

**News makes news – so how can your business make the news?**

Whether you're being talked about locally by a few people, or if you are being noticed nationally by many, then it's all good publicity for you and your business. It's creating awareness of the fact that you exist, what you do, where you are based – and who you are as the business owner.

These are all things that give existing customers confidence they've chosen right in using you in the first place and so will definitely consider coming back to you. And more importantly, they make your prospects – the people who don't currently use your products or services, or who get them from a competitor – notice you by the fact that you are 'in the news' and so must be special for some reason. **And this is the starting point for them to potentially become loyal customers of yours!**



**Do Something Outrageous**

The Heart Attack Grill in Las Vegas is a hospital themed restaurant famous for promoting incredibly large and unhealthy hamburgers. Customers are referred to as "patients", orders as "prescriptions", and the waitresses as "nurses". The menu includes the Triple Bypass Burger, Flatliner Fries and the Coronary Dog!

If you've seen the Man v. Food TV program where Adam Richman takes on food challenges – think if there's something you could challenge your customers to do in some way.

Or how might you challenge your customers to do something that would better themselves somehow that would make the news as you being newsworthy?

**Be a Newsjacker**

Read a national newspaper or listen to national radio news for topics that are relevant to what you do – then speedily contact your local paper or radio station with your local business story that relates to this national issue. Have an opinion, or give examples from your business or industry that either support the storyline – or which contradict it in some way.

Alternatively, if you've got an interesting story about your business, contact your local paper or radio station pro-actively. After all, what have you got to lose?



**Do the Unexpected**

This is a picture of a Caroline's Effluent Services sewage disposal truck. It's unexpected to see this in bright-pink and with a woman's name on, too.

1. What little things could you do for customers that would be unexpected - but that people would want to share with others as news?
2. What's something you could change in the way you deliver your products or services that would make you the 'first one' to do this thing? What would be completely unexpected in your industry that would make the news?
3. What could you do that none of your competition are able to do? What's something that makes you stand out and be unique – and which could be newsworthy?



**This Sprint Guide focuses on identifying ways you can be in the news - either to local prospects or potentially to a national audience.**

**Arrange to speak socially with a small group of business owners or managers you know for around 30 minutes.**

▲ These are your Pathfinders, and they'll help you to find interesting answers to a set of provocative questions on ways for you to become newsworthy.



**Print out both this page and the next one and pose these questions to your Pathfinders. Make sure you note down their suggestions next to each question.**

**Q: I want to get my business in the news - so what can I do?**

What's something unique to my business and to me personally that I could use in some way to do things differently that would make a powerful human interest story?

What could I create a TOP 10 list of?  
Or a checklist to help people do something?

There's a long list of weird national days including **Compliment Day, No-Brainer Day & Jelly Bean Day**.  
What could I do on one or more of these days that would make the news?

If I were to create and give out an award that would make the news, what might it be – and who could I award it to?

What newsy things are you aware of that I could potentially newsjack?

**Some triggers for you to use are: Economic news; People's hopes & fears; Time of year; What's a local issue or event?**



**Q: I want to get my business in the news - so what can I do? (continued)**

How can I be the latest / first / smallest / biggest / oldest something in the town or county – so that I'm different from the rest in some way?

What's a lost cause that I could support somehow at very little effort and expense that would be newsworthy?

The big logistics company Eddie Stobart name all their big trucks after women. What could I name in my business that would be quirky? What if I let customers give names to things - how might that work?

What's a problem that everyone's talking about that me and my business can solve - or address- in some way?

How can I stand out visually in some way?  
**Tell them about Caroline's Effluent Service pink trucks.**

If I were to challenge another small business to do something that we'd both get media coverage for - what could that challenge be and who might I do it with?

What things happened one year, 5 years, 10 years, 25 years or even 100 years ago that was significant and that my business could relate to? What if it was the birth or death anniversary of someone famous or relevant to my business or industry in some way?

Having trouble knowing which idea to do first? **This Selection Matrix will help you to choose...**

### The Selection Matrix

**If you have several ideas and don't know which is the best one to go ahead with, you can use this Selection Matrix.**

Number your ideas (in any order) and put the first at the centre as shown.

Now consider the second idea. If you think #2 will deliver more value than #1, then it should be to the right of #1 on the bottom VALUE axis. If it will take less effort to do than #1 then it will be higher up the vertical EFFORT axis than #1. This means you can write "#2" somewhere in the top-right quadrant of the matrix.

Do this for all of your ideas, and the one that's nearest to the top-right corner is the one that will deliver the greatest value with the least effort from you – **and is the one you should do first.**

**Share this Sprint Guide**

If you like the way Sprint for Growth helps you grow your business - then please do me a favour and **share this with other people** who you think would find it valuable for their business.

**Next time...**

The next Sprint Guide will:

**Help you create a service style that's unique to you and your business...**