

**Bert Martinez's
Volume One**

Publicity Power Program Proven Publicity Strategies

**The 237 most Powerful Publicity Ideas Ever!
Headlines & Hooks that Gets You Booked**

Get On the Air or In Print FAST!



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Are you ready for Publicity Power?

Experts, Speakers, Authors, Entrepreneurs:

Proven Publicity Strategies was originally 1 massive book, however many of our customers/members felt overwhelmed. Then a good friend of mine came up with the idea of breaking up the information into 2 volumes for easier handling.

Proven Publicity Strategies Volume 1 (PPS1) is purely to inspire your thinking and show you many proven ideas you can use for getting publicity faster than ever before. Provide you with a good solid understanding of the how publicity really works and to feel comfortable interacting with the media. Proven Publicity Strategies Volume 2 (PPS2) has more advance strategies like rolling out a national publicity challenge.

First, review the pages, no need to read this book from start to finish. Second, pick and choose an idea or two or three that will work for your personality or project. Three - then put it into action!

Remember one good headline could get you thousands of dollars in publicity; just one idea could make you famous or more famous. The good news is you're just a few easy steps away from getting interviewed on local and national shows or written up in magazines or newspapers. And the best part is we'll even help you come up with the ideas.

You now possess, what many believe, to be the most extensive assortment of publicity strategies and ideas ever composed. Just browse this book and choose and or play with the ideas and headlines.



I've drawn on my years of personal experience having produce newspaper and digital content, radio programs and having spoken on television. Also I've helped authors, experts, and entrepreneurs get publicity, coached them on how to increase their sales and fix their marketing.

But that's not all. I've personally used some these exact ideas to get booked or interviewed by major media like the Wall Street Journal, Fox News, Business Week, Inc. Magazine, just to name a few. You'll discover new ideas every time you read this book. You'll want to come back again and again, when writing press releases, or creating publicity plans. You can also use this book to inspire your content: articles, book titles, chapters, or just creating sales copy.

How to use this book: Just go down the list and place a mark next to an idea that you like or might be interested in using. And boom! You just saved hundreds of hours. You can either pick your favorite idea, create new ones from inspiration and or you can create a list of tie-ins & ideas as a foundation for a year-round Publicity Power campaign.

Also feel free to combine ideas together. One of the best ways of increasing your Publicity Power is to utilize several ideas and tie-ins simultaneously.

You Were Created to Succeed!

Bert Martinez

Bert Martinez
Publicity Power Program.com
BertMartinez.com



Disclaimer

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Links

We made every attempt to make sure all the links work however if a link is not working just **copy** the full URL **and paste** into your web browser.



Publicity Power Success

75% of your success in getting publicity is your Headline or Hook, the reason for this is that if your hook or headline fails to grab the readers attention chances are slim that the rest of your pitch or press release will be read. That's why this book was developed to help you over come that sticking point. With over 237 ideas you only need to find a few that will work for you. Also included are samples of Press Releases and Pitch Letters to help you get started immediately.

15% of your success in getting publicity is your follow-up and relationship building skills. Remember, that producers, reporters, and editors are already busy and so unless you follow up your great idea may get lost.

10% of your success in getting publicity is your content.



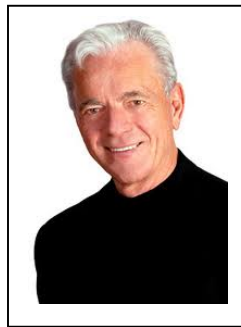
Tools for Success

1. High & Low Resolution Photos (Hi & Lo Res)
2. Professional Bio
3. Pitch Letters
4. Patience – yep good ole fashion patience
5. [Google Alerts](#) If you cannot click the full URL, please copy and paste <http://www.google.com/alerts> into your web browser.
6. Database of Contacts



Photos /Headshots - High & Low Resolution (Hi & Lo Res)

Occasionally media outlets will ask for photos, it's a good idea to invest in several high quality photos. They can range from typical headshots to shots that have a little more personality. If you're promoting a product or book have several of each and of course have a few photos of you and others enjoying your product. Dark solid colors are best, my friend Bill Bartmann has a specific look that he has adopted, a look that is low maintenance and yet professional, I borrow his look frequently – see below. 95% of the time all you'll need is the Lo Res photos but be prepared when the call for the Hi Res.



Professional Bio

Make at least three versions: short, medium and long. Most of the time, someone else will dictate the length of your bio. They will likely tell you how many words you can use to ensure that yours is the same length as other bios. Because of this, one bio will not do. You need at least three bios:

- One sentence bio
- 100 –150 word bio
- 250 –350 word bio

Each bio has its place. You will save you time and energy when the time comes time to use it, and establish consistency between every professional bio about you that is published. You can find some good information about bios online if you just Google “bio or professional bio”, sometime you may need to hire a professional to help out, check elance.com or craigslist.com, on the next page is a sample of basic bio.



