

# BEFORE

Groups Start in September 2004 - Apply Today. We Expect This to Sell Out.

*\*How to Use Soundbites--To Get What You Really Want\**

This class is for: Authors, entrepreneurs, speakers, sales people, non-profits, and others who want to:

*\*Be contacted by the media as experts in their field.*

*\*Pitch their ideas to print, radio, and TV media with confidence.*

*\*Create captivating stories that inspire audiences to buy.*

*\*Prepare for national print, radio and TV interviews.*

*\*Get publicity for their business, book, product, or cause.*

If you have begun a publicity campaign, thought about doing one, or are an experienced media guest and want to take your publicity to the next level but haven't been able to...

For many entrepreneurs, corporate spokespeople, small business, sales and self-employed professionals, it's not that you haven't gotten publicity it's just that it hasn't been the right kind, or it hasn't had the effect on your business you'd hoped.

Maybe you've been contacted by prestigious producers or editors, been interviewed for magazine articles or radio or TV shows, but didn't make the cut. Maybe you perceive you've been burned by the media and want to prevent that from happening in the future. Maybe you have gotten local press but want to break into the national big time. You know you should be doing more – or something different, but you don't know what.

**What you say could be hurting you.**

You need a solid system to develop the right words that will reach the right audience at the right time.

You need a structure of support that can help with developing your message that will touch the people you want as clients or customers and incent them to want what you have.

Whether you've got a business, book, product, service, or cause that you want to grow, in today's world soundbites (or talking points) are essential in order to effectively communicate to people so they buy into what you have. There's no denying people's attention spans are shrinking. The average soundbite is now less than 10 seconds. How can you make sense of what you're selling in such a short amount of time? Find out how when you join this unique group.

This is what you can expect to happen:

1. You'll understand what a soundbite is and the structure to create the ones that are right for you.
2. You'll hone your marketing message so that it clearly and concisely conveys what it is you provide, and what makes you different/stand out from all your competitors. You'll get the kind of interest and attention you want with the fewest extraneous contacts – you'll eliminate those people who will waste your time, energy and money.
3. You'll create 5-6 soundbites that educate, inform, entertain, and construct confidence in you and your service. As a result you'll develop expert status for yourself in your field. You'll be sought after as a credible, trustworthy, and worthwhile spokesperson. You are the strongest medium for your message and everything you do, say, and are, must be in alignment. We will craft the words that represent you at the highest level of your integrity.
4. You'll understand what the media wants from you that will get you included, interviewed, profiled or featured in newspapers, magazines, ezines, and on (internet and airwave) radio, and TV, and thus in front of audiences who are interested in buying your products and services. You'll establish yourself as a leading expert in your field who people welcome, even clamor for for your advice, comments and insights.
5. You'll become a sought after guest on radio and TV shows – someone whose calls are eagerly returned. You'll have the opportunity to get your message before thousands, even millions of people who are qualified to buy what you have.
6. And finally, you'll let go of your anxiety, resistance, fears, awkwardness, and hesitation about promoting yourself and your business. You'll begin to envision publicity as a fun, exciting, and creative. Something you'll look forward to and enjoy the results of that will benefit you for many years to come.

Is all of this really possible?

The answer is yes. The reason it's not happening now is that you don't have the words that accurately convey what you want audiences to hear and do. And you don't have the soundbite system that's necessary to impact audiences consistently. You also may not have the structure to keep you motivated and on track to keep you "on message" under any circumstances. That's frequently the missing key that is overlooked.

You know you have fantastic products and services to offer. You're wise, dedicated, creative and ambitious. You may have mountains of magnificent client recommendations. You may be making sales. You may have a company or work for a non-profit that does extraordinary work. But not enough people know about you for you to be at the level of success you imagined for yourself. So none of this will make a huge difference in growing your business if you can't get your message out to the world in the right way to the right people.

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What gets covered?

As soon as you register you'll receive "The template for writing questions that the media loves." (Worth \$19.95). You'll be asked to write 5 questions that you want the media to ask you and to prepare the answers.

