



*9 Quick Ways to*

**BECOME  
BUSINESS  
FAMOUS IN  
YOUR LOCAL  
AREA**

BIZSMARTMEDIA.COM



# BECOME BUSINESS FAMOUS

Boost Your Reach, Reputation and Revenue as the Trusted Leader and Authority

## **"WHEN YOU BECOME BUSINESS FAMOUS, PROSPECTS LINE UP TO WORK WITH YOU..."**

Please don't misinterpret what I mean by Business Famous. I'm not referring to being famous like being on the cover of *People Magazine* or hanging out with Beyoncé or the Kardashians.

In my mind, business owners who are Business Famous know enough to help their customers and prospects with a specific problem and are willing to share that knowledge and are recognized for doing so. I like to think of this as being an educator and advocate for your clients.

***"Being recognized as someone people trust is vitally important to help you grow your business."***

To create a buzz about your business means that you do something to get people talking about you and your business. Today, creating buzz about your business is important, since it can be difficult to stand out in a sea of other businesses.

But, if you can do one or two things to make yourself and your business distinct, you'll have more opportunities to be seen by more prospects.

# 1

## SEND OUT A PRESS RELEASE

Press releases are still viable and important ways to get buzz about your business, even in this day of social media and blogging. Press releases should be sent out to your media contacts every time you have something newsworthy to share.

Don't discount submitting them to online sites, as well. It'll help your Google ranking, and you never know who might see them on one of the online media distribution points.

## WHEN TO SEND A PRESS RELEASE

Press releases are good for building your media page, building relationships, proving expertise and more. They are also good for announcing new products, events and grand openings. But, you have to get in the practice of writing them and distributing them for them to work.

## [CLICK HERE TO HIRE US TO WRITE YOUR PRESS RELEASE](#)





## 2

## INTERVIEW LOCAL BIZ OWNERS ON YOUR OWN SHOW

One of the easiest and quickest ways to get known quickly in your local market is by interviewing prominent local residents and business owners. What's nice about this strategy is that the "celebrity factor" of interviewing local experts rubs off on you, as you then become the person who knows "Miss Big Name" in your area because you just interviewed that person. And, if you use the interviews as a lead generation strategy, your name is getting out to thousands in your target market in a big way.

### WHO SHOULD YOU INTERVIEW?

If you're a member of your local chamber of commerce, start there. Ask them to be a free sponsor of your show and for them to add an interview on your show as a membership benefit. Business owners love to talk about their companies, and government leaders and politicians love to talk about current events or how they are helping their local towns and cities. Don't forget about school district officials, local sports coaches, and civic and professional association leaders. This is a great way to get to know local influencers, as well as become one yourself!

**[CLICK HERE TO DISCOVER HOW TO CREATE YOUR OWN LOCAL INTERVIEW SHOW](#)**



## WRITE A BOOK

There's a proven and effective marketing method that has stood the test of time to position you as the educator and advocate for your target market.

What is that? Writing a book about your expertise and use that to grow your business. I refer to that as a Lead Generation Book. This is the most effective marketing strategy that can open huge opportunities for your business. Best of all, YOU don't have to write it. You can easily speak your book, be interviewed about your book, or hire a ghostwriter to help you with your book.

### HOW TO GENERATE MORE CLIENTS WITH YOUR BOOK

The best way to generate more leads with your book is to get it into as many hands as possible. Give it away to current and past clients, vendors, colleagues, referral partners, influencers, family members, and the like.

Mail it to your local media to become a media darling. Send it to local organizations to invite you to speak. You'll discover your book will open so many doors for you.

**[CLICK HERE TO DISCOVER HOW TO WRITE A BOOK TO BUILD YOUR BUSINESS](#)**





## 4

### SPEAK TO LOCAL ORGANIZATIONS FOR FREE

I love being asked to speak to members of local professional and civic organizations about what I do in my business. Speaking helps build your brand. By getting your name and your business name out there in the community at speaking events, you help to build awareness for your business. It also builds your reputation as an expert. When people hear you speak as an authority, they believe you're an expert in your industry.