Sample Bio

<Your Name> is the <Your Title> of <Company Name> a Marketing and Sales Training company located on earth. <Your Name> list some accomplishments > and or case studies and or awards. <Your Name> is a marketing pundit for several national and international news channels, including Fox News, CNN, and MSNBC, Bert is frequently quoted in major media and trade publications, including The Wall Street Journal, Inc. Magazine, Success Magazine, Reuters and Business Week.

More About Bios <http://www.writeabio.com/samples.htm>





Google has a very helpful service, which can help you get more publicity. And the best part it's FREE! It's like having a media clipping service, which searches both the web and Google News database, then sends you a Google Alert (via email) as soon as something you're interested in appears in the search results.

For instance, let's say you're a big fan of "Star Wars". You can set up a Google Alert for "Star Wars". Then whenever Google finds any mentioned in a top news story or on the web, you'll get an email including the web site address so you can go see where and how "Star Wars" is mentioned.

To set up your own Google Alerts visit, <http://www.google.com/alerts>. The exciting thing is you can use this service to grow your business and publicity in all sorts of ways.

Some of the ways to use Google Alerts; set up alerts to see what others are saying about you or your competitors, find out about new developments in your field of expertise and/or discover some other outstanding person with whom you might want to ally yourself in some way. This service is also one of the best publicity tools ever created and it's FREE! Here are three tips to use Google Alerts to obtain media exposure:



Strategy #1 –

Obtain IMMEDIATELY publicity by tying-in with breaking news stories. One of the best and easiest ways to get FREE publicity is to be able to comment on what's already in the news. Whenever an alert pops up having to deal with your subject matter somewhere in America or Canada, you need to contact newspapers and radio/TV shows in that city immediately and let them know you can comment on what's happening. But how will I know when a related story hits the news?'

My answer: "Google Alerts." The results will blow you away!

Strategy #2

Building friendships with media contact who discuss your topic. Another of my clients, Patrick Snow, also uses Google Alerts service in a very systematic way to get publicity. Here's what Patrick does: First he set up alerts to track stories written on his area of expertise, which is Success, Selling and Families. When he gets an alert email pointing him to a good story on that subject, he then sends the journalist who wrote the story a short email saying he enjoyed article and offers a sincere compliment. His email stands out because journalists don't often hear from their readers and when



they do it's usually to complain. Within his email Patrick mentions his website CreateYourOwnDestiny.com to reinforce his credibility. If the journalist writes him back and thanks him for his comments, Patrick then offers to send them a free copy of his book and mentions he's happy to be a resource for them on any future stories they might do on this or similar topics. Patrick Snow has made the front cover of USA Today and multiple TV/Radio interviews.

Strategy #3

Authors are always asking me about a good 'hook' or angle should be when approaching the media. I'll immediately ask them, "What hooks have others used in your industry?" Usually they don't know, but by using Google Alerts (or even just searching the Google News database at <http://www.google.com/news>) you can quickly find video clips, articles in which others with similar expertise are quoted. For example, let's say you've written a book about Selling. Suppose also that you're based in Houston. One day you discover a story in the New York Times about Selling in the New Economy. Well, if it's newsworthy in New York, it's probably going to be considered newsworthy by the media in your city. So pitch your local media on doing the same story, only this time they'll be interviewing YOU as the expert. Here are a few words of advice on implementing this strategy:



Use quotation marks to narrow your alerts, for instance, I have an alert set up for Bert Martinez and because I'm not the only person in the world with that name, I was getting a lot of off-target alerts. Every time Bert or Martinez pops up I received an alert by using "Bert Martinez" in quotes it allows me to receive more exact searches.



Database of Contacts

You'll need to purchase or develop (or a combination of both) a list of Journalist, Editors and Producers contact information for your niche, so you can send your pitch letters to them as well as build the relationship. There are databases available for purchase you can Google 'media contacts' or 'media database', but you easily create your own by using LinkedIn or visiting show's website.

Contact the reporter directly, most prefer email, then follow up by telephone and deliver the same well-organized pitch. Compose a news release and address it to the assignment editor and the reporter. A news release must be concise and include the "who," "what," "when," and "where." Include a couple of ways for them to reach you; I see millions of potentially great stories head south because people did not include basic contact information. (See Press Release Samples)



Keep in mind that these days, most news operations are extremely lean and that means having to do a lot of the legwork; provide contact names and numbers of people you recommend for interviews. Write a B-Roll list; that is a term left over from the early days of film and in the case of TV news, it literally means video. Also, offer a suggested list of natural sound, and secure, if possible, a visual setting for interviews. The more prep you can do the better your chances. Also weekend pitches do slightly better because the competition is very low.

