

TIPS FOR TELLING YOUR STORY

By James T. Madore
Business Writer/Economy
Delivered on 1/28/2014

- 1) Before anything else, protect your idea with a patent, copyright or other protection.
- 2) Build a website that includes the following:
 - A clear description of the invention or finished product
 - Video clips demonstrating how it works
 - Testimonials (video, audio, written) from customers
 - Biography of self
 - Contact information
 - Uncluttered appearance, easy navigation
 - Frequent updates
- 3) Build a Facebook page (use material from the website), friend suitable organizations and people that will spread the word.
- 4) Open a Twitter account and tweet about the invention/product frequently. Follow suitable groups and people who will retweet to spread the word.
- 5) Do all of this before approaching a media outlet because the journalist will look at these in researching whether to do a story.
- 6) Before contacting a media outlet, determine whether its audience would be interested in your invention/product. Specialty websites, newsletters and magazines may be more effective than general audience television stations and newspapers.

- 7) Find out who to contact at the media outlet. Blind email and letters aren't effective. You need a name, address and phone number. Written letters get noticed more than email or voicemail.
- 8) Letter should resemble a press release. Who, What, When, Why and How. No more than one page.
- 9) When being interviewed by a journalist:
 - Be yourself
 - Speak clearly and bring people with you as you explain how the invention works
 - Don't lie
 - Don't over promise
 - Have lined up satisfied customers who are willing to be interviewed
 - Think about visuals
- 10) Publicity builds more publicity. But the key is having an idea that meets a real need.