

PAUL KRUPIN'S PUBLICITY PLAN FOR 2011

January 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 New Year's Day
2 Happy Mew Year for Cats Day Earth at Perihelion	3 Thank God It's Monday Day	4 Trivia Day	5 Bean Day	6	7 I'm Not Going to Take It Anymore Day	8
9	10 Save the Eagle's Day	11	12	13 Rubber Duckie Day	14 Dress Up Your Pet Day	15
16 Religious Freedom Day	17 <u>Martin Luther King Day</u>	18 Winnie the Pooh Day	19 Full Moon	20 Inauguration Day	21 Hugging Day	22 Roe Vs. Wade Day
23	24 Compliment Day	25	26	27 Thomas Crapper Day Holocaust Memorial Day	28 Fun at Work Day	29 National Puzzle Day
30	31	National Thank You Month / National Eye Care Month / Birth Defects Month National Glaucoma Awareness Month / Thyroid Awareness Month Cervical Cancer Screening Month / Bath Safety Month				

Heads Up - Lead Time

New Year's Day is Saturday

Valentine's Day is six weeks away

Independence Day is six months away

Mother's Day is four months away

Valentine's Day is one month away

Ground Hog Day is three weeks away
Inauguration Day is next Thursday

Father's Day is five months away

Spring is two months away
Earth Day is three months away

Valentine's Day is three weeks away
Easter is two months away

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Call Paul Krupin

800-457-8746 509-582-5174

Send news release to

Paul@DirectContactPR.com

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Heads Up - Lead Time

Ground Hog Day is Tuesday Valentine's Day is two weeks away

Independence Day is five months away
Mother's Day is three months away

Valentine's Day is next Sunday

Valentine's Day is Sunday
President's Day is next Monday
Easter is two months away

St. Patrick's Day is one month away
Tax Day is two months away

Father's Day is four months away
President's Day is Monday

Spring is one month away
Passover is one month away
Earth Day is two months away

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February 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY	SATURDAY
6 Superbowl XLV	7	1 National Freedom Day	2 Ground Hog Day	3 Chinese New Year The Day the Music Died	4 Bubble Gum Day World Cancer Day	5
		8 Boy Scout Day Extraterrestrial Culture Day	9 Read in the Bathtub Day	10	11 White Short Day	12 Lincoln's Birthday
13	14 Valentine's Day	15 Susan B. Anthony Day	16	17 My Way Day	18 Full Moon	19 Iwo Jima Day
20 Daytona 500	21 President's Day	22 Washington's Birthday	23 Iwo Jima Day (flag raised)	24 National Chili Day	25 Levi Strauss Day	26
27 Academy Awards Night	28 Purim	American Heart Month / National Dental Month / Black History Month / African American Heritage Month / Youth Leadership Month / Marijuana Awareness Month / national Cherry Month / National Condom Month				

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March 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Pig Day	2 Paul Krupin's Birthday! Read Across America Day	3 Peace Corps Day	4 Employee Appreciation Day	5
6 Namesake Day	7 Academy Awards	8 Fat Tuesday Mardi Gras	9 Ash Wednesday	10	11	12 Girl Scout Day
13 Daylight Savings Time begins	14 Pi Day	15 Ides of March	16 Freedom of Information Day	17 St. Patrick's Day	18 National Biodiesel Day	19 Swallows Return to San Juan Capistrano Day
20 Purim Spring Equinox	21	22 World Water Day	23 Kick Butts Day	24 World Tuberculosis Day	25	26
27 Viagra Day	28 Weed Appreciation Day	29	30 Doctor's Day	31 Mule Day	National Nutrition Month / Women's History Month / National Kidney Month / American Red Cross Month / National Craft Month /	

Heads Up - Lead Time

Paul Krupin's Birthday is Wednesday

St. Patrick's Day is two weeks away
April Fool's Day is one month away

Independence Day is four months away
Easter is a month away

Labor Day is six months away
Mother's Day is two months away

Move clocks ahead Sunday
Tax Day is one month away
Easter is four weeks away

St. Patrick's Day is Wednesday
Spring starts Saturday

April Fool's Day is two weeks away
Father's Day is three months away

Earth Day is one month away
Easter is two weeks away
Passover is three week away

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April 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			Cancer Control Month / Alcohol Awareness Month / National Garden Month / Stress Awareness Month / World Habitat Awareness Month / Child Abuse Prevention Month / Autism Awareness Month		1 Fool's Day Good Friday	2 World Autism Day
3	4 Tater day	5	6 National Day of Hope	7 National Beer Day	8 POW Recognition Day	9 Winston Churchill Day
10 Sibling Day	11 Louie Louie Day	12 Equal Pay Day	13	14 National D.A.R.E. Day	15 Income Tax Pay Day	16 Husband Appreciation Day
17 Palm Sunday Full Moon	18 Stress Awareness Day	19 Passover	20 National pot Smokers Day	21 Lyrids Meteor Shower	22 Earth Day Good Friday	23 Movie Theater Day
24 Easter	25 Red Hat Society Day	26	27 Secretary's Day	28 Take Your Children to Work Day	29 Arbor Day	30 National Honesty Day

