

10+ WAYS TO POSITION YOUR BUSINESS TO BE MORE ATTRACTIVE FOR PUBLICITY



Positioning Ideas

- 1) Make it unique or add a unique twist (Purple Cow by Seth Godin)
- 2) Namedrop (university research, celebrity)
- 3) Creating content or promotions to piggyback off current events or news



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- 4) Giving to a certain charity related to your company's niche
- 5) Create successful client case studies so others can visualize the great results
- 6) Create something innovative or new



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- 7) Become a thought leader and an influencer in your industry who others reference
- 8) Barbara Corcoran created industry reports that started to be used in her industry
- 9) New discovery or finding in your industry



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- 10) News of product launches or feature launches
- 11) When you reach a milestone like 1,000 users or \$1,000,000 in revenue
- 12) Leveraging your personal uniqueness, and how it's unique in your industry

