



TIPS FOR SHARING **good (business) news**

1. Write a **blog post**: include an image if possible
2. **Tweet** the good news: include a link to your blog post
3. Post an image of the award or project on your **flickr or Facebook page**
4. Post in the **news or press** section of your website
5. Mention it in your **e-newsletter**
6. Add the project to your **online portfolio**: include a sentence about the award or publication
7. Mention it to **business or networking groups** you're a member of: if they have a group page, post it there as well
8. Send a **press release** to local small business writers or editors
9. Send a **promotional mailing**, i.e. a postcard or one-sheet with details of the project and/or award
10. Last but not least, send a **handwritten thank you note** to the publisher or editor expressing your gratitude for the opportunity

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