

HI \_\_\_.

thanks for taking the time to hear about our event.

We're giving away 3000 books and expect quite a few families to attend.

It's to raise money for Project: Forgive, a little five-minute video seen by tens of thousands (www.projectforgive.com)

Here's our most recent coverage on CNN: link

For more info, here's our Online PressKit: link

Below is our press release. I've also added it as an attachment to make it easy for you.

Thanks for you time,

Shawne Duperon, Project: Forgive Founder

cell 248-444-7573

shawne@shawnetv.com

++++++++++++++

insert release

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We did a second event that same week, different style with my team at wasabi.. we do pr services

Media Contact:
Michelle Tennant Nicholson
Wasabi Publicity, Inc.
828-749-3200
michelle@publicityresults.com
[http://www.randygage.presskit247.com](http://www.randygage.presskit247/)

**For Immediate Release:**

Randy Gage, author of *Risky is the New Safe,* headlines
November Fundraiser for Project: Forgive

[CALGARY, ALBERTA, CA] – Bestselling author and prosperity expert Randy Gage brings the book tour for his new book, *Risky Is the New Safe,* to Calgary Nov. 14 to raise money and awareness for Project: Forgive, a compelling film on the global impact of forgiveness.

Called the Napoleon Hill of our generation, Gage garners $30,000 a speech and has spoken to more than 2 million people across 50 countries. At the Calgary event, he will give a presentation on the lessons in the book, reveal his best success strategies for the future, and share his own story of forgiveness.

*Risky is the New Safe* has been getting a huge, favorable buzz and is expected to be firmly ensconced on all the bestseller lists by the time of the event. Every attendee will receive a copy of the book and Randy will be conducting a book signing afterwards.

The event will be held 7 to 10 p.m. with doors opening at 6:30 p.m., at Carriage House Inn, 9030 Macleod Trail South, Calgary, AB T2H 0M4. All proceeds benefit Project: Forgive, brainchild of Producer Shawne Duperon, a six-time EMMY® Award winning filmmaker. Check out the viral video, seen by tens of thousands of people worldwide, at [www.ProjectForgive.com](http://www.projectforgive.com/). For more information and to register, visit <http://projectforgive.com/risky-is-the-new-safe>.

In an April post on his top-ranked [blog](http://www.randygage.com/blog/forgiveness-2/#more-4539), Gage challenged his followers to help push [Kickstarter funding for Project: Forgive](http://projectforgive.com/) over its $100,000 goal. Within a few days, Project: Forgive went from 87 percent to 104 percent of its fundraising goal. Tens of thousands of people the world over have visited and pledged support for Project: Forgive.

**About Randy Gage:** Gage is the author of eight books on success including *Prosperity Mind* and *Accept Your Abundance* that have been translated into more than 25 languages and sold millions of copies worldwide. His new book, *Risky Is the New Safe*, due out Oct. 25, has been called “a manifesto of individual and global magnificence.” Connect with Randy at [http://www.RandyGage.com](http://www.randygage.com/) and on Prosperity TV: <http://www.youtube.com/randygage>.

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EVENT RELEASE

 

**MEDIA ADVISORY**

***Look! Heart “Warming” Local Story!!***

***Detroit school kids learn how to "Easy Bake"!***

**Detroit, MI --** Remember those Easy Bake Ovens you had so much fun with as a kid? Well, they're back and making a difference in the lives of many metro Detroit children.

On **Thursday, April 25 from 4:30 - 6:00 p.m.** more than 200 Detroit area school kids, ages 8-12, will learn how to bake and play during their after school program -- something many of them have never done before!

Several community and General Motor volunteers will be on hand to help the children lick some batter, create confections and partake in a cake-decorating contest to win prizes.

No oven mitts necessary; just bring your camera!