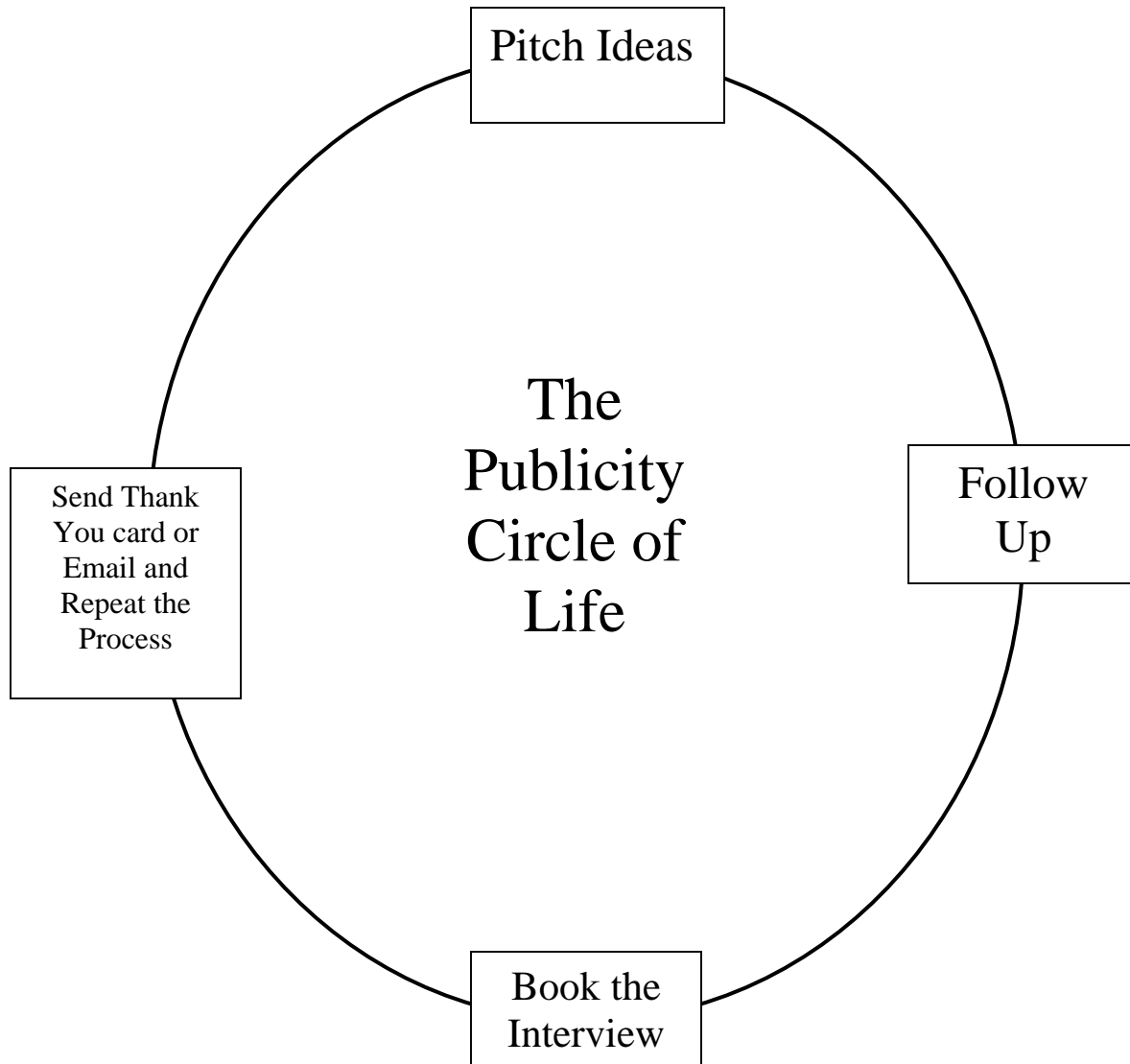
Bonus:

Sign up below to participate in the group coaching calls.

SIGN UP BELOW

<http://forms.aweber.com/form/02/1244465402.htm>





Pitch Letter Templates

The purpose of the Pitch letters is to pique the journalist's interest in your story idea. They don't tell the whole story. Rather, they are "teasers" for the meat of your story angle.



Radio/TV Talk Show Pitch Letter Sample

Date

Name/Producer/Editor

Show

Address

State, City Zip

Dear Producer's Name

I've been <listening/watching> your <show/program> and I have an idea for an <Exciting, Interactive, Controversial, Humorous> <segment, episode, show> you might want to do. Your audience would love this because <Benefits> after all, <a line or two why it would appeal to their audience – again benefits.

