

# The Fine Line Between Becoming Famous And Becoming Invisible

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The world is different now.

In the past, fame was something that was graciously bestowed by the media upon 'special' people. Actors, writers, politicians, artists and others became 'media darlings' and were given a special place in the spotlight by radio, television, newspapers and magazines. This fame was bestowed because, based on some extraordinary set of circumstances, the famous person was somehow deemed to be 'worthy' of such fame. These people were extraordinary in some way.

The dictionary clearly defines extraordinary as *'beyond what is usual, ordinary or regular; exceptional in character; noteworthy; remarkable'*.

In those days gone by, it could have been said that information was 'controlled'. If you happened to be just an 'ordinary Joe' and were not 'beyond what is usual, ordinary or regular', it was unlikely anyone would take notice of you or your accomplishments, let alone the Almighty Media. No one could get into this exclusive club unless some journalist somewhere deemed one to be extraordinary. Your name would simply not appear in the newspaper or on TV if you were 'just another person'.

Then along came the search engine.

When the Internet came along, the traditional journalists were horrified to see that they were beginning to lose their lock on the control of information. Newspapers, television, radio and magazines have been on a serious downward slide ever since. Frankly, it's a bloodbath. There are two kinds of progress. In the first, improvements are made on old structures, keeping them pretty much in place. In the second, improvements completely destroy old structures. The move to the search engine culture is of the second type, at least as far as traditional media is concerned.

But hey, we no longer have to PAY for our information by being required to buy a subscription, for it is available to anyone simply by logging on - no signup or deposit or long term contract required. Unfortunately, the now somewhat desperate media are fast becoming simple purveyors of sensationalist blather. Joe Q. Public has now become the judge of what is deemed to be exceptional, noteworthy or remarkable and Joe Q. can access it any time of the day or night, from anywhere on the planet for free. Joe Q. is doing so in ever increasing numbers.

In other words, it is now possible to CREATE one's own fame through this newer vehicle, by sheer effort. One can be one's own, single client publicist. However, this is much like saying one can become one's own surgeon. This can be dangerous. However, with the proper skill set, it can be a godsend.

In the old days, those of us in the marketing game would chase down these poor journalists and 'pitch' them, telling them about our client and begging for the journalist to give up a little piece of that paper or air-time; to run a story on our client that would be out there for a single day in a single market. This does not make as much sense anymore. The search engines have changed this outdated old paradigm forever.

Now, given the proper skill set, one can get that same piece in a search engine. Everyone on the planet can access it and it will stay out there - often for years at a time. This is wonderful, but it also changes the game completely. There are several key ideas we need to be aware of and use to our benefit.

1. Over 70% of the population now PREFERS to get their buying information from the engines.
2. However, they do not sit around and wait to get hit with a commercial or an ad. When they go to the Internet, they have ALREADY DECIDED what they might be looking for and intend to purchase
3. They will look for that item using search terms
4. They will only purchase what they are made aware of through these engines
5. If you are not there - for a GENERIC SEARCH TERM, you will be invisible

Remember - your buyers will not google your name. They will not google your company name. They will not google your brand. They will, however, google words like 'book' or 'kids toys' or some other very generic set of terms.

The competition for these words is fierce and intense. You will be competing with millions of others for positioning on these words.

In the old days, being famous meant that nearly everyone knew your name. That is no longer as important. What IS important now is that you are famous in the circle of people who might be your potential buyers. Those people will be using those search terms to find what they will buy.

Consciously creating your own fame within that group of potential buyers IS NOT A ONE-TIME, ONE SHOT PROPOSITION. **You must recreate that awareness constantly** - every day - day in and day out - or you will find that you will fast become invisible. Fame is fleeting; even more so in the Internet environment. Even if you do manage to create that fame, you will find that the tired old phrase 'Here today - gone tomorrow' will take on a whole new meaning.

So how does one create ongoing fame in this environment? It is achieved through ongoing effort using strategies that target your potential clients or customers. Day in, day out hard work, using strategic methods that will put your message in front of those buyers every single day, reminding them constantly that you exist when THEY DECIDE they want to see the message. The strategy you will employ is the single key to success. Without an ongoing, working strategy, you will soon be invisible.

And please don't spam them, don't try to trick them and don't beat them over the head. They will reject you if you do. That is NOT a good strategy.

The key is to provide what they seek and to do so in a way that demonstrates you really are extraordinary; beyond what is usual, ordinary or regular; exceptional in character; noteworthy; remarkable. In short, you will need to earn that fame

Keep that message in front of them, in the manner they prefer, and you will never be invisible.

You might even get famous.

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