Heads Up - Lead Time

April Fool's Day is Friday
Good Friday is Friday

Easter is three weeks away
Tax day is one week away

Independence Day is three months away
Labor Day is five months away

Easter is next two weeks away
Earth Day is two weeks away

Mother's Day is one month away

Tax Day is Wednesday
Earth Day is two weeks away

Father's Day is two months away
Summer is two months away

Earth Day is Thursday
Easter is next Sunday

Mother's Day is two weeks away
Easter is Sunday

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May 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY	SATURDAY
1 May Day Law Day	2	3 Teacher's Day	4 National Day of Prayer	5 Cinco De Mayo	6 Military Spouse Appreciation Day	7 Child Care Provider's Day
8 Mother's Day	9	10	11 Receptionists Day	12 Nurses Day	13 Friday the 13th	14
15 NASCAR Day	16 Victoria Day	17 Full Moon	18 National Employee Health & Fitness Day	19	20	21 Armed Forces Day
22 Maritime Day	23 World Turtle Day	24 Hug Your Cat Day	25 World MS Day	26	27	28 International Jazz Day
29 Indianapolis 500	30 Memorial Day	31	National Physical Fitness Month / Asian Pacific Heritage Month / Arthritis Awareness Month / National Mental Health Month			

Heads Up - Lead Time

Mother's Day is next Sunday
Halloween is six months away

Labor Day is four months away

Mother's Day is Sunday
Independence Day is two months away

Father's Day is six weeks away

Flag Day is one month away

Armed Forces Day is Saturday
Memorial Day is two weeks away

Father's Day is one month away
Thanksgiving is six months away

Memorial Day is one week away

Summer is one month away

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June 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
National Rose Month / National Dairy Month / National Safety Month / National Rivers Month / Potty Training Awareness Month			1 Say Something Nice Day <i>Partial Eclipse of the Sun</i>	2 Leave the Office Early Day	3 Donut Day	4 Do-Dah Day
5 World Environment Day	6 D-Day	7	8 Shavu'ot	9	10	11
12 Loving Day	13	14 Flag Day	15 Bloomsday Full Moon	16 Fudge Day	17	18
19 Father's Day Juneteenth	20 National Daylight Appreciation Day	21 Summer Solstice	22 Stupid Guy Thing Day	23 Public Service Day	24 Take Your Dog to Work Day	25
26	27 Decide to Be Married Day	28	29	30		

Heads Up - Lead Time

Flag Day is two weeks away
Halloween is five months away

Labor Day is three months away
Father's Day is three weeks away
Independence Day is next month

Summer begins in two weeks

Patriot Day is three months away
Father's Day is two weeks away

Independence Day is three weeks away
Flag Day is Sunday

Father's Day is next Sunday

Summer begins Sunday
Independence Day is two weeks away
Father's Day is Sunday

Thanksgiving is five months away
Christmas is six months away

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July 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
3	4 Independence Day Earth at Aphelion	5	6	7 Chocolate Day	8 1 Canada Day	9
10	11 World Population Day	12	13	14 Bastille Day	15 Full Moon	16 National Hot Dog Day
17 National Ice Cream Day	18	19	20 National Lollipop Day	21	22	23
24 Parent's Day	25	26	27	28	29	30
31	Blueberries Month / National Grilling Month / Tour de France Month / National Ice Cream Month					

Heads Up - Lead Time

Independence Day is Monday
Halloween is four months away

Rosh Hashanah is three months away
Yom Kippur is three months away

Labor Day is two months away

Columbus Day is three months away
9/11 Day is two months away

Grandparents Day is two months away

Labor Day is six weeks away

Fall is two months away

Thanksgiving is four months away
Christmas is five months away

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August 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3 Watermelon Day Ramadan begins	4 National Underwear Day	5 International Beer Day	6 Hiroshima Day
7 Friendship Day	8	9 Nagasaki Day Tisha B'Av	10 Perseid Meteor Shower Peak – next 3 days	11	12 International Youth Day	13 Full Moon
14 V-J Day	15 Assumption Day	16	17	18	19 Aviation Day Hug Your Boss Day	20
21 Poet's Day	22	23	24	25 Kiss and Make Up Day	26 National Dog Day	27
28	29	30	31	Golf Month / Cataract Awareness Month / National Inventor's Month / American Indian Heritage Month		