Show Elements:

The <segment or show> titled <_____> or similar

First we would interview people who have <Name the Issue(s)>

My team would handle finding the people who have had this

<Name the Issue(s)> and would be willing to talk about it on your show.

As an expert in <Topic/Problem> I could give each person on the show some tips or advice specific to them.

Here's some information about my credentials <Your Bio>

You audience would discover <List of possible Benefits>

I will contact you by telephone in a few days to discuss your thoughts, should you have questions please contact me at <Telephone> or via email <Email>.

Sincerely,



Breaking News Print/Radio/TV Pitch Letter Sample -

(Utilize with Google Alerts)

Attention Grabbing Headline - Local, National, Resident <Expert, Business Owner, ETC.> <says or will say>

Date

Name/Producer/Editor

Show

Address

State, City Zip

(Optional) RE: Maybe a Different Attention Grabbing Headline
<NEWS/EVENT>

Dear < Name >:

With the news about <NEWS/EVENT> I thought you might want a local, national expert do discuss or comment about <NEWS/EVENT>.

You're viewers will discover/see <_____> I'll <Demonstrate, Reveal, Expose, Show> 4 things that your viewers can do or avoid to

- ❖ Bullets or numbers
- ❖ Bullets or numbers
- ❖ Bullets or numbers
- ❖ Bullets or numbers



Breaking News Print/Radio/TV Pitch Letter Sample - Cont

As an expert in <Topic/Problem> I could give each person on the show some tips or advice specific to them.

Here's some information about my credentials <Your Bio>

You audience would discover <List of possible Benefits>

I will contact you by telephone shortly to discuss your thoughts, should you have any questions please contact me at <Telephone>.

Sincerely,



Press Release Templates

A Press Release is quasi-news story, written in third person, that seeks to demonstrate to the media newsworthiness of a particular person, event, service or product. Press Releases can also be used to drive internet traffic and create back links.



Announcing a Giveaway Press Release Sample

FOR IMMEDIATE RELEASE

<Your Name or Company> to Give Away <\$amount> of <product name> to <recipients, group>

<DATELINE>, <City,State> - <Your Name or Company> today announced that it will give away <product name> to more than <Number> <a word that describes your user or customer>.

Why would the company give away <product name> for free? "It's simple," says <your name and title>. <"Compelling reasons and or goal"> <Your name> our company understands <Pain & Frustration of our User or group> and we want to help.

There are no hidden catches to the promotion, said <your name>. The only thing the company asks is that customers who are interested in the giveaway cover postage and handling - <insert a dollar amount>.

To receive the free <product>, simply send a check or money order for <dollar amount> to <the address to which the orders will be sent>.

About <your company>



Announcing a Giveaway Press Release Sample - Cont

<Program or Product> is just the latest <type of product> from <name>. The company has also produced <[Insert one or two sentences describing what your company does with one or two sentences about how they benefit customers]>.

Contact Name
Company Name
Telephone
Email

###

Real Samples

Bert Martinez Communications

<http://www.prweb.com/releases/free-business-training/bert-martinez/prweb4502154.htm>

Joe Vitale and Bert Martinez

<http://acovi.com/dr-joe-vitale-and-bert-martinez-to-assist-small-businesses-by-donate-new-book-on-p-t-barnum%E2%80%99s-success-strategies/224266/>



Tips or Advice Press Release Sample

FOR IMMEDIATE RELEASE

<DATELINE>, <City,State> - <Author, Expert, etc.> Reveals <___> Tips for <Reducing, Increasing, Managing, Avoiding> <Pain, Result, Issue> for the <Season, Holiday, Event, Disease, etc.>

As the <Season, Holiday, Event, Disease, etc.> approaches, many people will be <Describe an activity or situation> . Several experience <Pain, Result, Issue>

But <Author, Expert, etc.> the <Creator, Inventor, Author> of <Insert Name/Title> says that with some tweaks, <Pain, Result, Issue> can be <Stopped, Increased, Managed, or Greatly reduced> Here are <___> tips I recommend:

- ❖ Bullets or numbers
- ❖ Bullets or numbers
- ❖ Bullets or numbers
- ❖ Bullets or numbers

<Your Credential rich Bio>

Contact Name
Company Name
Telephone
Email

###





237

Headlines and Hooks that Get You Booked!



