

Key Takeaways: Lesson 5 – Product Spotlighting

1. Free publicity is 12 times more believable than advertising to consumers when compared side-by-side. It's important that you develop a strategy to capture free publicity.
2. Product Spotlighting is a method to capture the attention of consumers and the media with your products. It is a more effective marketing technique than claiming your business has the best selection or the best prices, even if either is true.
3. When you use a Micro-Niche product line, a Signature Item, or a Monument, you will likely attract the attention of both consumers and the media. The media will perceive your product uniqueness and sense there's a story that can be written or broadcast that will help them fill their upcoming deadline.
4. Product Spotlighting isn't a requirement for any business, but it appears again and again in the business models of successful Destination Businesses.
5. Don't get discouraged if your business doesn't immediately receive free publicity. If your business is Unique, keep looking for publicity opportunities and they will happen.

What's Your Most Important Takeaway from this Lesson?
