

1. Know Your Message

- 101 reasons to send out a press release
- Idea for a pitch or story
- Case studies to shout about
- A well written article
 - Ten Top Tips
 - How to's
 - Secrets
 - Q&A's

2. Know your audience

- Who buys now
- Who do you WANT to buy

3. Know your response WIIFM

- Include a call to action
- Add 'Notes to Editors'
- Ref: company contact number & website
- Offer photos
- Offer Interview

4. Know your target pubs

- National
- Regional
- Local
- Trade
- B2B
- General Interest

5. Know your 'industry'

- Industry watch
- Make a link with news stories
- Listen to news items
- Listen to TV/Radio for up & coming special interest angles

6. Know your competition

- Agree with them
- Develop a new angle
- Be inspired
- Collaborate
- Leverage
- Partner

7. Know your media contacts

- Editor/sub editor/feature writer by name
- Find freelance journalists
- Email address

8. Making the media your friend

- Offer yourself as an expert resource
- Always deliver on time/ be reliable
- Build a good reputation
- Send personal 'thank you's/meet with them

9. Watch, listen or read

- See what they need & do
- Pitch to the relevant section

10. Become an expert

- Newsletters
- Website
- Column
- Book
- TV/Radio

MUST NOTS

- Don't call to see if they've received it
 - (add a read receipt to check instead)
- Don't call them unless they ring you
 - (they are usually working to deadline)
- Don't give them a number they can't reach you on
- Don't say 'YES' then not deliver

MUST NOTS

- Don't tell them off if ...
 - they get something wrong
 - They don't publish
- Don't jump through hoops and lose business – You CAN say NO!
- Don't expect to be published and always say thank you when you do!