**What: Little Chef's Easy Bake-Off Event**

**When: Thursday, April 25, 4:30pm- 6:30pm**

**Where: Howe Elementary School in Detroit**

**1095 St. Hibbard**

 **(Just 3 miles east of the Renaissance Center)**

**Who: The event is sponsored by Mack Alive, General Motors and**

 **GMAC.**

**Contact: Allison Patterson, GM 313-665-1875 or**

 **Chaunci Wyche, Mack Alive, cell 313-475-7735**

This bake-off was inspired by General Motors employee Allison Patterson. As a child, she never had the opportunity of Easy Bake fun and wanted area kids to get an experience of independence, fun and play with baking.

Her recipe for creating this heartwarming event includes: a scoop of determination, a sprinkle of generosity and a cup of passion for our children.

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EVENT RELEASE

**Despite the economy,**

**we’re still volunteering**

Recent reports from the U.S. Bureau of Labor Statistics say nearly 63 million people volunteered in the US in 2010.

**More than 100 Elementary School Principals from across the country coming to Tampa are no different.**

On Thursday April 7 from 8am-3pm, more than 100 volunteer principals will gather at Booker T. Washington Elementary School in Tampa, to give back to fellow principal 45-year old Toynita Martinez and 581 of her K-5th grade students.

The service day is a powerful demonstration of commitment to raise awareness of the importance of volunteerism. Thanks to our corporate partner Landscape Structures and sponsor Growums™, more than 100 principals (in town for the National Association of Elementary Principals conference) will be able to provide Booker T. Washington Elementary School with an outdoor learning environment, complete with playground equipment where the students can engage in healthy, physically active outdoor play; and a garden area where they can read and get excited about gardening and growing their own food.

Growums very own life size character “Ice Berg” will make a special appearance to help the students’ plant the vegetables they started to grow through the germination process. Growums offers themed gardening kits, such as Pizza Gardens, Taco Gardens, Stir Fry Gardens, and more, along with a free online educational experience at [www.growums.com](http://www.growums.com). Online characters, such as “Ice Berg”, make growing vegetables from seed to harvest a fun, educational and simple way to encourage healthy eating habits.

**When: April 7, 8am-3pm**

**What : 100 principals from across the US creating an outdoor**

 **playground and educational garden**

**Where: Booker T . Washington Elementary School**

 **1407 Estelle St. Tampa Florida 33605**

For interviews and more information, contact: Christina Sweet of Growums: cmsweet.growums@gmail.com Cell: 813-777-0772

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about to go into the third type of release.. and this one can both an event.. and a "regular press release which I'll explain

This one is both EVENT and "REGULAR

**After Years of Pain, Three Detroiters Get Back into Fast Lane**

***Revolutionary Laser Therapy Changing Lives***

**West Bloomfield, MI – April 21 –** Brian G was sidelined from triathlon training because of extreme lower back pain. Tony G experienced years of excruciating ankle pain due to a freak accident. And retired teacher Barbara D gave up on an active life when arthritis assaulted her right knee.

Unfortunately, each of these people suffered terribly for years through a variety of traditional treatments – medication, surgery, physical therapy – even orthotics. Their collective attempts at relieving pain and regaining mobility were ultimately unsuccessful.

Thanks to two West Bloomfield chiropractors who specialize in XYZ Laser therapy, Brain, Tony, Barbara – and thousands others – are benefitting from this exclusive leapfrog in modern medicine.

When asked today to rate her knee pain on a scale of one to ten, Barbara happily answers zero. Tony says, “After seven years of pain, seven minutes of this laser changed my life.” He now reports being pain free. And after just six treatments, Brian is back to running without pain.

“All I can say is ‘amazing,’” said Brian, a personal trainer. “I’ll be back competing in triathlons in just a few months thanks to MLS therapy.”

These are just three examples of how XYZ laser therapy is helping two doctors return patients to active lifestyles quickly and without invasive surgery.

