

Your Time to Shine Baby Boomer!



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BAMedia

When we reach midlife, many of us realize we need to make some changes. Some of us want to have more challenging opportunities on our jobs, others are seeking new careers. Then you have those who want to take a leap of faith and start up their own businesses.

Starting a business can be a challenging task. In addition to having a sound business plan and some capital, you also need to be able to get the word out about who you are and what you do so you can attract potential customers or clients.

Word of mouth advertising is great but wouldn't it be awesome to have the media calling on you every now and then? No, I'm not talking about one radio or newspaper interview in your community. I'm referring to the ability to reach the masses. I refer to it as "flooding the market" with a media blitz to get you the kind of exposure you're seeking.

Here are a few tips on how you can get some media exposure:

BUILD A MEDIA PLAN

Identify the radio and or television shows you would like to be interviewed on. Listen to those programs so you can get an idea of the interviewing style of the host. Find out the kind of topics he or she tends to focus on to see if you would be a good fit for their show. The worst thing you can do is send an email or media release to someone who focuses on politics and you want to talk about gardening. Also, it certainly doesn't hurt to let the host know you listened to a particular show and how much you enjoyed it as you pitch yourself as a guest.

Don't limit yourself to just the stations in your immediate area. Make sure you cover as much territory as possible. Remember, radio interviews can be done over the telephone. Another thing: If you know you're going to be on vacation in a particular area on a specific date, contact the stations in that market and let them know you'll be available. You don't have to tell them you're on vacation---just that you'll be in the area. And don't be afraid to hype up the fact that the Host is getting a great opportunity to interview you.

Know the News of the Day: By knowing what's happening in and around your world, you should figure out how you can tie in your book---especially if you're a non-fiction author. For example: If there's a school shooting in your community and you've written a book young people and crime, call all of the media outlets and offer yourself as an expert.

Create Your Own Media Day: If you sell cosmetics, for example, you could create something like a “Make Me Over Day” where you go out and offer free makeovers to women. Perhaps, you may want to visit a homeless shelter for women. Contact the media and let them know your plan and the importance of giving back to the community. That is definitely a media attention grabber!

When you build your media plan remember, there is no such thing as OVERKILL. Persistence really does pay off. You just have to be determined and focused in getting the media to take notice.

To learn more about BAMedia’s Your Time to Shine Media Consulting, you may contact me at: Beverly@talk2bev.com

BAMedia is a media consulting firm owned by baby boomer entrepreneur Beverly Mahone. The company specializes in coaching speech and media interviewing techniques and also offers marketing and promotional assistance. Mahone is a veteran journalist, author, and motivational speaker who has been classified as a baby boomer expert by the media. She has appeared on and been quoted by numerous media outlets including MSNBC-TV and the New York Times Newspaper. She currently hosts a radio show on WCOM 103.5FM in Carrboro, NC.

Be sure to stay tuned for my upcoming book: **How to Get on the News Without Committing Murder: 8 Killer tips to Creating a Positive Media Image at Midlife**