

# THE FREE NEWS

How To Save Big Money By Achieving Free Positive Publicity In The Media



## WELCOME TO A TON OF FREE PROMOTION



*By the end of this course you will have a much better understanding of what it takes to achieve free publicity in the media*

Hello and welcome to this course. You're no doubt here because you want to achieve lots of publicity and promotion - without paying for it! Perhaps for your business, your event, your charity, your organisation... whatever, whoever you are promoting, you can totally do this.

I will teach you how to achieve free publicity and promotion, which will save you a ton of money over time, bearing in mind the rising advertising rates in the media.

You'll do this through writing and submitting media releases equipped for the rapidly changing world of media. And it's changing all over the world. As a journalist of 30 years, I know what I'm talking about and can share lots of inside secrets with you.

It shouldn't take you too long to get through the modules and by the end of it you will have a much better understanding of what it takes to achieve free publicity in the media - and then you'll go out and do it. Believe it... Achieve it.



# IF YOU WANT TO KNOW ABOUT THE MEDIA, ASK A JOURNALIST. I'M MARK..

Let me tell you a bit more about myself. My name is Mark Campbell and I am excited to share my wealth of experience in the media with people like yourself, all over the world, through online courses.

Many of the topics I am teaching do indeed have a global reach, as the issues facing the traditional media today are the same the world over.

More on that later, but the crucial thing to reveal is that you can benefit significantly from the crisis in the media that has arisen from the advent of the internet, social media and apps sharing news free of charge.

There has never been a better, more opportune time to achieve free publicity in the media. But you will have to give newspapers, magazines and other media outlets good quality content in return.

It's a win-win for both sides, but you have to play the game well. And don't worry, I will teach you how in this course.



I have worked in the media and media-related industries for 30 years. I started young, by the way!

The thing I have loved most about my career has been the variety of jobs, tasks and situations I have found myself in - and this diversity is now proving invaluable in teaching people like yourself.

I have a lot of experience of many different things, and every branch of the media, and this has put me in a great position to help others.

Which makes me very happy, because I have always wanted to make my mark and help people, hence the name of my company.

My career has been based in the United Kingdom - until creating online courses connected me with the whole world - and I have found myself in so many important or crazy situations, from interviewing A-list celebrities, musicians, politicians and sports stars, to performing as an acrobat in a human pyramid in front of 2,000 people (I was on the bottom corner. The pyramid worked second time around...)

I have worked in managerial and reporting positions in news, features, business, environment, entertainment and sport.

I have written for national newspapers and magazines selling millions of copies, and for local publications targeting particular communities and sections of society.

I have spent half my career self-employed, using my experience and knowledge to help clients achieve publicity in the national and regional media, on television and radio. So very much like I am doing now through my courses.



# FREEDOM TO STUDY IN YOUR OWN TIME AND AT YOUR OWN PACE

I have also managed and edited my own publications, on subjects ranging from entertainment to the environment.

I have staged events such as music festivals and handled the publicity for these as well.

I am well versed and well positioned to help you achieve your promotion goals.

I hope you like the way this course is presented. It made sense to me to design it in such a way that it was more representative of the subject matter, which is largely print-based media, hence the course material being contained within PDFs.



It also gives you the freedom to study in your own time, at your own pace and without sticking the headphones on. I hope you enjoy your learning experience.

I am certain you will be better equipped to get the results you want by the time you have completed all the modules.

Thank you very much for choosing to download my course.

I hope to accompany you on more learning journeys in the future. Now let's move on to the serious stuff...

**Mark**