Lasers have been used by doctors for some 35 years, XYZ Laser therapy is a state-of-the art breakthrough in restoring patient mobility. This advanced therapy, uses a pulsed laser emission, allowing it to simultaneously address swelling, pain and the loss of joint motion. Cells of the tendons, ligaments and muscles repair themselves faster. As the inflammation is reduced, the pain subsides, helping the body achieve a speedy recovery.

**Media – we invite you to meet and interview these patients and their doctors on (insert date/place/time info):**

Contact Sue for details / 734.123-456 / sue@blankcommunications.com

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3rd type of release, you pitching an original story, it might not have any current component, piggybacking element to it...

REGULAR RELEASE

**FOR IMMEDIATE RELEASE**

**YOU CAN WIN AT POKER**

**IT ALL COMES DOWN TO YOUR NOSE!**

**Face Reading is all about the physical structures of your face** and how it impacts your personality. Face reading has been practiced for over 3,000 years and has been scientifically validated to be 92% accurate. And **guess what? It even works for poker.**

**The top three things you can read on your opponents face:**

**-** Nostril angle and size tells you the likelihood of bluffing and double bluffing.

-The angle of a person’s forehead tells you to when to expect technical or emotional play.

-The bridge of the nose tells you to when to expect mental aggressiveness, orderly logic, or emotional response.

Just ask **Face Reading Expert Lin Klaassen from Detroit.** She is one of the world’s top experts in the field of Face Reading, an ancient science practiced by visionaries such as Aristotle and Da Vinci. She lectures across the globe (even on cruise ships!) and has trained thousands of people over her 20 years as a face reader. She serves as a jury, poker and business consultant worldwide.

**FACE READING CAN GIVE YOU THE WINNING ADVANTAGE**

Lin’s claim to fame is that in five minutes flat she can tell you more about your personality than one of your closest friends. She has “read” thousands of people, written seven books on the topic and is the first to take face reading from the courtroom to the poker table.

**“WHAT SECRETS DOES YOUR FACE REVEAL?”**

 **Lin is available for interviews August 1st-4th in Las Vegas. You can reach her at:** **lin@facereadingbylin.com****, cell 586- 873-5544**

[**http://www.FaceReadingByLin.Com**](http://www.facereadingbylin.com)

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**REGULAR RELEASE**

**Diet Schmiet –**

**Forget about gaining 7-10 pounds over the holidays**

 **Avoid Packing on the Pounds**

**And Actually LOSE Weight**

Americans are gobbling up holiday goodies and packing on the pounds. The biggest mistake you make? Go to a party starving. That causes you blood sugar to go down which makes you eat a lot more.

Here’s what Jennifer Hough a nutrition expert, says you can do right now to get you through the rest of 2009 without gaining gobs of weight:

**- Spirulina Stems Cravings**

At holiday parties, everything looks so tempting and yummy. Most don’t even realize that when your body is nourished well, the craving for empty calories from rich or sugary foods drops substantially. A simple addition to any diet is Spirulina…a protein rich, blood sugar balancing green food that anyone can take. At 1 tsp twice per day, and 1 tsp ½ hour before your next holiday party, your body will be so well nourished that your cravings for sweets will be slim to none.

**-Protein is the answer**

Eat an egg and toast for breakfast and a salad with chicken and soup at lunch. That’s enough protein and calories to keep your metabolism up, and over-eating to a minimum.

**- Eat what you love, with a twist**

It’s not about restrictive diets and denying yourself what you love. It’s about looking for the things that you love that are preferential for staying slim and strong. Eat foods that have protein, fiber or high density nutrition. Some examples are: shrimp, veggies and dip, a fruit plate, veggie and meat skewers, baked yams, baked apples with cinnamon, nuts, seeds, goat cheese with crackers. Drink one glass of water per hour to help yourself feel full. You’ll eat well and go home feeling satisfied.

Jennifer Hough’s best-selling Recipe Book, *The Ultimate Holistic Cookbook* offers tips, tricks and pragmatic advice that tastes good to even the most discerning holiday-goer.

