

# The Publicity Hound

Tips, tricks and tools for free publicity



(This was made with Canva)

**Presented to the 2014 Nonfiction Writers Conference**

**by Joan Stewart**



(This was made with PhotoFunia)

Joan Stewart, Box 437 Port Washington, WI 53074  
262-284-7451 JStewart@PublicityHound.com PublicityHound.com  
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Here are some of my favorite tools--almost all of them free--for getting publicity, sharing content and saving time and energy. Have fun!

**1. Quozio for pop quotes**

Quozio at <http://quozio.com/> is great for making simple image quotes and sharing on social media. Free.

**2. Canva for graphics (see typewriter on cover of handouts)**

Canva at <http://www.Canva.com> is an online platform that lets you create free designs for the web or print, blog graphics, presentations, Facebook covers, flyers and poster. It's all drag and drop. use your own photos or buy one of theirs for \$1.

**3. PhotoFunia for fun photos (see newspaper on cover of handouts)**

Would you like to see your photo on the cover of a magazine or on advertising billboards on Times Square? You can see your portrait on the walls of the Louvre or Hermitage museums. PhotoFunia is so simple, a child can do it. And it's all free. It's at <http://www.Photofunia.com>.

**4. Press Release Grader for better press releases.**

Press Release Grader at <http://service.prweb.com/learning/article/press-release-grader/> gives you instant feedback on how powerful the components of your press release are--and how to make them stronger. It will show you quick ways to make them more compelling and search engine friendly. Free.

**5. Emotional Marketing Value Headline Analyzer for writing better headlines.**

This free tool at <http://www.aminstitute.com/headline/> will analyze your headline to determine the emotional marketing value, and give you a percentage score. Rewrite it and see if you can boost your score. Addictive!

**6. Content Idea Generator for getting hundreds of ideas or headlines for content.**

Answer 18 simple questions about your products and services, and in less than one second the Content Idea Generator at <http://contentideagenerator.com/> will generate literally hundreds of great ideas for blog posts, articles, tweets, white papers, ebooks, podcasts, press releases, etc.

**7. Easel.ly for colorful, attractive infographics.**

Easel.ly at <http://www.easel.ly/> lets you create eye-catching, informative, and fun infographics on the web in minutes. Great for business presentations, your blog or sharing on social media.

**8. The Big Press Release Sample Book.**

This book at <http://www.ereleases.com/insider/freebooksPH.html> (affiliate link) has more than 70 sample press releases that will give you lots of ideas on how to write yours.

**9. Freelancers Directory to find freelancers who cover your topic.**

The Society of Professional Journalists Freelancer Directory at <http://www.spj.org/fdb.asp> has more than 1,000 freelancers. Search by specialty or state. Most include contact information.

### 10. Shortkeys for saving time typing.

This macro tool at <http://www.ereleases.com/insider/freebooksPH.html> inserts blocks of text into documents by simply typing a few keystrokes. Use this for anything you type over and over again: your bio, your address, your website URL, even your email address. \$24.95 but well worth it!

### 11. Social Media Image Maker for automatically sizing photos for social media sites.

Tired of having to remember the various sizes for your Facebook photo, Twitter graphic and Google+ cover photo? This tool makes it easy to resize and retouch photos for Facebook, Twitter, LinkedIn, Google+, YouTube, Skype, Pinterest, and many more. It's all drag and drop.

<http://www.autreplanete.com/ap-social-media-image-maker/>

### 12. Hemingway App for bold, clear writing.

This tool at <http://www.hemingwayapp.com/> highlights long, complex sentences and common errors. Red, purple, blue, green and yellow highlighter instantly pinpoint different types of writing problems. It also assigns a readability score to your writing.

### 13. Pinterest for how-to tips to pull traffic to your blog.

You can pin how-to tips created in PowerPoint that lead back to specific blog posts--a fabulous way to drive traffic to your blog, promote from the blog to your Pinterest board, and get good Google ranking for your board. See my board at

<http://www.pinterest.com/publicityhound/50-tips-for-free-publicity/>

I share lots of tips just like these and email them to you every Tuesday and Saturday. **And they're free!** Subscribe to **The Publicity Hound's Tips of the Week** at <http://PublicityHound.com>. Questions? Email me at [JStewart@PublicityHound.com](mailto:JStewart@PublicityHound.com) or call 262-284-7451.

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