Heads Up - Lead Time

Halloween is three months away

Election Day is three months away
9/11 Day is one month away

Rosh Hashanah is two months away
Yom Kippur is two months away

Grandparents Day is one month away
Patriot Day is one month away

Columbus Day is two months away
Labor Day is three weeks away

Labor Day is two weeks away
Fall is one month away

Patriot Day is two weeks away
Thanksgiving is three months away
Christmas is four months away

Grandparents Day is three weeks away
Labor Day is two weeks away

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September 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY	SATURDAY
National Hispanic Heritage Month / Leukemia and Lymphoma Awareness Month / Apple Month / Mold Awareness Month / National Chicken Month / National Mushroom Month / National Piano Month				1	2 National Lazy Mom's Day	3
4	5 <u>Labor Day</u>	6	7 Salami Day	8	9	10
11 Grandparents Day Patriot Day	12 Full Moon	13	14	15 International Day of Democracy	16 Stepfamily Day	17 Citizenship Day
18 Wife Appreciation Day	19	20	21	22 International Day of Peace	23 Native American Day Fall Equinox	24 National Hunting and Fishing Day
25	26 World Heart Day	27 Google's Birthday	28	29 Rosh Hashanah	30	

Heads Up - Lead Time

Halloween is two months away
Autumn begins in three weeks

All Saints Day is one month away

Columbus Day is one month away

Election Day is two months away

Veteran's Day is two months away

Halloween is six weeks away

Thanksgiving is two months away
Christmas is three months away

Halloween is four weeks away

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October 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY	SATURDAY
						1
2 International Day of Non-violence	3 Child Health Day	4	5 World Teachers Day	6	7	8 Yom Kippur Children's Day
9 Leif Erickson Day	10 <u>Columbus Day</u>	11 National Coming Out Day Full Moon	12	13 Sukkot	14	15 Sweetest Day
16 Boss Day	17	18 World Menopause Day	19	20 Orionids Meteor Shower	21 Simchat Torah	22 Make a Difference Day
23 Mother In Law Day	24 United Nations Day	25	26	27	28	29 Internet Day
30	31 Halloween	World Blindness Awareness Month / National Breast Cancer Awareness Month / National Chili Month / National Dental Hygiene Month / National Chiropractic Month / National Crime Prevention Month / National Disability Employment Awareness Month / National Domestic Violence Awareness Month				

Heads Up - Lead Time

Halloween is four weeks away
All Saints Day is one month away

Election Day is one month away

Columbus Day is next Monday

Veteran's Day is one month away

Halloween is two weeks away

Election Day is two weeks away
Veteran's Day is two weeks away

Halloween is one week away
Thanksgiving is one month away
Christmas is two months away

Halloween is next Monday

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November 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 All Saint's Day	2 All Soul's Day	3	4	5 Sadie Hawkins Day
6 Daylight Savings Time ends	7	8 Election Day	9	10 Full Moon	11 <u>Veteran's Day</u> <u>Remembrance Day</u>	12
13 World Kindness Day	14 World Diabetes Day	15	16	17 Great American Smokeout Day Leonids Meteor Shower	18 Mickey Mouse Day	19
20	21	22	23 Tie One On Day	24 <u>Thanksgiving</u>	25 Black Friday	26 Islamic New Year
27	28	29	30	Good Nutrition Month / Aviation Month / National American Indian Heritage Month / American and National Diabetes Month / Lung Cancer Awareness Month / National Adoption Month / National Family Caregivers Month		

Heads Up - Lead Time

Election Day is Tuesday

Move clocks back one hour next Sunday

Veteran's Day is one week away

Thanksgiving is two weeks away

Move clocks back on Sunday

Veteran's Day is Friday

Hanukkah is one month away

Thanksgiving is two weeks away

Valentine's Day is three months away

New Year's Eve is six weeks away

Thanksgiving is next Thursday

Thanksgiving is Thursday

Winter is one month away

Christmas is one month away

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December 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESD	THURSDAY	FRIDAY	SATURDAY
World Aids Month / National Drunk and Drugged Driving Prevention Month				1 AIDS Awareness Day	2 National Mutt Day	3
4 National Cookie Day	5	6 Miner's Day	7 Pearl Harbor Day	8	9	10 Human Rights Day Full Moon Total Luna Eclipse North
11	12	13 Geminids Meteor Shower	14	15 Bill of Rights Day	16	17 Wright Brother's Day
18	19	20 Hanukkah begins	21 Forefather's Day	22 Winter Solstice	23	24 Christmas Eve
25 Christmas	26 Kwanzaa Boxing Day Federal Holiday	27	28	29 Hanukkah ends	30	31 New Year's Eve

Heads Up - Lead Time

New Year's Eve is four weeks away

Christmas is three weeks away
Winter begins in two weeks

Christmas is two weeks away

Valentine's Day is two months away
Martin Luther King day is one month away

Christmas is one week away
New Year's Eve is two weeks away

Christmas is next Sunday
Winter begins on Monday
Hanukkah begins Tuesday

Christmas is this Sunday
New Year's Eve is next Saturday night
Valentine's Day is six weeks away

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PAUL KRUPIN'S PUBLICITY PLAN FOR 2011

Here's the most effective direct contact publicity action plan people ask me to deploy.