***Jennifer Hough is a nutrition expert, best-selling author and international speaker. She has created the leading edge course entitled “Get Out of Your Own Way™” and is the founder of the largest holistic nutrition Clinic in Canada.***

**Jennifer Hough Stouffville, Ontario, Canada**

**The Vital You**

 **Website:** [**www.thevitalyou.com**](http://www.thevitalyou.com)

For a local interview on Dec 21, 2009, or to request a review copy of Jennifer’s books, contact Shawne Duperon, 248-444-7573, Shawne@shawnetv.com

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What needs work... (and can be used as added material to the reporter when they are doing the story

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FOR IMMEDIATE RELEASE

CONTACT: Alita Bluford at 800-852-9050

mailto:alita@efficiencyconsultants.com <http://www.efficiencyconsultants.com>

**GET A JUMP ON SPRING —ESCAPE FROM THE CLUTCHES OF CLUTTER &**

**ORGANIZE YOUR HOME AND OFFICE**

**MT. LAUREL, N.J. —** Americans have a lot of stuff. Whether at home or in the office, we often

keep papers, clothes and other items we don’t like, need or use. This spring, the National

Association of Professional Organizers (NAPO) is offering tips on organizing your home and

office so you can combat clutter!

**Why Get Organized in Spring?**

**Spring is a hot time for real estate.** According to realtors, now is the ideal time to sell a

home because families wanting to move before the school year begins often start looking

in the spring. But beware; potential buyers do not want to tunnel through the clutter

clogging your hallways, closets and garage just to view your home. Homes that are

organized and clutter-free sell much faster.

**Tax season is here.** No matter how much you dread filing your taxes, you know that to

ensure you get the best refund possible and prevent surprise visits from the IRS, you

must keep your paperwork in order. If you were not so careful in the past, now is the time

to start planning for next year.

**Why not?** The payoffs are great — increased productivity and an improved sense of

well-being and more control of your life. Organized people save time and money

and avoid stress and frustration.

**Reap the Benefits of Being Organized**

A February 2008 NAPO consumer study found that 55 percent of the respondents would save

upwards of 16 minutes to one hour a day if they were more organized. That translates into

anywhere from two to 15 days a year being wasted!

“Getting organized is something that people know is beneficial, not just because of the obvious—

saving time and money—but it really helps you save so much energy too,” said NAPO President

Standolyn Robertson. “I can’t tell you how many people say they feel like a weight was lifted off of

them when they finally got organized. They have more energy and feel more positive. Now who

couldn’t benefit from that?”

Robertson suggests getting a jump-start on getting organized as days get longer and the weather

gets warmer. Spend some time designing the systems you need to keep your home and office in

order, and then reward yourself with more time and energy to get together with friends and play

with your kids and pets outdoors.

**Secrets in the Bedroom….**

So, now that you have decided to get started, the question remains … where to begin. NAPO’s

recent study found that the top three disorganized rooms in the house, in successive order, are

the bedroom, garage and home office/den. For married individuals, the garage was the most

disorganized area; while unmarried respondents cited the bedroom as the number one spot for clutter.

Here are some tips for organizing these rooms:

**Bedroom Tips:**

Give away items that are still in good condition but you no longer need. Consider local charities,

friends, family, and others in need.

Decide what you want at your fingertips and what can be hidden away in containers under the bed, on top shelves, or in drawers.

Closets are one of the major places to store clutter in your bedroom. Go through your closet regularly, and pull out everything you have not worn in the last year. Clothes do not improve with age.

Hang like items together—group shirts together, pants together, dresses, etc.

**Garage Tips:**

Determine how you wish to use the space. Is it a workshop, storage center, sporting goods center, both? Design a floor plan and stick to it! (Literally draw on the cement floor to indicate homes for your things.)

Get rid of things that don't work!

Sort, purge, and then decide the proper storage containers or fixtures for the treasures

that you must keep. Clearly label both the tops and the sides of the containers.

