

Entrepreneur Finds Free Publicity Is The Key To Marketing Success

Free radio publicity has become a mainstay of both marketing bootstrappers and corporate giants alike. Find out how an enterprising author utilized a few simple methods and reaped the benefits of this valuable marketing technique.

November 25, 2008 (FPRC) -- With nothing more than determination as an incentive, author Charles Steed set out to promote his first book, *The Streetsmart Homebuyer*. After learning that his publisher had exhausted the book's entire marketing budget distributing press releases to the book trade, Steed realized the book would die a rapid death without his own marketing efforts.

Steed says, "I was so excited about just getting published that I didn't give a second thought to actually marketing the book. I thought marketing and promotion just came with the deal." But with more than 100,000 new titles published every year, publishers have limited budgets to promote new authors.

Not one to give up easily, Steed discovered an excellent method for getting the word out on his book: free radio publicity. He learned that radio talk show hosts and producers were constantly seeking interesting guests for their shows. Wondering if he could actually get booked on a show he called several stations, and after just a couple of hours found himself scheduled as a guest on two shows. This opened the door for bigger and better future bookings. And an interesting thing happened along the way, his book began to sell.

Steed recently commented, "Free radio publicity has certainly been a blessing to me. But I've since learned that it isn't just authors that talk radio wants, it's anyone who can provide an interesting and informative show for their listeners. Radio publicity is a first-rate method for anyone to get exposure for their product or service." The key is to offer real value for the listeners. Talk show hosts depend on ratings to keep their shows on top and guests offering good information help them achieve that goal.

In return, a host will often mention the guest's product or service throughout the interview. And if the guest has a Website or toll free number, the host will relay that info as well. It's a win - win situation for both guest and host.

To learn more about free radio publicity and how it might help you to promote your product or service, visit: <http://www.freepromostory.com>

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