SPECIAL REPORT: The Do's and Don'ts of Media Follow-Up - 15 Things the Media Loves / Hates
– by Jill A. Lublin

The way you handle the media is the key to achieving desired success. They are finicky. Aim for the headlines. Jill Lublin has the inside scoop on what makes the media smile and what makes them cringe.

15 things the media hates:

1. Not take "no" for an answer
2. Long news releases
3. Lying, hype, and misrepresentations
4. Lack of Preparation
5. Small Talk
6. Overkill
7. No repeated cold calling
8. Freebies
9. Name dropping
10. Lack of focus
11. Confirmation calls
12. Gimmicks
13. Not following up requests
14. Same ideas
15. Getting upset

15 things the media loves:

1. News
2. Brevity - Be Clear
3. Knowing targets
4. Relationships
5. Preparation
6. Broad appeal
7. Ties
8. Experience
9. Visualization
10. Celebrity tie-ins
11. Prompt response
12. Courtesy
13. Visual aids
14. No road blocks
15. A pleasant attitude

Jill Lublin is an international speaker on the topics of Radical Influence, Publicity, Networking, Kindness and Referrals. She is the author of 4 Best Selling books including *Get Noticed*...Get *Referrals* (McGraw Hill) and co-author of *Guerrilla Publicity* and *Networking Magic*. Her latest book, *Profit of Kindness* went #1 in four categories. Jill is a master strategist on how to position your business for more profitability and more visibility in the marketplace. She is CEO of a strategic consulting firm and has over 25 years experience working with over 100,000 people plus national and international media. Jill teaches Publicity Crash Courses as both live events and live webinars and consults and speaks all over the world. She also helps authors to create book deals with major publishers and agents, and well as obtain foreign rights deals. Visit publicitycrashcourse.com/freegift and jilllublin.com

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