

## **Maximizing The Media**

**Ryan Steinert | [ryansteinert.com](http://ryansteinert.com)**

In recent months, I have met countless branch managers and originators who are fully maximizing the use of media and its power to capture an audience. Promoting your services through radio, television and newspapers can be done inexpensively, while also giving you instant credibility.

One of the simplest and most effective ways to get started is to fax or email a one-page press release to your local radio stations, television stations and newspapers. Some key pointers on press releases:

- Ensure you have an attention-grabbing headline in the upper center. Something that would make reporters want to call you back. I would avoid things like 'Mortgage Professional Seeking Media Attention.'
- Remember, you need to focus on solving a problem, offering a solution or filling a need. For example, if you were doing Reverse Mortgages, your headline might read 'Local Business Professional Offers Creative Financing for the Elderly,' or something like that.
- Be certain to have 'For Immediate Release' in the upper left-hand corner.
- Don't forget to include your contact information in the upper right-hand corner.
- The body would include two or three short paragraphs summarizing your offering.

Your goal is to get a reporter or staff member to contact you back and you can set up a call or meeting to discuss your objectives further. Media and reporters are always looking for stories that will interest their readers and listeners.

This can be a fantastic, free way to gain exposure and expertise. Feel free to contact me for press release examples, or to discuss your situation further.