

8 STEPS TO BECOMING A MEDIA MAGNET

1. PR Objectives

“Public relations” is the most affordable form of marketing after word of mouth. How will you use it?

- Build brand awareness Build credibility Inform Promote products

2. Generating PR

You can choose to generate PR on your own, work with a professional and or simply wait for it to come to you. What are you going to do to generate PR?

- Pitch yourself Work with a PR expert Organic

3. Investment

While you may not have to spend a lot of money to acquire PR, it will require investments. What are you prepared to invest? Don't run out of STEAM!™

Space _____ Time _____ Energy _____ Attention _____ Money _____

4. Content

What can you talk about that is relevant to audiences? Is it timeless (evergreen) or timely?

- Hot Topic Evergreen Seasonal Event specific

5. Outlets

Your target market should guide your media choices. Appear in what your clients are consuming. Lead times vary from same day event-based coverage to planning weeks or months in advance (magazines)

- Newspaper Radio Television Magazines Blogs/Podcasts Online

6. Editorial Calendar

Add PR to your marketing plan for the year thinking about the best times for relevancy and financial impact.

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

7. Sample Pitch

Headline – Compelling and succinct

3-5 explanatory points – include statistics and quotes from a credible source

Supportive content – If appropriate, how will you make this story visually compelling?

8. Spirit

Think of ways to be easy to work with while keeping the outcome beneficial, e.g. phone interviews vs email responses. Cultivate relationships with journalists and producers by adding value. Ask for backlinks.