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Address a Common Complaint or two	You might think that you don't have enough < Time/money > to <go to college, exercise/read/etc. But this <person, place or thing> has made it <simpler, easier, faster>than ever.	
Revealed Secrets : Did You	Did you know that one of the president's brother was a beer drinker?	
The <Woman's>Guide to	The Average Woman's Guide to Money	
The <Man's>Guide to	The Real Man's Guide to Success in <_____>	
Should you let . . . ?	Should you let your <Son,Teen, Boss, Toddler wear _____?	
Should you let . . . ?	Should you let your <Son,Teen, Boss, Toddler use _____?	
This Author Will . . . This Expert Will . . . This Coach Will . . . This Mother Will . . .	This <insert title> will prove that anyone can get a <job, date, money back>	
The Toughest <insert>	The Toughest Questions You'll Ever Be Asked by Your <_____>.	



Bonus:

Sign up below to participate in the group coaching calls.

[SIGN UP BELOW](#)

<http://forms.aweber.com/form/02/1244465402.htm>



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Can <Person, Place or Thing> turn it around?	Can <Celebrity> turn it around?	
Do you want	Do you want your <_____> to really love your <_____>?	
How to & without	How to find your perfect <_____> without using a <_____> service?	
Turn a Negative into a Positive	Turn any < Negative > into a < Positive >	
Use Famous Quotes & Phrases from literature, movies, songs & speeches, etc	Yo, Adrian! How much more of a beating can your <_____> take?	
Revealed Secrets or Myths	"Don't throw out that expired <_____>!" advises local <_____>	
The Absurdity or Paradox	The Fitness Paradox: Why many people who should be losing weight don't	
Disaster : Weddings	Wedding Disaster Avoided with Free Seminar	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Why are people doing <————>	Why are 3 million more women losing they hair?	
Tricking yourself	How to trick your metabolism into Speeding up	
Tricking Others	How <Person, Place or Thing >tricks <You, Consumers, Groups>	
The controversial question	Is the President too old?	
The controversial AND question	The <Race, Organization, Medication> and <Race, Organization, Medication>: will they ever <unite, see eye-to-eye, agree>	
The controversial group question	Are Republicans too powerful?	
The controversial product question	Should <XYZ Product> be Banned?	
How does	How does <XYZ > work? How do they make that XYZ	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Disasters (Natural)	When will the next <_____> happen again?	
Disasters	Why your <Money, Relationship, Market > headed for disaster?	
Victim mentality	You're fat: is your doctor to blame?	
Victim mentality	<Infamous/Famous Name>: are the investors/victims to blame?	
Free Report helps	Free Report Helps Debtors Fight Collection Agencies	
Free Video helps	Free Video Shows Women How to Protect Themselves	
Free Book helps	Free Book Helps People Keep Home and Attract Money	
Event or Happening	Money Expert Showed Senior Citizens Two New Tax Laws That Can Make Thousands	
Event or Happening	Diet Expert Showed Education Commission . . .	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Seasonal Events : Back to School	It's Back to School Season: 7 tips for helping any student win friends and influence people	
Seasonal Events : Summer	Summer is Travel Season: 7 Ideas for Entertaining Kids for Free!	
Seasonal Events : Summer	Dermatologist Says Our Skin Needs More Exposure to Sun	
Seasonal Events : Summer	Health Expert Says Bikinis Could Prevent Common Cold	
Seasonal Events : Big Sports Event	<Sporting Event> Starts <_____>: Local <Pro, Expert, Author> Offers Tips to Avoid When Playing <_____>	
Seasonal Events : Big Sports Event – Local League Championships	<Sporting Event> Starts <_____>: Local <Pro, Expert, Author> to Donate Free Lessons to Winning/Losing Team	
Seasonal Events : Super Bowl or World Series or Play-offs	<_____> is Busiest Day Ever for Local <_____>	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Anniversary of invention Find something that relates to your Book, Business & Brand	Plastic Surgeon celebrates Breasts Implants by donating a free Screening	
<u>Company Milestone</u> http://www.ktul.com/story/13910823/cfs-ii-hires-100th-employee?redirected=true	<_____> Hires 100th Employee	
<u>Company Goals</u> http://sales-jobs.fins.com/Articles/SB129226250780966075/Houston-Training-and-Consulting-Firm-Hiring-50-Salespeople-for-Search-Engine-Marketing-Unit	<_____> Hiring 50 Salespeople for <Project, Event, Reason>	
Employee Anniversary or Special Achievement	<Employee> celebrating 20th year of perfect attendance	
Celebrate Customer Achievement	<XYZ Restaurant or Company> Celebrates It's 1,000 th Customer or Burger Sold by giving them a <_____>	
Get Client Publicity Get permission first	<Client's Name> " Business of the Year" Award from Bert Martinez Communications	
Celebrity : Award Get permission first	Oprah Receives Business of the Year Award from	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Celebrity : Influential Person. Great way to meet local power players	Robert Kiyosaki Best Business Game Award from Local Game/Book Store	
Celebrity : Death	Custom Dress Maker marks anniversary of <famous person's> death with <Event>	
Freedom :	Spiritual Expert Reveals How to Be Addiction-Free Forever!	
Freedom :	Money Expert Reveals How to Be Debt-Free Forever!	
Freedom :	Fitness Expert Reveals How to Be Carb-Free Forever!	
Important Decision	Is a <Type of Professional> for you?	
Important Decision	Is a <Type of Procedure> good for you?	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Important Decision	Weight-loss Surgery Is Not Just for Looks	
