



“It’s Not Who You Know, It’s Who Knows You”

Presented by

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Who Are You? . . . in 30 seconds or less

1) Ooo-aah factor

2) Expertise

3) What's Your Hook?



Repositioning - Creating Spin

- Determine your hard-hitting emotional story!

- What is your reason for being in this business?

- People want to be affected where they feel the most - “give it to “em” in the heart and guts



Your Press Release . . . Grab 'em Fast

- Use Statistics

- First paragraph is the most important

- Contact Information



15 Things Media *Hates!*

- 1) Not Taking “No” For An Answer
 - DON’T whine if you get rejected—try again
 - DON’T make 500 phone calls after the say “No”
- 2) Long News Releases
- 3) Lying, Hype & Misrepresentations
 - Untrue Claims
- 4) Lack of Preparation
 - If you don’t know your message and “hook”
 - When you don’t know anything about the program, magazine or newspaper
- 5) Small Talk
- 6) Overkill
 - DON’T send videotapes unless requested
 - DON’T treat your media appearance like an infomercial
- 7) No repeated cold calling
- 8) Freebies
- 9) Name Dropping
- 10) Lack of Focus
- 11) Confirmation Calls
- 12) Gimmicks
 - DON’T send “sneaky” press releases with no information
- 13) Not Following Up Requests
- 14) Same Ideas
- 15) Getting Upset
 - When we say “No”, DON’T say “Why Not?”



15 Things Media *Loves!*

- 1) News
- 2) Brevity - Be Clear!
- 3) Knowing Targets
 - Know the show you are pitching
- 4) Relationships
 - People who build relationships and work on relationships versus “pitching” the producers
- 5) Preparation
 - Remember the media you are pitching to:
 - with radio--watch your voice
 - with TV have strong visuals
- 6) Broad Appeal
 - When the story feeds into something larger--such as a trend
- 7) Ties
- 8) Experience
- 9) Visualization
- 10) Celebrity Tie-Ins
- 11) Prompt Response
- 12) Courtesy - People who watch the timeline and appreciate the volume that editors get
 - An editor at Fast Company gets 50-100 e-mails per day and 10 books plus dozens of phone messages
- 13) Visual Aids
- 14) No Road Blocks
- 15) A Pleasant Attitude



Entrepreneur Magazine

- Professional presentation-easy to read
- Artwork and sample, if appropriate
- Relevant and memorable
- Earnest
- Production is March for June's issue
- For a June issue – writer's deadline is January 15