

Understanding PR & Publicity with Heather Allard, The Mogul Mom



Brainstorming Your News Worthy Business

Heather suggested thinking about ways your business, brand, and *you* are news worthy as a whole instead of only considering ways your product could get featured in the media.

Look at a few of your more successful competitors.

List the headline or main story behind some of their latest media mentions:

- 1.
- 2.
- 3.
- 4.
- 5.

In the stories above, are there ideas you could use to build your own news worthy story? How does your business differ from your competitors' on those topics? In what ways were the "whole" of the brand or business used to create a story what resonated with a larger audience?

Interview yourself.

List some questions you would ask yourself in an interview as a [mom, business owner, woman, dad, rural dweller, city dweller, one-man-show, etc...]. Are there story ideas there?

- 1.
- 2.
- 3.
- 4.
- 5.

What is the bigger picture of your business? What problem are you trying to solve? What question are you trying to answer?

Making the Most of Your Media Coverage

How can you make the most of the coverage you get? Make sure your website is ready for the traffic and be ready to leverage some media coverage into lots of media coverage.

- I have a way to “capture” traffic via a mailing list, RSS, social media networks, etc...
- I have an invitation to connect with my brand on a familiar platform like Facebook or Twitter.
- I have a section on my website that lists my media mentions.
- I have testimonials on my website.
- There is content on my website that ties into the featured story.

Creating Your Skeleton Pitch

Heather discussed having a “skeleton pitch” that would allow you to quickly & easily respond to media queries with just a few tweaks. You might even create a few skeleton pitches if you find there are a few diverse types of pitches you respond to frequently.

Here’s the outline she suggested with a few notes from me:

Who You Are and What You Do

It’s really easy to get carried away with the YOU part of this, even if you hating writing about yourself. Remember that the point of the story will be how your particular brand/personality/ life’s work relates to others. It’s about *them* not *you*.

Why You’re a Good Fit

This is the part you’ll tweak for each query but you can still fill in some details here. In fact, you might just keep a list of types people that respond positively your brand, interesting factoids about how you got started, or unique details of your creative process that would catch the eye of a journalist.

How to Contact You

Be sure to let people know that best ways to get in touch with you. Some journalists may prefer email but others would like to talk on the phone or Skype. Offer some variety & pay attention to specific queries in case you need to tweak.