

## **Introducing YOU to the world!.. (And why MEDIA does it better than you)**

Entrepreneurs are often great at what they do, but they may not be the best at explaining their capabilities to others. This is because they are often too close to their work and may not be able to see it objectively. Additionally, entrepreneurs may not like to boast about their talents, which can make it difficult for them to sell themselves to potential clients or partners.

A third party, on the other hand, can often provide a more objective and unbiased assessment of an entrepreneur's capabilities. This is because they are not as close to the work and can see the big picture. Additionally, a third party may be more comfortable boasting about an entrepreneur's talents, which can help to sell them to potential clients or partners.

### **Here are some of the reasons why a third party can introduce a person and their capabilities far better than the person can boast about themselves:**

**Objectivity:** A third party is not as close to the work as the person themselves, which gives them a more objective perspective. This can be helpful in highlighting the person's strengths and accomplishments without them having to promote themselves.

**Credibility:** A third party like CNTV who is well-respected in the industry can lend their credibility to the person they are introducing. This can help to increase the person's perceived value in the eyes of potential clients or partners.

**Expertise:** A third party who is an expert in the person's field can provide insights that the person themselves may not be aware of. This can help to give a more complete picture of the person's capabilities and potential.

**Networking:** A third party who has a strong network in the industry can help to introduce the person to potential clients or partners. This can be a valuable resource for the person in their career.

### **Why Most Entrepreneurs Do Not Like to Boast About Their Talents**

Many entrepreneurs are humble and do not like to boast about their talents. They may feel that it is arrogant or unnecessary to do so. Additionally, they may be concerned that if they talk too much about their own abilities, people will not believe them.

However, there are some benefits to being able to boast about your talents. For example, it can help you to build confidence and self-esteem. Additionally, it can help you to network with other professionals and get your foot in the door with potential clients or partners.

If you are an entrepreneur who is not comfortable boasting about your talents, there are a few things you can do to overcome this. First, you can start by talking about your accomplishments in a more objective way. For example, instead of saying "I am the best at what I do," you could say "I have a proven track record of success in this industry."

Second, you can focus on the benefits that your talents can offer others. For example, instead of saying "I am a genius," you could say "I have the ability to solve complex problems quickly and efficiently."

Finally, you can practice by accepting media invitations to be interviewed it is far more effective than talking about your talents in front of a mirror or with a trusted friend or colleague. This will help you to get comfortable with the process and to become more confident in your abilities... when put on the spot.

### **Why Consumers Trust Companies That Are Well Known in the Media and Have a Strong Public Presence**

In today's world, consumers are bombarded with information from a variety of sources. This can make it difficult to know which companies to trust. However, there is one factor that can help consumers make informed decisions: the media.

When a company is well known in the media, it signals to consumers that the company is credible and trustworthy. This is because the media is seen as a gatekeeper of information. If a company is featured in the media, it means that the media has deemed the company to be newsworthy.

In addition, companies that have a strong public presence are more likely to be trusted by consumers. This is because these companies are more transparent and open about their operations. They are also more likely to be engaged with their customers and to respond to their feedback.

As a result, consumers are more likely to trust companies that are well known in the media and have a

strong public presence. These companies are seen as being more credible, trustworthy, and transparent.

**Here are some of the reasons why consumers trust companies that are well known in the media and have a strong public presence:**

**Credibility:** Companies that are well known in the media are seen as being more credible than companies that are not. This is because the media is seen as a gatekeeper of information. If a company is featured in the media, it means that the media has deemed the company to be newsworthy.

**Trustworthiness:** Companies that have a strong public presence are more likely to be trusted by consumers. This is because these companies are more transparent and open about their operations. They are also more likely to be engaged with their customers and to respond to their feedback.

**Reputation:** Companies that are well known in the media and have a strong public presence have a good reputation. This is because they have been vetted by the media and have a track record of providing quality products and services.

**Brand awareness:** Companies that are well known in the media and have a strong public presence have high brand awareness. This means that consumers are more likely to be familiar with them and to trust them.

If you are a company that wants to increase consumer trust, it is important to be well known in the media and to have a strong public presence. This will signal to consumers that you are a credible, trustworthy, and reputable company.

**Here are some tips for increasing your company's media exposure and public presence:**

**Issue press releases:** Press releases are a great way to get your company's name in the media. When you issue a press release, be sure to highlight your company's unique selling points and why you are newsworthy.