Consider floor-to-ceiling possibilities for shelving, racks, stackable drawers, hooks and

pegboards, and don’t forget the rafters.

**Home Office/Den Tips:**

Keep only supplies you need on a daily basis on your desktop.

Create a paper flow system for your incoming documents.

Use your in box only for items that haven’t yet been reviewed.

Avoid looking at documents and placing them back on the desk. Make a decision about each document and follow through with it.

Create a filing system for your electronic documents that mirrors the one you have for paper. Sort, file, and purge electronic information regularly.

Keep the most recent papers in the front of the file. Whenever you open it, the current information will be on top.

***Other organizing tips are available by contacting Alita Bluford of Marlowe & Associates, Inc; efficiency consultants located in Farmington Hills****.*

**Don’t Do It Alone: Consider Hiring a Professional Organizer**

If getting organized is something you are serious about, you might want to consider hiring an

expert. A professional organizer enhances the lives of clients by designing systems and

processes using organizing principles and by teaching organizing skills. Professional

organizers help individuals and businesses take control of their surroundings, their time, their

paper and their systems for life, as well as enable their clients to maintain the systems and processes that have been designed to work for their unique needs. To locate one of NAPO’s professional organizers in your area, you can use NAPO’s free online automated referral network, searchable by ZIP code and organizing specialty at:

www.associationoffice.com/napo/referral/index.cfm.

**About NAPO:** The premier national association dedicated to the field of organizing, the National

Association of Professional Organizers (NAPO) is The Organizing Authority**®**. Formed in 1985 as

a not-for-profit professional association, NAPO is dedicated to serving its members through

education, networking, industry resources, and promoting the profession to the public. NAPO’s

mission is to develop, lead, and promote professional organizers and the organizing industry. For

more information, visit www.napo.net or contact Alita Bluford, PTAC. She can be reached by email at: alita@efficiencyconsultants.com or 800-852-9050.

*Editor’s Note: To interview a spokesperson from NAPO, contact Alison Dickman at (215) 884-*

*6499.*

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3 Press Releases that need some lovin'

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I picked these next 3 releases on purpose because they are the biggest mistakes that happen.. this is the average looking press release that comes to a TV news room

THIS IS WHAT THE AVERAGE PRESS RELEASE LOOKS LIKE EVERYDAY

When you improve them just a little bit....you will be head and shoulders above any competition.. believe me...

Got this from Kenton at Diversity Business.. love that you sent this to me and this is the typical news release you'll see in the newsroom.. now small city newspapers..

and overall..

it's too dense..

tighten it up a bit and add a story..

it will really be used on online forums.. .

I took out the graphic. ATT , Dell and Walmart at the top.. you might start with telling one of their stories.

SUCH AS: ATT started their diversity program in 1999 with two people.. today.. including Maria Lopez.. the first Latino board member...

and we proud to honor these companies..

that would grab bigger media interest..

there's a couple of typos..

