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PROFIT BY PUBLICITY:

The How-to Guide for Real Estate Agents and Brokers

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Public-relations consultant and marketing strategist Segal shares ideas to generate publicity and provide a competitive edge in real estate.

Publicity is an invaluable tool, as the author aptly demonstrates in this guide on how to garner attention from news organizations. Through credible examples, personal experience and common sense, Segal explains why publicity is better than advertising, the type of content news outlets desire and how to make decisions about branding. Briskly moving from overview to specifics, Segal presents a tactical timeline for getting in front of the media and then delves into the minutiae, such as news releases, press kits, op-eds and news conferences—how they are structured and exactly when to get under the editor’s nose. Although much of this material is simple nuts and bolts—never present more than three major points to a journalist, summarize your story in seven seconds or less—the author provides some gratifying humor to lighten the information load. Segal includes

anecdotes about correcting inaccuracies in the press (“Norma Adams-Wada’s June 15 column incorrectly called Mary Ann Thompson-Frank a socialist. She is a socialite.”) and ridiculous publicity stunts, such as the radio station that hid five- and ten-dollar bills in library books which resulted in the destruction of the fiction shelves. He closes with the differing needs, styles and concerns of newspapers, magazines, television, radio, newswires and the Internet, and how to prepare and fashion material for each media outlet.

A self-promotion guide that is packed with solid instruction yet remains upbeat.

