



# Use the Media

Evan Carmichael

One of my favourite ways to promote my business doesn't cost a thing - get in the media.

You're an expert, right?

If you want to have success as an entrepreneur you better be really good at what you do and be an industry expert.

When reporters are covering stories guess what they always look for?



An expert to comment on it.

Pick up your daily newspaper and read almost any story and you'll see that an industry expert is quoted and is sharing their opinions.

Why can't that industry expert be you?

Think about it: when you read a magazine do you pay more attention to the ads or to the articles?

Now which one costs more - running an ad or getting an article written about you?

It should be a no-brainer decision. The articles are read more and don't cost you anything to get into.

The trick is you need to get on the radar screens of the media. You can start by building your own media list.

This shouldn't be too hard. Look at the websites of all the trade media who cover your industry and the sections of major

media who might run stories about your industry.

In my case, for example, I might target trade media like Entrepreneur Magazine or Home Business Magazine and the business sections of major media like the New York Times and the Wall Street Journal.

I've been in all of those publications.

I'll explain how I did it and how you can too in the Zhuge below.

## Breakdown.

This Zhuge will help you build a media list and outline how reach out to them to get your story featured.

It's 36 pages long and will walk you through a 5 step process to be seen as the leading expert for your industry and be called on for every important story.

You'll learn how to:

- Build a media list (over 20 places to look)
- Create a media page (sample of what mine looks like - Page 12)
- Choose a topic to write about (61 story ideas you can use)
- Write the press release (samples of what has worked for me - Page 17)
- Reach out (sample script to send to reporters - Page 24)
- Use a powerful, alternative approach that got me into the New York Times

Here's how it's divided up:

## Pages 1-27

Exercises to get your name top of mind with reporters.

## Pages 28-36

Famous entrepreneurs on promoting your business.

## Examples.

Here are a few examples of the advice and perspectives included in this Zhuge.

- **P.T Barnum**  
P.T Barnum's advice on how to boldly promote your business.
- **William Wrigley Jr.**  
William Wrigley Jr.'s advice to stick with it.
- **Dana White**  
Dana White's advice to target your audience.
- **Peter van Stolk**  
Peter van Stolk's advice to outsmart the big guys in your industry.
- **Ron Popeil**  
Ron Popeil's advice to develop your marketing plan with your product.

## Act.

Make immediate progress on your on your entrepreneur adventure with this Zhuge!

It's your map, an actionable ground-plan that will show you the way.

Every Zhuge provides straightforward directions and steps that give clarity, inspire new ideas, and bring you closer to your entrepreneur ambitions. And each includes great advice from other successful entrepreneurs who have overcome similar issues and challenges.

## Bonuses.

Whenever we step out on a new path there are surprising lessons and benefits that you'd never expect!

Life's little bonuses are a wonderful perk of being an entrepreneur, and I'm giving you a few of my own to motivate you in the journey ahead.

### Deal.

Every entrepreneur should make a deal that they feel good about. So I've got a deal for you.

If you have any questions after you've completed the work in the Zhuge, I'll make the time to answer them for you.

Simply send me an email with whatever thoughts or concerns you have. But I'll only answer if you'll actually go through and finish the Zhuge first.

I'll invest the time if you will.

Deal?

### BUY NOW

For details on download and pricing, go to:  
<http://www.evancarmichael.com/zhuge/206/>

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### About the Author

Evan Carmichael helps entrepreneurs. At 19, he built then sold a biotech software company. At 22 he was a venture capitalist helping raise between \$500,000 and \$15 million. He now runs [EvanCarmichael.com](http://EvanCarmichael.com), one of the world's most popular websites for entrepreneurs. His goal is to help 1 billion entrepreneurs. He has helped set 2 world records, works 20 hours per week, uses a stand-up desk, rides a Vespa, raises funds for Kiva, and created a line of Entrepreneur trading cards. He graduated from the University of Toronto and enjoys salsa dancing, being a DJ, and the Toronto Blue Jays.

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