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| --- |
| **Press Release“Top 50 Organizations for Multicultural Business Opportunities “Announced** |
| Southport,CT, January 16, 2012 / -- DiversityBusiness.com –today announced the “Top 50 Organizations for Multicultural Business Opportunities. Over 1,200,000 diversity business owners participated in an online election to determine the “Top” fifty organizations and AT&T was named the #1 company for providing business opportunities to diverse business owners throughout the United States. The honor extends itself to another forty-nine major U.S. corporations which call themselves The Div50. This esteemed, elite list is coveted by the most successful companies in the United States and has become the most recognized and respected in the country. These companies truly differentiate themselves in the marketplace in a time when diversity is on the rise. “The diversity practices of the Div50 has changed the course of economic inclusion and thereby the world as we know it”, said Kenton Clarke, CEO of DiversityBusiness.com. “The great diversity and vision of our country and our people have made this possible. DiversityBusiness.com is proud to have been a force in the business world for such positive change and opportunity. The initiative that we have led has been instrumental in equalizing the playing field and for that we are very honored indeed.” The 12th annual list was produced by DiversityBusiness.com, the nation’s leading multicultural B2B online website. Over 1,200,000 businesses were asked to answer 10 questions about diversity business in the marketplace. Their answers were based on factors such as volume, consistency and quality business opportunities granted to women and minority-owned companies. Other large companies at the top of the list include Dell, Coca Cola, Cisco, Apple, Walmart, Toyota, Office Depot and Northrop Grumman. **Top Honors for Top Corporations**While other awards and “Top” lists crown companies for metrics such as overall economic growth and returns to shareholders, The Div50 is an indicator of which organizations provide the best and the most business for diversity-owned companies. “In a marketplace that is increasingly as sensitive to diversity as it is to revenues, awarding the top buyers of multi-cultural products and services is becoming a natural part of the new socio-economic food chain. Organizations that consistently buy the most products and services from diversity businesses, and that sustain the most mutually beneficial business relationships with their multicultural suppliers, should be recognized not only by the business community but also by the general public. That is what we have accomplished in creating The Div50.” said Kenton Clarke. **The Business Power of Diversity**As multicultural and female owned businesses gain more buying power and their lifestyles become more affluent, multicultural markets are growing in economic muscle. This in turn attracts more corporations, as they compete for market share. The Div50 list has therefore become the consumer guide for women and minority consumers. “As a diversity business owner, I appreciate the business we receive from corporate buyers; and in turn, when I buy products and services, either personally or for my company, I am much more likely to buy from the same companies that support my business or are supporting businesses like mine,” said Helen Levinson, principle of Desert Rose Design headquartered in Elmhurst, Illinois. **The Div50**The Div50 is a listing of the top 50 corporate and organizational buyers of diversity products and services throughout the U.S. It represents the voice of over 1,250,000 diversity-owned (women, African Americans, Hispanics, Asians, Native American, and other multicultural groups) businesses in the U.S., in sectors such as technology, manufacturing, food service and professional services. It has become the Gold Standard to its members and their associates and reaches millions of consumers every year. In twelve short years, it has become a highly valued metric of corporate excellence in the diversity space. The winning companies will be honored during a special awards ceremony at DiversityBusiness.com’s [12th Annual Multicultural Business Conference](http://www.diversitybusiness.com/conference), taking place April 25 –April 27, 2012 at the Foxwoods Resort & Casino in Mashantucket, CT. Located below is the complete list of Top 50 Organizations or it can be access at: <http://www.diversitybusiness.com/Resources/DivLists/2012/DivTop50/2012Div50C.htm>. BIG GRAPH HERE **Press Contact:** | Quantise Rodgers | DiversityBusiness.com | Director of Communications | 203-255-8966 | qr@diversitybusiness.com | **About DiversityBusiness.com**Launched in 1999, DiversityBusiness, with over 250,000 members, is the largest organization of diversity owned businesses throughout the United States that provide goods and services to Fortune 1000 companies, government agencies, and colleges and universities. DiversityBusiness provides research and data collection services for diversity including the "Top 50 Organizations for Multicultural Business Opportunities", "Top 500 Diversity Owned Companies in America", and others. Its research has been recognized and published by Forbes Magazine, Business Week and thousands of other print and internet publications. The site has gained national recognition and has won numerous awards for its content and design.  |

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REGULAR RELEASE

**Kalamazoo Radisson Plaza Hotel and Suites rejoins**

**list of 2013 AAA Four Diamond Award® honorees**

The Radisson Plaza Hotel and Suites in Kalamazoo has rejoined the list of honorees to be awarded AAA’s prestigious Four-Diamond rating for hospitality industry excellence. A total 15 hotels and five restaurants across Michigan have earned the AAA Four-Diamond Award for 2013.