Important Decision	Life Insurance Is Not Just for You	
Important Decision	7 Questions to ask your Tax Professional before it's too late	
Important Decision : Survivor	How to survive the new <Price, Technology, Law, Widget, Fashion, etc.>	
Important Decision : Game Changer	Tax Game Changer : 6 Things Your Tax Professional Doesn't Want You to Know	
Important Decision : Savvy	<Golf, Money, Wealth > Strategies for the Savvy <_____>	
Important Decision : Smart	< Relationship, Dating, Saving > Strategies for the Smart <_____>	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Dilemma	What to do when your Girlfriend Says "I Won't Marry You! "	
Save : money	4 ways to save on Child Care	
Save : Something = Money	6 ways to save on Gas 10 ways to save on Groceries	
Pain	The Pain of Outsourcing	
Pain : DIY	The Pain of Doing <_____> Yourself	
Legislation	Retailers say new zoning law likely to hurt their businesses	
Legislation	Business say new zoning law likely to help their businesses	
Strike	Retailers say proposed <_____> Strike likely to hurt their businesses	
Strike	Retailers say proposed <_____> Strike likely to help their businesses	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Ways to Save	12 Ways to Save when Dining Out	
Ways to Do	22 Things to Do in <____>	
Rhyme it	Bummer for the Summer: The Surprising Reason Why Gas is so High	
Extra	What to do with your extra cash	
Extra	12 Ways to lose your Extra weight	
Extra	7 Ways to get your Extra bag on the plane for Free	
How to have: time off	Have more time off from your job without feeling guilty Expert shows You How.	
How to have: time off	Have more time off from your Spouse without feeling guilty	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Awards Dinner	Businesses To Compete for "Best <_____> of the Year"	
Too Far/Too Much	Is Big Oil going too far?	
Too Far/Too Much	Is the Government doing too much?	
Important Decision	Watch Out for Efficiency Ratings Warns AC Dealer	
Important Decision	Watch Out for XYZ Diet Warns Expert/Author/Guru	
Quick Time or Instantly	How to have more/better Confidence in 1 minute	
Quick Time or Instantly	How to Quickly Feel Better in Any Situation	
Rating	XYZ Voted Top Steak House By Humans	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Exposed	Secret Tax Strategy of the Super Rich EXPOSED!	
Exposed	Secret Diet Strategy of the Super Fit EXPOSED!	
Exposed	Secret PR Strategy of the Famous EXPOSED!	
Exposed	Secret Money Strategy of the Rich & Famous EXPOSED!	
Milestones - Decade	The App Decade: 10 Years of Game Changing Apps	
Milestones - Decade	The Diet Decade: 10 Years of Weight Gaining Records	
New Age	The Age of New Readers: Booksellers Find New Readers Only Want New Gadgets	
Coin A Generation	The Facebook Generation: More Friends less Love	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Lifestyle	The College Lifestyle: It doesn't have to cost a mega bucks	
Lifestyle	The <_____> Lifestyle: It doesn't mean You have to <_____>	
Parenting	Teaching kids about Money should begin at 3 rd grade, says CPA	
Parenting	Developing Your kids Self Esteem should begin at 2nd grade, says Mother of 5	
Revealed/Exposed Secrets	The Inside Secrets of How I Make Money as an Internet Marketer	
Revealed/Exposed Secrets	The Secrets of How to Get Any Job	
Habits	5 Habits of Highly Successful Wives	
Habits	7 Habits of Highly Successful Students	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
1. Buying	How to buy twice as many Groceries for half the money you currently spend, Financial Planner shares strategies.	
2. Revealed/Exposed Secrets	How You Qualify for Grant Money from the Feds	
3. Revealed/Exposed Secrets	How First-Time Home Buyers Qualify for Grant Money from the State	
4. Revealed/Exposed Secrets	The Secret: Feds Giving Money and How You Can Get it	
5. Switch from The Norm	Stop YO-YO Savings and Lose Debt for Good	
6. Odd Numbers	Personal Coach reveals 6.5 ways to make your New Diet stick	
7. Made Easy	Internet Marketing Made Easy	
8. 60 Minute Makeover	60 Minute Makeover: Find an extra Time just for you	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
The Look back	More Homes Sold than ever last year. Real Estate agent reveals why.	
The Look back w/ Twist	More Homes Sold than ever last year. Real Estate agent reveals why this could mean trouble	
Exposed Secrets	The Secrets of How I Make \$1 million a year as a sales person	
Exposed Secrets Twist This is great when you want to Tie-in your past	The Secrets of <Homeless Man, Waiter, Mother of 3, etc.> become <_____>	
How to	How to have a 4-hour work week every week	
Best Month	Happy New Year! Why January is the best month to get a raise	
Worst Month	Spring Forward? Why March is the Worst month to get a raise	
Build Your Business	Build your Internet Empire: Expert Reveals 3 Step Formula	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Cures/Prevents	Jewelry Cures Common Cold	
Cures/Prevents	Pizza Cures Common Cold	
April Fools	Plastic Surgeon Reveals Top 4 Ways Surgeons "Fool" Young People into having surgery	
Predicting	Why are experts predicting formal dress in the workplace is dead?	
Predicting	Why experts predict 3D movies are a fad?	
Predicting	Why are experts predicting the paper book is dead?	
Predicting	Why are experts predicting Ipad to reduce spinal injuries?	
Shock & Awe	Eat for Weight Loss!	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Mother's Day	Local Business Offers Clients Creative Ways to Make Mother's Day Memorable	
Average person	How Average People Are Making Real Money Online	
Average person	How Average People Are Losing Real Weight	
Average person	How Average Kids Are Making Great Grades	
