



## [What Makes You Newsworthy?](#) by Christine Marek

Have you just robbed a bank or set the newest Guinness Book of Records?

This year did you receive a Pulitzer Prize for “the” greatest invention?

Short of achieving these dramatic examples, what have you done that is newsworthy?  
And better yet, who cares?

When you think about, what IS making the news?

These 10 essential newsworthy topics are important to remember when you want to know how to become a news magnet. Enjoy and go get those headlines!

Explain how your product or service is UNIQUE.

Don't get hung up on the fact that it may be “ordinary”. That's OK. Just make sure people understand what you have is something they've never quite seen before.

Attach yourself to a TREND.

Here's a simple but always helpful proven example - Right now it's summer so relate what you have to the season. That's what the masses are thinking about so go with it.

Make HOLIDAYS work for you because holidays are always, yes.. always in the news.

If you can figure out how to align events, product specials, etc., with a holiday you will see how attention comes your way.

Be the EXPERT. News producers need them all the time and the social media content also needs nice beefy, concise facts and statistics with your expertise.

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SPIN one news story to flow into your story. That what the news is about; it is a flow of one story to another. So when you hear that the local grocery store caught on fire you call the media and tell them how your story relates to that incident...

Example- "For the neighborhoods convenience, Tim's Grill is offering extra discounts on take out food orders and donating a percentage of the sales to the local fire department that saved lives putting out the recent fire at the Smith's Grocery Store on 2266 E. Mulberry Lane."

Brag about your ACCOMPLISHMENTS!

Don't be shy when you receive an award, are recognized by peers, hit record sales, all these examples are attention getters and worth reporting.

ANTICIPATE the news. If you know that something is going to happen in your industry before it becomes news be the one to tell others.

Have a favorite news personality you feed tips to on a regular basis or share this tip with all your followers online. Don't keep the news a secret, be the first to tell as many people as possible.

Go with the UNUSUAL. If you have something that is funky, not unique - there's a difference here, then get the word out. Unusual can also be controversial.

Madonna the singer/ entertainer built her career on this one principle. It's not for everyone, but done with authenticity it works like a charm, a news magnetic squared.

GOOD NEWS can have just as much a "viral" impact as bad news but so many times we don't think its NOT news. That's wrong, especially today.

Your good news is needed. Share it and see what happens. The best part of good news is that it leads a wonderful example for others to do “good” too. Now that’s GREAT news.

I bet at the beginning of time cavemen thought events were important. Do you agree? So have an event and be in the news.



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