Four outstanding Detroit properties received the designation. They include The Westin Book Cadillac ( 3 consecutive years); the MotorCity Casino Hotel ( 4 years) and its restaurant, Iridescence (12 years), and the MGM Grand ( 5 years).

 The other award-winning hotels include:

* Birmingham – The Townsend Hotel ( 25 years)
* Dearborn – The Dearborn Inn (10 years) and The Henry Hotel Autograph Collection ( 24 years)
* Grand Rapids – Amway Grand Plaza Hotel ( 28 years) and JW Marriott Hotel Grand Rapids ( 6 years)
* Mackinac Island – Grand Hotel (19 years)
* Mount Pleasant – Soaring Eagle Casino and Resort (15 years)
* Plymouth – The Inn at St. John’s ( 2 years)
* Rochester – Royal Park Hotel ( 7 years)
* Romulus – The Westin Detroit Metropolitan Airport (10 years)
* Southfield – The Westin Southfield (11 years)

The other AAA Four Diamond restaurants include:

* Birmingham – Rugby Grill (12 years)
* Farmington Hills – Café Cortina (10 years)
* Grand Rapids – Cygnus 27 ( 9 years)
* West Bloomfield – The Lark ( 23 years)

The awards will be presented by AAA Michigan at a special luncheon on Tuesday, April 16, during the 2013 Pure Michigan Governor’s Conference on Tourism at the Marriott Renaissance Center Hotel in Downtown Detroit.

AAA rates more properties than any other rating entity. It is the only rating system that conducts professional, onsite evaluations using published guidelines weighted by member priorities.

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Common mistake for authors.. speakers, trainers, chiropractors dentist..

the focus is off..

there needs to be a story to cover..

like.. Elle Febbo foster child

Gary Weinstein...

after thought is the book... it's not the story...

SUCH AS THIS RELEASE....

FOR IMMEDIATE RELEASE

**Elle Febbo Launches “Life By Heart” with Proceeds Supporting “Project Forgive”**

Best selling, award winning author launches inspirational new book, “Life By Heart”, with all pre-launch proceeds benefitting the “Project Forgive” documentary.

**Los Angeles, Ca. – January, 25, 2013** – Former foster child turned best selling author, global business leader and advocate Elle Febbo will be pre-launching her next book, “Life By Heart” on February 1, 2013 with an official global launch scheduled for June.  All pre-launch proceeds have been allocated to the globally anticipated documentary, “Project Forgive”.

“Life By Heart” is an enlightening and inspiring 30 day journey of self discovery and reflection, rich with declaration, action to inspiration “life prompts”, self excavation exercises, and remarkable true stories from world class authors and contributors.

Reviews are raving: “Absolutely Beautiful”, says Author and Transformational global Leader, Marsh Engle. “Insightful, healing and so much fun”, says MFCC Lucy Ray, “every one of my clients will have a copy.”  In a recent interview with journalist Sarah Sweet, Elle says, “To live life free from expectation, self inflicted doubt, and limiting beliefs is an awe-inspiring way to live.”  The book serves as a guide on a self directed personal 30-day journey created excavate and celebrate the divine tools and talents within.

“Life By Heart” ($19.95) pre-launches February 1,2013, and will be available on Amazon, Barnes & Nobel and most other retail and online outlets.

**About Elle Febbo**

Elle Febbo is a former foster child, turned best selling, award winning author, producer, speaker, globally published journalist, and child advocate.  Her acclaimed children’s book **“What Love Is A-Z”**has been used as a tool for service, opening the door for thousands of dollars to be raised for various charities through massive global fundraising sales.

She is on a mission to shed light on the power of Love, Compassion, and Uniting for Purpose, passionately inspiring the masses through Radio, Television, and from stages everywhere, motivating thousands around the world to live and work from the heart for a more rewarding, and spiritually accomplished life experience.

For more information about “Life By Heart”, please visit [www.LifeByHeart](http://www.lifebyheart/).  To learn more about Elle Febbo or Project Forgive, visit [www.ElleFebbo.com](http://www.ellefebbo.com/).