Step 1 One galvanizing email news release outreach to the right custom targeted media list. \$500 Do what you do best. Turn people on with your best three to five minutes stories, humor or advice. You get to see exactly what happens using email to reach out to the right media. Then we can do one of two optional next steps:

Step 2 Phone outreach. This costs **\$700** for a three day effort. We call the top 100 or so media on your custom list to get the door open. This is an option. I recommend it since phone calls do get the door open and the combination of email plus phone calls produces the best results.

Step 3 Repeat the email distribution a second time. You'll get more media response and it will only cost you an additional **\$250**. I take out the people who responded the first time so as not to bug them. This is a relatively inexpensive way to get more media responses and requests.

Most clients have me take all three actions = \$1450. This is what produces the best media response and coverage. But Step 2 and Step 3 are optional. You can then decide whether to do it all over again a second or a third time down the road after you see what happens. Some people keep me working months and even years in a row. They integrate publicity into what they do.

I've set this up so that it stays task based with you in control. You get to decide what you want to do. It's up to you. We target the media to help you reach the media that matter the most to you. We offer them content that's publishable or readily used for interviews.

Special outreach efforts for small targeted pools (e.g., children's books) can be done for much less (e.g. \$250). We can also target geographically to support events from \$100 to \$300 depending on the copywriting and size of the dma targeted.

Ask me to give you a tailored book publicity web seminar for you and your team anytime. I train and help integrate PR and marketing efforts to maximize ROI.

If you want to talk to me person to person, please call anytime. My direct line is 509-582-5174 and my cell phone is 509-531-8390.

Paul J. Krupin, Direct Contact PR

Reach the Right Media in the Right Market with the Right Message

<http://www.DirectContactPR.com> Paul@DirectContactPR.com [Blog](http://www.DirectContactPR.com).[DirectContactPR.com](http://www.DirectContactPR.com)

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Free eBook download <http://www.directcontactpr.com/files/files/TrashProof2010.pdf>

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Key Questions For Maximum ROI Publicity Success – Your Homework Assignment

What's the very best galvanizing media publicity you can get that will produce the maximum ROI?

I believe that it's a three to five minute piece that galvanizes people with you doing what you absolutely do the best. Here's what you do to create this:

Imagine being in front of 20 to 30 of the very best people you think would be most interested you and what you do. Describe these people so that you have a picture of who they are and what they look like.

Now identify the absolute most interesting topic, challenge, or problem situation you can think of, that will interest the maximum number of people just like them.

NOW give me your ten best tips, problem solving actions, ideas, jokes, or lessons learned for this audience. Can you give these people your ten commandments? Can you knock their socks off so that half of them come flying out of their chairs with their pocketbooks or wallets open? (BTW that's a 50 percent response).

I want you to pretend you have three to five minutes to give a these people eight to maybe ten absolutely phenomenal show stoppers. That means for ten items, you have less than 20 seconds or less for each one, plus a one minute intro and a one minute ending. This is what we put into your news release.

The goal is to create a vision for the media that clearly illustrates and allows them to see in their minds -- How you can help or entertain or educate the people you can help the most. Focus less on ideas than on actions that people can take to deliver immediate or tangible real time or near term benefits, impacts, or predictable consequences. These show stoppers should be "Do This Today" types of actions. This forms the core content to the news release/show proposal pitch.

These will also be publishable as an article with some caveats we can add to the beginning and ending of the core content to turn it into a proper news release offering. It will also become the core script for a Q & A style interview, so they serve many purposes.

You can do five do's and five don'ts or whatever. I just want you to be your wittiest and most galvanizing self. You can be humorous and/or serious, just be good and make them memorable. Keep these G Rated. Do your very best. Be your best. Help the people you can help the most.

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Send these to me in an email message. Please send me a book arc or galley so I can advise you intelligently.

This is how you'll get the most effective publicity you've ever experienced.

What's more is that once you create and prove this little script and once you really get it down and prove to yourself that it's repeatable, you can use it again and again everywhere you go.

That's the miracle of the microcosm in America. We've got a country of 330 million media indoctrinated people, and once you learn how to galvanize them in your back yard, you can use technology to repeat the message and reproduce the response again and again.

So do this little homework assignment and send me your best showstoppers. I'll help you turn it into a galvanizing trash proof news release and then create a custom targeted media list so that we can really hit the right media and make something wonderful happen for you.

My Street Address:

Paul J. Krupin Direct Contact

2404 South Lyle St.

Kennewick WA 99337

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