**Get involved in industry events:** Attending industry events is a great way to network with journalists and other industry professionals. This can help you to get your company's name out there and to build relationships with people who can help you get media coverage.

**Run social media campaigns:** Social media is a great way to connect with consumers and to build brand awareness. When you run social media campaigns, be sure to use relevant hashtags and to engage with your followers.

**Provide excellent customer service:** Excellent customer service is essential for building trust with

consumers. When you provide excellent customer service, you show consumers that you value them and that you are committed to providing them with a positive experience.

By following these tips, you can increase your company's media exposure and public presence. This will help you to build trust with consumers and to increase your sales.

### **How a Third Party, like Consumer News Tv Does a Much Better Job**

A third party who is well-respected in the industry can do a much better job of introducing a person and their capabilities than the person themselves. This is because they can provide an objective assessment of the person's skills and experience, as well as the benefits that they can offer others.

Additionally, a third party can help to build credibility for the person by lending their own reputation to the introduction. This can be a valuable asset for the person in their career, as it can help them to get their foot in the door with potential clients or partners.

If you are an entrepreneur who is looking to improve your networking skills, it is important to find a third party who can help you to introduce yourself and your capabilities to others. This can be a valuable asset in your career and can help you to achieve your goals.

Public relations (PR) is the practice of managing the spread of information about an individual, organization, or product. It is a strategic communication process that builds relationships with key publics to achieve organizational goals.

### **PR can be a powerful tool for any size business. It can help to:**

Increase brand awareness

Generate leads and sales

Build relationships with key stakeholders

Manage a crisis

Enhance corporate reputation

How PR can outperform advertising

**PR can often outperform advertising in terms of its cost-effectiveness and reach.** For example, a single news article can be seen by millions of people, while a single ad may only be seen by a few thousand.

There are a few reasons why PR can be so effective. First, news articles are seen as more credible than ads. When people see a news article about a product or service, they are more likely to believe that the information is accurate. Second, news articles are more likely to be shared on social media. This means that PR can help to reach a wider audience than advertising.

### **The "As seen on TV" label**

The "As seen on TV" label provides credibility for any person, brand, or company. It signals to consumers that the product or service has been vetted by a third party and is worthy of their attention. This can be a powerful way to build trust and drive sales.

The "As seen on TV" label is often used by infomercials to promote products. However, it can also be used by businesses that have been featured in traditional media outlets, such as newspapers, magazines, or television news programs.

### **How news articles can be shared and reused**

News articles can be shared and reused in a variety of ways. They can be posted on social media, included in email newsletters, or even printed out and distributed. This makes them a very cost-effective way to reach a large audience.

For example, a small business owner could write a press release about their new product or service. This press release could then be sent to journalists, who may write articles about the product or service. These articles could then be shared on social media, which would help to reach a wider audience.

### **Why a professional should keep adding to their PR opportunities**

There are a number of reasons why a professional should keep adding to their PR opportunities. First, PR can help to build brand awareness. When people see your business in the news, they are more likely to remember it and consider doing business with you.

Second, PR can help to generate leads and sales. When people see your business in the news, they may be interested in learning more about what you offer. This could lead to them visiting your website, calling your office, or making a purchase.

Third, PR can help to build relationships with key stakeholders. When journalists write about your business, they are essentially giving you a platform to share your message with their audience. This can help you to build relationships with journalists, as well as other key stakeholders, such as investors and potential customers.

Finally, PR can help to manage a crisis. If your business experiences a negative event, PR can help you to minimize the damage to your reputation. By communicating effectively with the media, you can control the message and ensure that your side of the story is heard.

## **Conclusion**

PR is a powerful tool that can help businesses of all sizes to achieve their goals. By following the tips in this article, you can use PR to increase brand awareness, generate leads and sales, build relationships with key stakeholders, and manage a crisis.

Here are some additional tips for using PR to benefit your business:

**Identify your target audience:** Who are you trying to reach with your PR efforts? Once you know who your target audience is, you can tailor your messages accordingly.

**Develop a strong media pitch:** Your media pitch should be clear, concise, and persuasive. It should highlight the key benefits of your product or service and why it is newsworthy.

**Build relationships with news media like CNTV:** Get to know, and connect with the host who covers your industry and build relationships with them. This will make it more likely that they will create a story

about your company.

**PR is a powerful tool that can help businesses of all sizes to achieve their goals. By following these tips, you can use PR to improve your company's visibility, credibility, and reputation.**