



*Sick of seeing your
competitors in the media?*

**Five ways to get
media coverage for
your business**

(Including the one I use everyday!)



hello!

Thank you so much for downloading my “5 ways to get media coverage for your business” .

It's great to see that you are interested in getting more media coverage for your business. I know what it's like to feel you're in stealth mode – particularly when you see your competitors getting noticed.

It can really hold you back when you want to grow and win new customers. That's why I have put together this download and I really hope you will find it useful.

If we have not met, let me take a moment to introduce myself :

I've been doing PR for decades, and have worked with 100's of businesses, from startups to blue chips, get more business by being better known. With a science background and an early career in manufacturing, you'll find me straight talking and not at all 'fluffy'.

I can't wait to see what you think of my suggestions so please feel free to drop me an email back or find me on [Linkedin](#) and let me know.

Amanda Jackson



YOUR AMAZING

FIVE WAYS TO GET MEDIA COVERAGE FOR YOUR BUSINESS

Here are your five top tips to get your company into the media - so it's not just your competition getting the limelight.

1

USE GOOGLE ALERTS TO KEEP UP TO DATE

Before you even think about sending out your own news, have a look at what media coverage other companies in your sector are getting.

Go to <https://www.google.com/alerts> and set up 3 alerts initially. One for your own company; one for your main competitor, and one for your industry sector. That way you can monitor what's going on.

Insider secret: I use <https://www.talkwalker.com/alerts> which is also free and even more reliable.

MAKE A LIST OF YOUR IDEAL MEDIA

You'll of course know the media titles in your sector. Make a list of them all, and add the editor's name and email address on the spreadsheet. This is called your horizontal media.

And it's really important to know what titles your customers read (this is your vertical media). So ask them! Add them onto your spreadsheet.

Make sure you have a look magazines. They will all have online pages - some might just be online only. That's fine.

2

3

WHAT IS YOUR NEWS?

Lots of businesses think they don't have anything that's newsworthy to talk about. Well, that's almost always incorrect! Here are just a few things you might consider:

- new business wins
- taking on staff
- launching a new product or service
- having an opinion on something topical
- creating a case study
- great photos
- something quirky

HOW DO YOU GET YOUR STORIES TO THE MEDIA ?

Send an introduction email, no more than 10 lines long, saying what your company does and how it helps customers.

Then the following week, email your news story.

- Make sure the subject line is factual and says what the story is about. ie. 15 new jobs created in Chorley.
- Keep your email short
- Paste in your news story
- Attach a small photo or a link to, say, dropbox, from where the photo can be downloaded.

4

5

GET PROFESSIONAL PHOTOGRAPHY DONE

Never have good photos been more in demand. If at all possible, I'd always recommend using a professional photographer and that way you will have a library of excellent images for your website as well as press material.

But if you don't have a budget for that, smart phones all have excellent cameras. here are a few more tips:

- make sure your team are wearing branded tops if possible
- check all PPE is in place
- get as much light as possible (ie. do people pictures outside)



What NEXT?

There you go - my five ways to get media coverage for your business.

So you may be wondering, what next? I know it can often feel frustrating when you're busy running your business, and yet still have to create more awareness of your brand, which is why I put together this download. But equally, I know sometimes it's not as simple as following these steps because it takes time and every company is different!

Which is why I'm offering you a **free 20 minute PR possibilities** call, so make sure you head over to my [diary](#) and book your session in now.

If you're not ready for that yet, that's no problem, just make sure you connect to me on LinkedIn, where I often post about PR industry events and issues.

Look forward to hearing from you soon...

Amanda

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