



How I get FREE publicity for my business and you can too

<p>The EXACT script I use to get FREE publicity -spencerXsmith.com</p>	<p>Spencer is featured & quoted in:</p> <p>Inc. Forbes Entrepreneur Money  Microsoft  THE HUFFINGTON POST  msn Money  YAHOO! SMALL BUSINESS ADVISOR</p>
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How to get FREE publicity for your company by using HARO

1. Sign up for the free subscription to HARO (Help A Reporter Out) at www.helpareporter.com. You'll start receiving three (3) emails per business day with reporter requests for quotes, advice, and expert opinions.
2. After creating a username and password on the HARO website, bookmark their page. As you start sending pitches, this will become your repository of past submissions.
3. Use the HARO submission tool (click "Submit a New Pitch") instead of emailing the reporter directly. Why? When HARO facilitates your email submission, this will all but guarantee it's actually received. If you don't use this tool, your response might get caught in a spam filter.
4. Respond ASAP! Reporters are usually on a very tight deadline, and they'll typically request a response within 24-48 hours. The **more quickly you respond the better**. Like anyone else, they want to check something off their to-do list as, "done." In this case, **good enough is much, much better than perfect**. Note - I've found that if I don't respond within literally an hour of receiving the email, it's highly unlikely my contribution is used.
5. Use this script (this is the one that got me [quoted in the Huffington Post](#)) -

Hi Stefanie - **Use the reporter's name.**

I'm Spencer X. Smith, former VP of Sales at a Fortune 100 company turned consultant & instructor at the University of Wisconsin. **Why should he/she listen to you?**

Top challenge I see in teaching business planning - business owners falling in love with their idea and not spending enough time segmenting their market. Because there are solutions for nearly every problem today, the most successful startups are concentrating on building their ultra-niche audience first, and then worrying about tweaking their product or service. The audience they build via email or social media is the asset that only gets more valuable. **Concisely answer their query.**

Thanks so much for your consideration!
Spencer X Smith **Include your contact info.**
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6. Respond consistently. Make it a habit to at least scan the emails each day to see what's in demand right now. **HARO is the news that hasn't been printed yet.**

Bonus: what if they don't use your submission? Do you ever think to yourself, "What should I be sharing on my website/email newsletter/social media?" Use this! A reporter has told you that there is an **OVERT NEED** for what you've written, so let the world know you've written it.