Your Way	Money Management Your Way	
Average person	Money Management for the Average Family	
African-American	Local Business person honors African-American History Month with "Badge of Courage"	
War Vets	Local Business person honors War Vets with "Badge of Courage"	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Average person	Average/Ordinary People Who <_____> Late in Life	
Valentine's Day	Candy is Dead! Retailer Offers 4 Tips For Men Who Wants to Buy A Diamond for Valentine's Day	
Contrasts	Good Marriage, Bad Marriage: What makes the difference?	
Contrasts	Good Business, Bad Business: What makes the difference?	
Contrasts	Good Diet, Bad Diet: What makes the difference?	
Contrasts W/ Celebrity Twist	Good Marriage, Bad Marriage: What should <Celebrity> Know	
Important Decisions	12 Ways to Fight the IRS	
Seasonal There's a Month for Almost Every Industry if Not create your own	<Season> is <_____> >Month: 8 things to do this month for <Benefit>	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Contrast	Imaging having everything you've always wanted. So why isn't Average Joe happy?	
Create Fear	If your loved one needed CPR would you know what to do?	
Puns can Funds (Get it?)	Swim Wear That's Hotter Than the Weather	
Revealed Secrets	What women wish you knew them	
Maximum Results	How to move for maximum results	
Contest	Gage Menswear Announces It's Picks for Best and Worst-Dressed Politician of the Year	
Contest	Gage Menswear Announces It's Picks for Best and Worst-Dressed Celebrities of the Year	
The Truth	Has the <_____> been telling the truth about the <_____>?	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Important Decision	<_____> Strategies That Really Work	
Product Announcement	New <_____> Makes It Impossible/Possible to - <LIST Benefit>	
Exaggerating Risk	Has the Government been exaggerating risk we face?	
List	Smart Things to Do with <_____>	
Survey Says/Finds	Survey Says 5 out of 7 people have believe the written word	
Warning	What you should know BEFORE you say Yes	
Warning	What you should know BEFORE you Buy that <_____>	
Warning	What you should know BEFORE you Start <_____>	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Affordable Ideas	Affordable Vacation Ideas	
Affordable Ideas	Affordable Fitness Ideas	
Affordable Ideas	Affordable Home Improvement Ideas	
Trending Check Google Trends	26% more people now buying homes	
Trending Check Google Trends	____% more people now using the <_____>	
Trending Check Google Trends	The Coolest Places to <Live, Be Seen, Work, Eat> in <City, State>	
Fashion : Trending Check Google Trends	The Hippest Swimsuits of 2011	
List : Trending Check Google Trends	The Best Jobs of 2011	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Business Practices	Business owner doesn't apologize for hiring low-wage freelancers from Philippines	
Predicting	<_____>Expert Predicts Cost of <_____> (Now At An All-Time High) will double in the next 6 years	
The Truth	What a Refund really means to You	
Consumer Ed	Buying Flowers 101	
Consumer Ed	Buying <For Men, Buying for Women, Buying stuff, etc.> 101	
Crisis	Business 911: 5 tips for Business in crisis	
Crisis	Relationship 911: 7 tips for <_____> in crisis	
Mistake to Avoid	5 Mistake to Avoid for everyday <People, Designers, Buyers, Dieters, Readers, Etc,>	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
How to Buy	How to Buy a Home	
How to Buy	How to Buy a Wedding Ring	
How to Buy	How to Buy a New Car	
How to Buy : Budget	How to buy <_____> on a budget	
How to Buy : Broke	How to buy <_____> on without going Broke	
Get the Edge	The Guru's Edge The <Expert's> Edge	
Revealed Exposed Secret	Conan's Secrets to Getting Big Laughs	
Top Questions	The Top 7 Questions Most People Ask About Belly-fat	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Do Good	Pizza Place Sends Pizza to Troops	
Remember	In Remembrance of <_____> Bakery Gives Cup Cakes Away	
Do Good	Pizza Place Donates Pizzas to School for Fund Raiser	
Ten Commandments	The Ten Commandments of Internet Shopping	
Ten Commandments Easter Tie-in	The Ten Commandments of <_____>	
Outrage/Scandal	The <_____> Scandal: 4 Lessons for every <Leader, Parent, CEO, Etc>	
Hate	Why People Hate <_____> Companies	
Hate	Why People Hate <Fat, Christmas, New Year, Bambi, Weddings, ETC.>	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Serious matter	" 20 Lbs overweight is a serious matter for men over 50" says Doctor or Heart Attack Survivor	
Make it Last	Ordinary or unforgettable: how to make the memory of your special <_____> dinner last forever	
Predicating	Why <_____> expects record sales this for <Season, Event, Reason>	
Survival Guide	Student's Survival Guide to Joining Fraternity	
Survival Guide	Student's Survival Guide to <Your Topic>	
Local Hero	Real Heroes: An Inside Look at Mom's who made a difference	
List : All-Time Best	The All-Time Best Margaritas of Austin	
Find The Best	5 ways to find the best cruise for the holidays	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Like a Star Like A Champion	The Ultimate Body: How Top Trainers Make Your Look Like a Movie Star	
The Best : Budget	How You Can Get the Best <_____> On a Budget	
Should you/ Dilemma	Should you tell your doctor the truth if you don't the insurance company to find out?	
Holidays	<Doctor, Author, Expert> reveals how to avoid the holiday blues	
Ailments : Stress, Kinks	How to take the <Ailments > out of the <Romance, Holidays, Job Hunting, Activity>	
Name your Dilemma	The Clinton Dilemma: Why an increasing number of successful men are having affairs at work	
Holiday Dilemma	Weight Watchers Offers Binge Day and holds Special Event on Dec. 26th	
Niche it Down	Tax Advise for Jugglers	



