



GUIDE TO BEGINNER'S PR: PART 1

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*How to find your target media &
create compelling story angles*



Take your first steps towards getting your
business in front of 1000s of new people!

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Issue 12

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INTRODUCTION

by Elma Glasgow

Are you looking for some publicity for your ethical enterprise?

Wondering where to start in getting a positive story into the press?

Want to create stories that will make journalists come back for more?

If you're thinking about raising your profile among your key audience, the media is a fantastic way to do it. It adds credibility and heightens trust among your customers.

To really make sure you're representing yourself and your business in the best light, you need a plan of action!

Parts 1 and 2 of the guide offer steps to developing a basic PR strategy. If you're feeling confident by the end of Part 2, try using your new knowledge to get into your local newspaper. Such coverage is valuable, and a great place to start.

Get ready to
shine the
spotlight on your
business!

**"To represent
your business in
the best light,
you need a plan
of action!"**



It's important to prepare yourself before contacting the media and you need a razor-sharp press release and pitch to stand out.

Part 1 of this guide will help you prepare the ground for writing your press release.

Remarkably, many people overlook this stage, but preparation will absolutely boost your chances of coverage.

I've been doing this for more than two decades, so my approach has certainly been tried and tested!

And there's no reason why, when you've completed part 1 of this guide, you shouldn't be able to create a press release worthy of journalists' attention.

Let's get started!

Here's what you're going to learn in Part 1:

1. How to identify your target media

2. How to figure out frequency of publication or broadcast

3. What is a story angle and how to find yours

4. Checklist of tasks

5. How to get your hands on Part 2 of this Beginner's PR guide



1. MEDIA MATCHMAKING: HOW TO BUILD YOUR MEDIA TARGET LIST

To maximise your chances of your ideal customers seeing your product, service, or cause in the media, you need to do the research first. This will help you identify the newspapers, magazines, websites, podcasts, and TV and radio programmes that your audiences are engaging with.

As you're operating in the ethical or wellbeing space, it's highly likely you and your customers share values and interests, which makes your research easier!

Note down the names of websites, magazines, etc, that you look at to find information relating to your passion or your business. For example...

- You sell natural, vegan and eco-friendly toiletry products – look at consumer media focused on beauty, lifestyle and health.

- You're a life coach for people looking for purpose in life – find outlets that run real-life stories of people who've experienced transformation.

You run an organic food delivery service – seek out outlets covering stories about nutrition, grocery retail, and related topics.

You supply ethically sourced decor for workplaces – go to the industry press aimed at the people responsible for procuring office ware.

- You provide ethical financial services – look for press that focuses on personal finance and general consumer household responsibilities.

Think of this as 'dating' the media to get a feel for what you're looking for, before committing to any outlets!

When you've pinpointed your outlets, take a closer look at each one, and notice the various sections.

The news, regular reviews, listings, competitions, thought leadership articles, advice articles, new product/ service launches, gift guides, stories of innovation/market disruption, and real-life stories.

As you look at each outlet, ask yourself:

- How could my business fit into these sections?
- Are similar businesses already being covered? What topics are they focusing on?
- Is there an opportunity where I can contribute my expert opinion, e.g. a comment on a hot topic?
- Can I provide a selection of high-quality images to go with my story?
- How can my business fit into seasonal content (e.g. New Year, Mother's Day, Passover, Easter, Eid, Diwali, wedding season, Thanksgiving, Christmas)?
- Where are the opportunities to announce a development or breakthrough in my business?

PR TIP

If you have a truly extraordinary personal story, which led you to set up your business, you could still secure brand visibility by telling your story and mentioning your business.





2. WHAT'S THE FREQUENCY?

It's helpful to find out how often a magazine, newspaper or programme is published or broadcast.

This helps you to plan and ensure that you send your press release in a timely fashion. It's also an excellent reason not to rush into writing and sending your first press release.

Find a comprehensive TV and radio guide, and schedule in your diary the programmes you need to listen to and watch.

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Focus on local programmes first – this will help you to put your brand-new PR skills into practice, and get to know an important area of the press.

The most common frequencies are daily, weekly, fortnightly, monthly and quarterly. Bear in mind that frequency of specific supplements within print publications, or key features in broadcast media, may differ

Let's say that your local newspaper comes out every Thursday, but the business section only comes out once a month.

For more accuracy in your press pitch, there's no harm in contacting the editorial assistant of print and online press, and the planning desks of TV and radio programmes to ask for deadlines and check publication/ broadcast dates.

To research podcasts, a great place to start is Google, use a search term such as "ethical business+podcast". Check major platforms such as iTunes, Stitcher or Google Podcasts too.

Listen to a few episodes of your selected podcasts to make sure they're suitable for you PR – this is easy as episodes are often permanently available. Here's some more helpful guidance.

"For accuracy in your press pitch, contact editorial assistants and planners."

Researching frequency adds more power to your pitch



3. FIND YOUR ANGLE

A STORY ANGLE IS THE PERSPECTIVE FROM WHICH A WRITER TELLS THEIR STORY.

A powerful angle gives your story something unique - especially if it's a topic often covered in the media, such as mental health, mindfulness, fashion or single-use plastic.

Your angle needs to make your story stand out, and immediately spark the journalist's interest.

This tactic makes a journalist care more about your story when they have hundreds of other press releases in their inbox on the same topic.

By taking a story from a fresh angle, you're able to highlight the most exciting/ quirky/ impressive aspect.

So, let's say you want to issue a press release in time for National Tea Day to win coverage in women's interest magazines but you know other businesses will be doing the same.

To boost your chances, you run a survey to generate quirky results.

The most surprising result is probably going to be the angle for your story, e.g. 90% of women aged 20-25 only drink tea if it's organic and ethically sourced.

For inspiration, why not read a few articles in the press? Which stories catch your attention? What was it about them that intrigued you?

4. YOUR CHECKLIST

Let's pause before moving on to Part 2 of this guide. As you go through the tasks in parts 1,2 and 3, and use this checklist to track your progress.

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- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | Brainstormed media outlets: print, websites, podcasts, radio and TV (local, regional, national and international). | |
| <input type="checkbox"/> | Bought newspapers and magazines from a major stockist, e.g. W.H. Smith, or found online versions. | <input type="checkbox"/> The human body has been designed to Research podcasts. |
| <input type="checkbox"/> | Created a spreadsheet or table to record your findings. | <input type="checkbox"/> Added the most relevant outlets to your spreadsheet. |
| <input type="checkbox"/> | Researched print/ online press. | <input type="checkbox"/> Noted frequency of publication of magazines, newspapers, podcasts, or programmes. Also noted circulation (they're often found in info for advertisers). |
| <input type="checkbox"/> | Researched TV and radio programmes. | <input type="checkbox"/> Brainstormed ideas for story angles and identified the most suitable. |

5. HOW TO WRITE YOUR PRESS RELEASE

By now, you should have a good idea of what you need to do to find your target media and find a newsworthy angle.

The next step in securing media coverage is writing a press release in line with industry standards. Part 2 will show you how to structure and write your release, weaving in lessons you've already learned.

If you're ready to get going,
DOWNLOAD PART 2 NOW!



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PR FOR BRANDS MAKING A
POSITIVE IMPACT ON THE
WORLD



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