

## How to start doing your own PR to promote your business

PR can give your business a real boost and when you do your own PR, you have the advantage of it being at low-cost or free. Answer these questions to get started doing your own PR.

1. What do my target market/audience read, listen to or watch? (Think newspapers, magazines, newsletters, blogs, radio, TV, online ...) \_\_\_\_\_  
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\_\_\_\_\_
2. Which journalists or producers cover stories in a style that would best match my business, or on topics that cover my business? (Think education, health, technology, shopping, arts, lifestyle, food, business ...) \_\_\_\_\_  
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3. Which is my number one, most important, or influential media AND journalist or producer?  
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\_\_\_\_\_
4. How can I follow my number one media? (Think read, watch or listen to their stories. Use facebook, twitter, Google Alerts ...) \_\_\_\_\_  
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5. What is the deadline for editorial with my chosen media? (Editorial is what press releases are called, and the deadline varies a lot between print, radio, TV and online.) \_\_\_\_\_

Deadlines for editorial (5. Continued)

Print: \_\_\_\_\_

Radio: \_\_\_\_\_

TV: \_\_\_\_\_

Online: \_\_\_\_\_

6. Are there other major events planned locally, statewide, nationally or internationally that may take a lot of media attention? Can I leverage off these? \_\_\_\_\_

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7. What are four topics I could write press releases on over the next 12 months to promote my business?

(This has to be in a way that matches your number one choice of media.) Think about:

- |   |   |
|---|---|
| - seasons                                 | - your business' birthday                   |
| - the school year                         | - milestone numbers of customers or sales   |
| - when you have highest and lowest demand | - surveys you could run and publish results |
| for your products or services             | - a topical issue.                          |

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And subscribe to the Drink Up! alert at [www.thesourcebottle.com.au](http://www.thesourcebottle.com.au) for media call outs.

\*\*\* For more about doing your own PR visit [www.MyPublicRelationsMentor.com](http://www.MyPublicRelationsMentor.com) and get your questions answered at [www.facebook.com/MyPublicRelationsMentor.com](http://www.facebook.com/MyPublicRelationsMentor.com) or [www.twitter.com/my\\_PR\\_mentor](http://www.twitter.com/my_PR_mentor). \*\*\*