You may have had extensive media experience or you may not have any, or you may be anywhere in between. You will start where you are.

During the 4 sessions you will learn:

1. The 3 secrets to creating a hot hook that get you immediate media attention.
2. Essential techniques to give an \*ask you back\* interview.
3. Ways to convey a mesmerizing message in 30 seconds.
3. The proven formula for developing stellar stories the media loves.
5. How to pitch ideas that sell.
6. Tips to create 15 second headlines that get your calls and emails returned.
7. How to avoid major mistakes (that even the pros make).
8. Techniques to master the one secret that puts you in a league of your own.

If you are publicity shy and/or want to move to the next level of success consider this your starting point.

You will leave with:

- \* 3 soundbites that you can use in any media situation.
- \* Solid foundational knowledge of what the media wants- and how to give it to them.
- \* The confidence to get the kind of media attention you've dreamed of.

Is Your Program Guaranteed?

Yes. But there is one caveat. You must complete the assignments every session. If you do all that is asked, you'll get the kind of results mapped out above. If you complete the homework and are still not satisfied, you can request a full or partial refund. To make this work, you must participate to the fullest.

Summary

This is a 4 week program consisting of 4 sessions of 1.5 hours each for a total of 6 hours.

Apply for the Soundbite System Teleclass Today

Sidebar

In this fast-paced, information-packed teleclass you'll learn dozens of ways to gain recognition and wealth worldwide, or in your own backyard.

By working with master media coach & marketing strategist Susan Harrow one client tripled her speaking fee after one session. Several best-selling authors landed a spot on Oprah. A dot com millionaire got written up in international publications and in Forbes, The Chicago Tribune and more. In her warm and engaging style Susan will help you shape your words so people will buy into your message and want what you have to give or sell.

If you have ever struggled to convey your message, done publicity but not gotten the big results you wanted, feel like you've been burned by the media, or were interviewed by

a producer or journalist, but didn't make the cut – this class is for you.

You will learn:

- => The 3 secrets to creating a hot hook that get you immediate media attention.
- => Essential techniques to give an \*ask you back\* interview.
- => Ways to convey a mesmerizing message in 30 seconds.
- => The proven formula for developing stellar stories the media loves.
- => How to pitch ideas that sell.
- => Tips to create 15 second headlines that get your calls and emails returned.
- => How to avoid major mistakes (that even the pros make).
- => The keys to making yourself \*magic\* so producers and their audiences want more of you.
- => Techniques to master the one secret that puts you in a league of your own.

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You will leave with:

- \* 3 soundbites that you can use in any media situation.
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If you're thinking that this is expensive consider the fact that if you were to hire Susan for 6 hours of individual media coaching you would pay \$2400!

Ask yourself this: If you got called to be on Oprah, Good Morning America or (Your dream show/publication here) tomorrow, would you be ready?

Susan's clients include Fortune 500 CEOs, executives, successful entrepreneurs and best-selling authors. They have been featured on Oprah, 60 minutes, CNN, CBS, Good Morning America, Larry King Live, National Public Radio, Fresh Air, Howard

Stern and dozens of other top radio and TV talk shows. They have appeared in the New York Times, the Wall Street Journal, Forbes, Time, People, Parade, O, and the most respected print publications nationwide.

## **AFTER**

### **When the Media Calls, Do You Know What to Say?**

**My new class, "How to Use Soundbites to Get The Media Attention You Want" helps you use any interview, any time, on any topic, to get your business, book, product or cause the publicity you long for.**

**This class, "How to Use Short Phrases to Get The Media Attention You Want" is part one of the two-part Soundbite Success System or Part One of the Soundbite Success System Program**

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### **You Have Nine Seconds to Tell the World Your Message.**

#### **Are You Prepared?**

Most people aren't. So they miss their chance for publicity—and fame.

You're smart. You're working on something you believe in. And you already know publicity trumps paid advertising.

But did you know the average sound bite lasts less than ten seconds?

Find out what most people don't know: How to get the media to give you those seconds, and then use them to their fullest advantage to grow your career.

Try this self-test right now: Imagine you're about to get a call from Oprah, Good Morning America or (Your dream show/publication here) tomorrow.

