

# How A Test Prep Educator Got Free Publicity For His Company

## ChoEducators



**Season 14 of *Who Wants to Be a Millionaire* aired this week and contestant Chris Cho's appearance was a masterpiece of creative marketing.**

You see Cho owns Cho Educators, an SAT and ACT test prep company in New Jersey. And Cho was introduced as having aced the tests five times!

When the host asked how he achieved such a feat, Cho explained that he takes the tests to ensure that he stays current with testing procedures.

Cho's intro and brief explanation showcased his stellar skills and company around the country, free of charge.

Cho's run ended after one appearance, when a tricky pop culture question about late night TV talk show hosts stumped him, but not before he 'had won a five-figure sum. The host announced that Chow was leaving with winnings of \$50,000.

Don't believe that for a moment Not when you factor in what it would have cost to pay for that kind of publicity.

**Dee Adams is the author of  
Finding Your Niche: Discover...**  
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