Want More Publicity for Your Practice?

*Do this and the media will love you.*

Ever wonder why Warren Buffett gets so much media coverage?

It's not just because he's a great investor. He's also incredibly skilled at something the media loves: speaking in memorable sound bites.

For example, when asked about investing in the stock market, Buffett said, "If past history was all there was to the game, the richest people would be librarians."

On another occasion he said, "In the business world, the rearview mirror is always clearer than the windshield."

Here are some strategies you can use to craft compelling sound bites to become the quoted expert voice in your locale:

1. **Keep it short.** Say what you have to say in one to two sentences, no more.

2. **Be specific and vivid.** Analyst Donald Broughton was interviewed about the stocks of two railroad companies. Notice how he makes an otherwise boring statistical trend much more memorable:

   "It's one thing if you steal dirt from my front yard, and it's another if you break into my house and take my sterling silver," Broughton said. "For six quarters, Union Pacific's been walking around Burlington Northern's house and taking as much silver, jewels and flat-screen TVs they can get their hands on."

3. **Express a solid opinion.** Many people are afraid to voice their opinions because they fear that others will disagree with them. But the media is always looking for clearly expressed opinions. As Dan Kennedy, the founder of GKIC says, if some people don't disagree with what you're saying, you're probably not saying much.

   Back during the height of the housing boom, Robert Kiyosaki, author of the bestselling book, *Rich Dad Poor Dad*, attracted a lot of publicity with the
contrarian view, “your house is not an asset.” (He meant it in the sense it doesn’t produce cash unless you rent it out).

The Most Quoted Professor in America

Now I want to share with you some secrets first learned by studying Robert Thompson, a professor at Syracuse University and arguably one of the world’s most quoted university professor.

Thompson is so skilled he’ll sometimes get 60, 70 or even 80 media calls in one day. He was quoted in the New York Times more than 40 times in a four-year period.

1. Repeat the same word. About Paris Hilton, Thompson said, "She's the non-story that keeps on being a non-story."

When giving advice about investing, Buffett said, "Be fearful when others are greedy and greedy when others are fearful."

2. Compare something to something else that everyone knows about. In describing Katie Couric’s debut on CBS Evening News, Thompson said her first broadcast would be, "some of the most scrutinized frame-by-frame video images since the Zapruder film" (of John F. Kennedy's assassination).

When speaking about the Grammy Awards, Thompson commented, "With the extreme fragmentation of music, the fact that you can still put on a mainstream award show, like the Grammys, as opposed to a funky, niche show like the VMAs (the Video Music Awards), is really kind of amazing."

3. Speak in metaphors. When talking about Fox News, Thompson said, "They want to be the David of David and Goliath, but they are the Goliath."

Use Sound Bites or Else!

It's critically important to use sound bites not only when you're being interviewed by the media, but also when you initially approach the media for coverage.

Make sure that every press release or pitch letter you send out includes at least one memorable sound bite that is so good, so pithy and memorable, that any reporter will feel that their story won't be nearly as good without it. They'll be grateful. And you'll be thrilled with all the media coverage you receive.

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