### DETERMINING THE TOPIC OF YOUR SIGNATURE SPEECH

Deciding upon your speaking topic can be a daunting task. The fastest way to build credibility with your target audience is by teaching them something valuable in your signature speech. A signature speech is both an educational and persuasive presentation about the three to ten most important concepts that you want your ideal customer to know.

A well-designed signature speech offers the audience knowledge about subject matter related to your products and services that will help them improve their personal and/or professional lives while simultaneously creating interest for your business' offerings.

**[CLICK HERE TO DISCOVER HOW TO CREATE YOUR OWN SIGNATURE SPEECH](#)**

# 5

## HOST A FACEBOOK CONTEST

Contests are a great way to create buzz about your business. You can have them on Facebook, Twitter, Pinterest, your blog... however you want. Just follow the rules of the platform and make sure your prizes are relevant to your audience.

Contests make for successful social media campaigns because they can help facilitate a number of goals. They can help you to find new followers and customers, keep your existing ones engaged, and improve your organic reach.

### FACEBOOK CONTESTS WILL GET YOU THE BEST RESULTS

Facebook is still the most popular social media platform and gives businesses the opportunity to promote their company through the use of business pages. Staying active on Facebook keeps your brand in front of current and potential customers. Posting updates, blogs, and new products are common ways to stay active. Another great option is hosting a Facebook contest, which can be a great way to get your brand noticed and increase your following.

[\*\*CLICK HERE TO DISCOVER HOW TO CREATE YOUR FACEBOOK CONTEST\*\*](#)





## HOLD FACEBOOK LIVE EVENTS

Facebook Live is a live video streaming feature that enables you to go live to your Facebook followers on your Facebook profile, business page, or group. It's one of the fastest ways to get attention these days on social media. What I love best is the fact I don't have to schlep all over town to do these guest speaking gigs. I'm presenting my expertise in a short training session showcasing me as an educator and advocate for my target market from the comfort of my own home office.

### CREATE IT ONCE, USE IT FOREVER

Once a Facebook Live video is created, it will reside on your page or profile for viewers who missed the live event to view. Videos are eligible to show up in an individual's news feed during the live event, as well as after the event has ended. The chances of seeing a video while it's live are now higher since Facebook has updated their ranking algorithm to show more live videos that are streaming in real-time. Page followers and visitors may get a notification when a page or individual is going live. If you use [StreamYard](#) to stream your FB Live event, you can record your event and download the video.

**[CLICK HERE TO DISCOVER THE BEST TOOL TO USE FOR YOUR FACEBOOK LIVE EVENTS](#)**



# 7

## PUBLISH AN EMAIL NEWSLETTER

At almost every meeting I attend in my city, I get positive feedback about my ezine, or email newsletter. People generally tell me they love it, or they ask some question about something I've written about in a previous issue. All in all, it's pretty cool--I kinda feel like a celebrity!

In everything that I do, my goal and my focus is to get subscribers to my newsletter list. Your email list is a major business asset. I don't start out trying to sell them a program or get them to buy some product. I just want them to get my weekly email newsletter. Once they are on my list, I can market to them regularly over time.

### HELPS HASTEN THE LIKE, KNOW AND TRUST FACTOR

If you don't currently have a newsletter in place that permits you to reach out and "touch" potential clients regularly, I encourage you to start one. If you currently have an email newsletter, pay more attention to its care and feeding so that it grows a healthy prospective client base for you. It'll be one of the best investments you'll make for your business. I use [CanvaPro](#) to help me design a great newsletter header and footer.

[CLICK HERE TO DISCOVER THE BEST EMAIL MARKETING TOOL FOR YOUR EMAIL NEWSLETTER](#)





## CREATE CONTENT ON A YOUTUBE CHANNEL

A YouTube channel can be almost as good as having a television show. In fact, YouTube is the second-largest search engine in the world behind Google, YouTube's parent company. With such massive reach, YouTube is an opportunity your business can't afford to ignore.