Notes

Ideas

Actions Required



Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Question	Is Your Wife Driving You Crazy?	
Niche it Down : Announcement	Tax Planning Seminar for Infants to Be Given at Hotel	
Niche it Down : Historic or dramatic place	Tax Planning Seminar for Toddlers to Be Given on Site of the Baby Factory	
Niche it Down : Report what Happened	Tax Planning Expert Showed Infants Three New Tax Laws That Can Work in their parent's Favor	
Santa	Even Santa Needs a Massage! Massage Therapist helps Santa recover! (a photo of Santa getting an rub would almost guarantee coverage).	
Making a comeback	Classic Jeans are making a comeback	
Making a comeback : Question	Why are Classic Cars are making a comeback?	
Hottest	The Year's Hottest Shades	
Powerful	The Year's Most Powerful Looks for Men	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
Free Stuff	Free Seminar Helps Middle Class Families Find Housing	
Trending : Holidays	Merry Christmas! Here's your gift Card! More people giving gift cards than actual merchandise, says <Cards Company, Business Person, Marketing Mogul, Retailer>	
Trending : Rating	La Jolla Ranks 6th in the State for New Home Sales: Expert explains why	
Life	The Day in the Life of a <_____>	
Expose	Take an undercover look at life on Wall Street	
Warning : Danger	Teeth Owners Beware: Flossing Can Hurt You	
Home Boy Does Good Rags to Riches	How Bob went from Pizza Face teenager to dating magnet only 3 weeks	
List : Ways Travel	7 ways to get free hotels when traveling	



Notes

Ideas

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Idea	Headline Suggestions	Possible Tie-in How will this idea work for you?
List : Ways	The Smartest Ways to Motivate Children	
List : Ways	The Smartest Ways to Train Employees	
Changes	How the <_____> will change Your <Life, Income, Taxes, etc.>	
Contest	Car Dealership Holds Car Repair Contest \$1,000 prize	
Do Good : Host	XYZ Restaurant Hosts Free Lunch For <Victims, Disabilities, Special Needs, etc>	
List : Shopping	7 Holiday Gift Ideas for the Women in Your Life	
List : Fitness	5 Healthy Ideas for Women who want to Firm & Tone	
List : Excuses	The Funniest Excuses Employees Give For Why They Can't Work	



Notes

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