What would you say about your book, business, product or cause?

Go ahead—try it out loud right now.

Is what you said your best effort at representing yourself to millions? Remember, most people will not get a second chance at mass exposure.

My name is Susan Harrow. For over a decade, I have helped hundreds of people get the publicity their work deserves. People as diverse as Fortune 500 CEOs, top executives, Internet millionaires, best-selling authors, award-winning documentary film producers, speakers, personal coaches and people in unusual occupations such as Jesuit priests, and Ayurvedic chefs. Learn more about me here ([link to full bio](#)).

Would you like to join the ranks of the happily famous? It's easy if you follow my time-tested Soundbite Success System .

The bad news, as you probably know from what's in the media, is that the big picture of who you are and what you've done matter less than your "sizzle factor."

The good news is, I can help you cook up a "sizzle factor" that reflects the important parts of your big picture—through my Soundbite Success System. Together we'll create and hone six Success Soundbites that represent what's important to YOU.

Are you afraid of "selling yourself?" Of coming across as crass, harsh or artificial?

You're not alone. I have years of success helping people like yourself craft media-friendly messages without compromising their authentic self.

In fact, I condensed my best insights into a book called *How to Sell Yourself Without Selling Your Soul* ([link for purchase](#)).

With the Soundbite Success System, you get my live, real-time help to present your message for the success you want—in a matter of seconds.

There's no denying people's attention spans are shrinking. How do you fit the essence of what you do into ten seconds or less, in a way that brings in the business you want? This is where the Soundbite Success

System comes in. Instantly recall small, punchy phrases that catch and keep audience interest with the essential pieces of your message.

The Soundbite Success System helps you—entrepreneurs, authors, speakers, coaches, salespeople, leaders and visionaries,

- Spread your message far and wide
- Get called back for more interviews
- Create a “buzz” for your business, book, product, service or cause
- Grow your business exponentially

Until now, I have offered soundbite coaching to my personal clients exclusively one-on-one. To answer the demand for a more affordable means to maximum media exposure, I’ve created a new seminar,

### **How to Use Soundbites to Get The Media Attention You Want**

This seminar is a teleclass, offered via telephone (not computer), like a conference call, so you can learn from the privacy and convenience of your own home, or from anywhere in the world.

This four-week class, part one of a series of two, stands well on its own, and also prepares you for the second level,

### **How to Turn Any Media Interview Into “Great Press”**

- Positive Publicity
- The Coverage You Want
- A Glowing Report on YOU
- A Positive Image of YOU

This Interview class builds on the soundbite foundation of the first class. Here, you’ll learn how to interview to get your message across regardless of whether the interview is short, long, hostile, or friendly. Whether on the radio, in print, or on television, you’ll come away with the skills and confidence to parlay even the most challenging interviews into positive publicity for your business.

SIGN ME UP NOW.

I bring all my 15 years’ experience and success history to teach you—motivated entrepreneurs, authors, speakers, salespeople, non-profit leaders, and others—how to use soundbites to:

- Get the media to contact YOU as an expert in your field
- Pitch your ideas with confidence to print, radio and TV media
- Prepare mentally, physically and emotionally for successful national print, radio and TV interviews
- Enjoy ongoing publicity for your business, book, product or cause
- Create captivating stories to attract media and inspire audiences to buy. This doesn't quite fit—I think it's more of a feature than a benefit, and I'm not sure you need to include it in the ad, as it may need more explanation than an ad should have. If you do include it, I'd give it its own paragraph, or at least a line of explanation

*Do you think you don't need media coaching?*

Three of the biggest fallacies that prevent people from getting the kind of widespread media coverage they want are,

- 1) I already know everything I need to know
- 2) Media simply won't pay attention to me, and nothing anyone says or does can help.
- 3) I can't seem to control how the media portrays me and my company.

How much media exposure do you think someone will get if they cling to those beliefs?

Unless you already have all the *positive* media coverage you can handle, chances are I can help you get more.

