



Connection Pros

Over the past 12 years, I've had the opportunity to have many articles written about my businesses as well as having them appear in numerous news stories on almost every television station in town and most of the radio stations. People are always asking me how I get so much press. Are my businesses so incredible that people are dying to write about them? YEAH RIGHT! Am I so fascinating that television news crews are fighting for the right to interview me? ARE YOU KIDDING??

The way I have gotten so much press for my businesses is by picking up the phone, calling television stations, newspapers, magazines, and radio stations and saying "How would you like to do a story about me?" Do they always bite? Very seldom but if you make enough calls, some of them will say YES.

Some of the greatest press I've ever had was from being nominated for local business awards. In my past retail business, I was awarded the 1998 Blue Chip Award for Small Business Excellence, was named a Top Five Small Business Person by the Tempe Chamber of Commerce and was voted a Top Ten Small Business Person by the Phoenix Chamber of Commerce. Once again, was I searched out by these organizations so they could give me these awards? HA, HA, HA!! I earned these awards by nominating myself for them.

Someone who has done this recently is Liz Trevino from Skin Frenzy Day Spa. She was just selected as one of the Valley's best and brightest leaders under the age of 40. "You cannot wait for these kinds of awards to come to you. If you feel you are the best and you want people to know you have what it takes to be a leader you have to portray the qualities of one. In this case it meant tooting my own horn. As I started putting accomplishments down in writing it was like "Wow I did that?" The reality of it all is people take you as serious as you take yourself. "

"This award has also opened other opportunities for me that will allow me to further enhance the growth of Skin Frenzy Day Spa and inspire other women entrepreneurs to keep reaching for the moon, because even if you don't make it quite to the moon you will still be with the stars."

So, for those of you that are looking for ways to get some much needed press about your business, pick up the phone, send out an e-mail or mail out a press release because there are people out there that want to hear you tooting your own horn. See you next month!