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**Elle Febbo
Best Selling Author, Speaker, Child Advocate, Publishing Expert**

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Last minute tips to help you create exquisite tips.

-USA Today, look at their headlines

-Newspaper and magazine racks at the grocery store..

Glamour, Cosmo,

-google alerts on stress, exercise, job skills ! you will find fantastic headlines!!!!!!!!!!!!!!!

**Winding down,**

I’ve given you all I’ve possibly could and my time is coming to a close.

I'm hoping you received value..

I should have delivered on my promises

three types of releases..

email, event, regular

any questions.. email Mission Control Maven,

hily@shawnetv.com

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For those wanting a deeper dive... I created a special irresistible offer for everyone who is listening on this call.

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## *Media Mastery Abundance Package*

* [**Press Releases 101**](http://shawnetv.com/237/mastering-traditional-media/press-releases-101)This detailed class on creating compelling press releases
* [**Powerful Press Releases: Online Strategies for Massive Reach**](http://shawnetv.com/225/mastering-traditional-media/powerful-press-releases-online-strategies-for-massive-reach)
Press releases distribution – to thousands on the web – is critical to massive exposure. This class details all the do’s and don’ts when marketing to media online.
* [**The Top 9 On-Camera Media Mistakes to Avoid**](http://shawnetv.com/178/mastering-traditional-media/the-top-9-on-camera-media-mistakes-to-avoidhttp%3A/)Being on-camera is EASY, when you know how to do it. The tips shared here will keep you calm, confident and powerful with the media.
* [**Crisis Communication**](http://shawnetv.com/190/mastering-traditional-media/crisis-communication-media-alert-five-things-you-must-never-say-or-do-during-a-crisis)
It could happen to you. One phone call, one moment of mishandling media and your business reputation is gone in a matter of minutes. Learn what media savvy businesses already know. This course is a must.
* [**Leveraging the Media: Turning Coverage into Cash**](http://shawnetv.com/154/mastering-traditional-media/leveraging-the-media-turning-coverage-into-cash)
You’re doing it. You’re getting fab media coverage. What’s next? How do you take one story and leverage it to catapult your brand and build exquisite momentum, avalanching your coverage for massive reach? This class outlines strategies and tools to leverage any media coverage.
* [**HDTV Camera Ready: How to Look Your Absolute Best on TV**](http://shawnetv.com/124/mastering-traditional-media/hdtv-camera-ready-how-to-look-your-absolute-best-on-tv)
From what to wear, to what not to wear, classic on-camera makeup do’s and don’ts and how to powerfully brand your image – is carefully laid out in this content rich class.
* [**Gossip Marketing®: Word of Mouth in a New Economy**](http://shawnetv.com/wp-content/plugins/S3FlowShield/lib/file/gossipmarketing.mp3?type=f&bk=c2hhd25ldHZtcDNmaWxlcw%3D%3D&e=60&cb=false&fl=Z29zc2lwbWFya2V0aW5nLm1wMw%3D%3D&check=4a16de196aad48a3c9c4e13763e052bb)
Gossip or Word of Mouth is the BEST advertising for your business. As a matter of fact, 93% of consumers say word of mouth is the most reliable source of information that leads them to buy products and services. Learn how to leverage massive word of mouth.

***Special bonus***

[**63 Social Media Mistakes Every Business Must Avoid**](http://shawnetv.com/259/social-media-mastery/63-social-media-mistakes-every-business-must-avoid)
Grab a pen. You’re about to be inundated with 63 of the worst social media mistakes when it comes to relationship building and what you can do to avoid them. Everything is relationship. This non-techie class filled with tips, tools and strategies is designed to show you how to master social media, to powerfully grow your business.

Plus Special Welcome to My Practice Video for Chiropractors

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**see you next time.**

**Big joy, Shawne**