



PR TO PROFIT[©]

Smart Tips for Generating Good PR

Identify Your Target Media

Avoid the “Shotgun” approach

The “shotgun” approach to connecting with reporters rarely works. Rather than sending mass emails to *everyone* on your media list, identify and focus only on the journalists that cover your industry. This approach is a better use of your time – your most valuable resource.

Respect the News Cycle

Avoid sending last minute press releases

Bad timing can ruin your chances of securing media coverage. Respect the journalist and their time. A barrage of phone calls to a reporter on deadline is a definite no-no. Daily, weekly and even monthly news engines operate on different cycles. Confirm with your target media how they like to receive information and the best time to contact them. Keep in mind, this will vary from person to person and outlet to outlet.

Spot News in Your Company

Announce interesting stats

Make your press release irresistible by announcing unique facts that set you apart from others. Are you celebrating record sales, a milestone year or an amazing production record? If so, think --

*“XYZ Company Celebrates
10 Millionth Widget.”*

Exceptional performance can be the hook for a delicious story pitch that’s hard for any journalist to resist. Becoming an industry leader is definitely a story worth celebrating and sharing with your market. Consider these Smart Tips when sharing yours!



Need more tips?

Visit www.SheriStuart.com

Call for a free consultation 909.657.0578