I don't take on just anyone—I work with motivated people I feel certain I can set up for all the publicity their work is able to command. On average I turn down over 60% of the people who call me because they don't fit the necessary criteria for becoming mediagenic—a successful media personality.

Those who do become my clients get featured on Oprah, 60 minutes, CNN, CBS, Good Morning America, Larry King Live, National Public Radio, Fresh Air, Howard Stern and dozens of other top radio and TV talk shows. They have appeared in the New York Times, the Wall Street Journal, Forbes, Time, People, Parade, O, and the most respected print publications nationwide.

If you are ready to commit to your business, book, product or cause, my Soundbite Success System will give you a solid foundation to propel you to your next level of media exposure, whether you're a bare-bones beginner, a seasoned media veteran or somewhere in between.

**For media beginners:**

You'll get a broad overview of how the media work and how you can get their attention. Then you'll get specific steps, individualized group coaching and a game plan to get exactly what you need. You'll also be spared the common mistakes made by your more experienced colleagues.

**For the media-experienced:**

Unless you've gotten exactly the coverage you want, and it's had exactly the effect you hoped, I can help you improve your media presence. If you have:

- Been contacted by prestigious producers or editors, been interviewed for magazine articles or radio or TV shows, but didn't make the cut
- Been burned by the media and want to prevent that from happening in the future
- Received local press coverage but want to break into the national big time
- Had a nagging feeling that should be doing something more or different, but aren't sure what

**For beginners and experienced alike:**

***What you say to the media could hurt you—permanently.***

The bad news is, an interview you're unprepared for can leave damaging words on your record.

Why? Because whenever you do a print interview your words are catalogued forever in several giant databases that the media employ daily to research stories to find experts.

*All media may publicize this data any way they wish without fact-checking—even if it is patently false.*

Once your words make those records, they become part of the media's permanent archives, so your errors get reprinted in perpetuity.

The good news is, the Soundbite Success System sends you off with the confidence and skill to use the right words to reach the right audience at the right time.

Preserve your good name. Speak *only* the words that represent you and your business in the best possible light. Avoid getting pressured into saying something you'll regret. Put **ONLY** those words on record that represent you and your work the way **YOU** choose.

Here's what you can expect as a result of this first class:

1. Five to six soundbites that educate, inform, entertain, and inspire confidence in you and your service. As a result you'll develop expert status for yourself in your field. You'll be sought after as a credible, trustworthy, and worthwhile spokesperson.
2. A sparkling marketing message that conveys the unique essence of what you provide.
3. The means to reach people who can get you the kind of interest and attention you want with the least effort—and to eliminate those who waste your time, energy and money.
4. An introduction on how to secure, interviews, profiles or features in newspapers, magazines, ezines, and on (Internet and airwave) radio, and TV. This exposes you to audiences interested in buying your products and services. It also establishes you as a leading expert in your field. People seek you out, call you back for repeat appearances, even chase you down--for advice, comments and insights.
5. Peace of mind and a sense of ease about promotion. As you gain skills, confidence and facility with soundbites, you'll let go of the anxiety, resistance, and hesitation most people feel about promoting themselves. You'll actually start to look forward to publicity as a fun, exciting, and creative activity whose benefits you, your business and your loved ones will enjoy for many years to come.

How is all of this really possible?

**My approach, which I've honed for over a decade, is simply this: *I believe you are the strongest medium for your message.* When people dread publicity, it's usually because they feel somehow out of alignment with the words they're saying or**

**how they're saying them. I work with you to replace words of dread, words of hype, words of crap, words of embarrassment, words of someone else's with Soundbite Success System. Words of Success?**

**Soundbite Success System represent you at the highest level of your integrity. Once my clients and I find these Words, the rest falls into place very quickly. Almost by magic, the whole process becomes easier, friendlier and a whole lot more fun!**

SIGN ME UP NOW.

Your business, book, product or cause may be exactly what the world needs. However, it won't impact the world unless you get your message out to the right people in the right way.

Let the Soundbite Success System put you on track to to impact audiences consistently, keep you motivated, and get your message out under any circumstances.

Finally—get the publicity your work needs and deserves.