

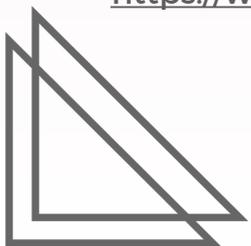


TOP TIPS FOR PR SUCCESS



Let's get you started with these handy hints!

1. Set aside time once or twice a week to invest in your PR and start by building a list of regular activity to work through
2. Nail down your brand and offering, being very clear about your strengths
3. Take a PR lead from those businesses that inspire you - where do they feature and why do you think they achieve this coverage?
4. Ask yourself these questions:
 - a. Why could I be of interest?
 - b. What can I offer a journalist?
 - c. If I was to describe my brand/business in 10-15 words, what would they be?
5. Use the answers to these questions as the basis for your press release
6. A press release should contain all relevant brand, product/service information in a well written and captivating way, along with good quality photography
7. You should include 'Editors Notes' which provide all credit details, a brief founder bio and all practical means of contact including social media, website, email and phone number
8. Get onto HARO - Help A Reporter Out - and register yourself for opportunities to land in your inbox
9. #JournoRequest is a hashtag through which, journalists and bloggers will share requests and questions that anyone with relevant information can respond to
10. You can also subscribe to free daily digest emails of #JournoRequests here - <https://www.journorequests.com>





11. I still advise staying active on Twitter even if you subscribe as above, as journalists sometimes have very tight deadlines and by waiting for the daily digest email you may miss out on opportunities

12. Twitter is a great way of connecting with a journalist if you have relevant information to provide - maintaining a Twitter List will give you the beginnings of a 'go to' media list that you can use to form the basis of your PR activity

13. Pin down 5 target publications or outlets that you feel are important and relevant to your business

14. Familiarise yourself with these magazines - What pages would your products or services fit well on?

15. Who is writing and compiling these pages? - There will often be phone numbers at the front of the magazine and you may find further contact information on the journalist's social media pages

16. Start following them on social media and use the 'Twitter List' function to manage - you never know when they will tweet about what they are working on and this will be your chance to jump into a conversation

17. A clear and informative email signature is great to have for any number of reasons, however, it is definitely a first impression when it comes to the media, so not too cheesy, not too busy, but not too boring

18. See the value in freelance journalists - instead of being contracted to just one magazine, their commissions can come from anywhere and they will always be in the look out for a story

19. If you are a product led business, it will be crucial for you to get to grips with the concept of samples as there will be magazines, bloggers, influencers that will request/'call in' samples for photoshoots, review or in return for coverage





20. Always be prepared for a journalist to ask for one, if not a selection of high resolution imagery of you, your product, styled photos or your logo, depending on the situation

21. Apply for industry awards, regional and national, as winning or being shortlisted can give a great opportunity to obtain strong regional coverage

22. Approach blogs and magazines that accept open submissions and submit some of your expert content

23. Set up Google Alerts on your brand name and key words in order to catch any online coverage so that you don't miss anything

24. The value in sharing your media coverage with your social followers and visitors to your website is huge and is one of the driving reasons behind PR - increasing your credibility amongst your target audience, as well as putting your brand in front of a new audience

25. Please be aware of the NLA, a licensing body that protects the media industry's copyright - do your homework before sharing your media coverage