### BE WHERE YOUR TARGET MARKET IS LOOKING FOR INFO

When people are searching for video content, YouTube is the number one place to look. This means you need to create a plan for the content you want to create. Then create a schedule to post new content on a consistent basis, and try to be as professional as possible.

Producing videos is quite easy. You can use your smartphone camera or webcam to record yourself. If you want to do a more formal training, you can use screenshare software like [Loom](#) to show PPT slides or to share something from your computer.

[Content Samurai](#) is another video creation app that lets you easily create many kinds of videos for your YouTube channel.

[CLICK HERE TO DISCOVER HOW TO QUICKLY CREATE YOUR OWN YOUTUBE CHANNEL](#)

# 9

## CONNECT TO A CHARITY

You don't want to do charitable things just because you want to create buzz. But, if there is a charity that you like, you can donate a percentage of proceeds to it, or you can have yearly sales where all proceeds go to the fundraiser for that charity. Another idea is to donate a service package to a charity for a silent auction to get people talking about what you do. Or, you can host a fundraising event for a charity at your store.

### CHOOSING YOUR CHARITY PARTNER

When you choose a charity to work with, you want the partnership to feel like a natural extension of your business. Its work should be something that both your existing workforce and your community of customers are excited about contributing to. If you have a passion for a cause, it will help motivate you and help you remember why you donate.

Partnering with a charity is truly a win-win situation for all parties involved. There are thousands of amazing charitable organizations out there, and all of them would love to work with your business.

**[CLICK HERE TO DISCOVER CHARITABLE PARTNERS WITH WHOM YOU CAN WORK](#)**





# *Resources to Create Buzz*

In this guide, I've covered nine powerful way to create buzz for your business that will help you become Business Famous in your local area. Below are the tools I regularly use in my business to help me carry out these strategies in my own business. I hope you enjoy using them as much as I do!



## *Canva Pro*

Graphic Design App

[Get CanvaPro Here](#)



## *Content Samurai*

Video Creation App

[Get Content Samurai Here](#)



## *StreamYard*

Live Streaming App

[Get StreamYard Here](#)



## *BirdSend*

Email Marketing App

[Get BirdSend Here](#)



## *Signature Speech Wizard*

Speech Creation App

[Get Signature Speech  
Wizard Here](#)



## *Loom*

Screenshare Video App

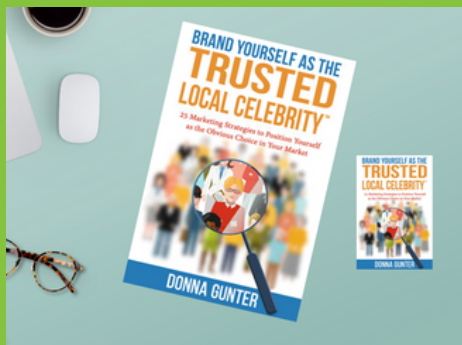
[Get Loom Here](#)

## *Next Steps*

WANT TO DISCOVER HOW  
TO BECOME BUSINESS  
FAMOUS IN YOUR AREA?

If one or more of these strategies resonate  
with you, we can help!

Simply set up your [Chat With Donna  
session here](#).



# Donna Gunter

PUBLISHING CONSULTANT | BUSINESS FAME MAKER

Donna Gunter, Amazon #1 best-selling author of "Make Them Choose You" and "Brand Yourself as the Trusted Local Celebrity," helps business owners, consultants, speakers, and professionals stop the client chase by leveraging their knowledge to gain authority status in their industry, then dramatically amplifies their message and shows them how to convert the new audience into high-paying customers. Using her proven Become Business Famous signature seven-step system, she works together with her clients to build powerful personal brands that increase their reach, reputation and revenue through speaking, publishing, and publicity.

Donna holds a B.S. in Communication Disorders from Lamar University and a M.Ed. in Higher Education Administration from the University of South Carolina. She is a Certified Internet Marketing Specialist and a member of the Best Selling Authors Association.



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CONNECT ON SOCIAL MEDIA

