



PR Top Tips

Mission - to gain PR coverage for you or your business.

Goal – to grab the journalists attention.

Do

- **Be a winner** – Journalists love people at the top of their field, experts and those who stand out in their community so decide on what topics you are an expert in. As a 'winner' make sure relevant journalists have your mobile number, home phone, email, WhatsApp and let them know that you're available on weekends and evenings.
- **Be image conscious** – Journalists are always looking for fresh visual content, killer images and video clips that tell stories so switch it up and get creative in your field.
- **Tell a good story** – If you are happy to share an aspect of your journey it can help to get coverage, how you came to your idea, what life events led you to this point. It is not for everyone but it can give you an angle.
- **Be professional** – turn up to meetings on time and hit deadlines, provide a variety of material, know your subject inside out, offer up great quotes and statistics and never be afraid to be in a photograph.
- **Find an angle** – think around your business idea for extra media scope, is there a regular press slot you can contribute to, get to know the journalists and what they are writing about by following them on twitter and sharing their posts.
- **Sharing is caring** – by sharing the space with similar people or businesses you are more likely to gain coverage and create a feature so collaborate.
- **Be passionate** – let the passion you have for your business shine through.

Don't

- **Over plug** – journalists don't like pushy businesses, less is more.
- **Be a late adopter** – picking up on a topic after the event, find your new moment, spin the article and approach another paper.
- **Be a dreamer** – Be realistic about your product or service. Is it really worth a story in a national newspaper or magazine? Is it more suited to a regional publication or even a trade publication?
- **Spin** – be honest, no false or embellished information, they will find out!

Good Luck!