

# AMANDA *ruiz*

## the ultimate door opener

Have you had your fingers burnt when hiring PR agents or agencies? Did they tie you into an expensive six month retainer and not really deliver the results you were expecting? Or are you simply wanting to be your own PR agent but don't know where to start? Either way, fear not as I am going to share with you my checklist on how to get into the press!

SECRET NO	The 7 Secrets on How to Get into the Press CHECKLIST	ACTION
1	Firstly you must find your ' <b>golden nugget</b> ' (the interesting information that you don't tend to tell people about as you know it so well). Then decide your press angle: is it a product launch, profile piece, new jobs in the area, seasonal, local story, reactive piece in the press?	
2a	<b>Research your ideal client:</b> where do they hang out, what do they read online and offline, where do they shop, what are their hobbies, what's their income? Find this out and create at least 3 mood boards per client profile (A.K.A. avatar) and you will find more target publications on the way.	
2b	<b>Research your competition:</b> don't reinvent the wheel, see where they have had press mentions, which angles were used. This will inspire you to think of more potential angles.	
2c	<b>Research your target journalist:</b> read their articles, look them up on <a href="http://journalisted.com">journalisted.com</a> and LinkedIn, and follow them on Twitter. When you communicate with them, you will know their writing topics, and can mention their latest article to them which they'll appreciate.	
3	<b>Get your PR Toolkit</b> straightened out: professional photographs, strong copy, up to date website with clear contact details.	
4	<b>Your press release:</b> it must be newsworthy – think why do the readers want to read about your business? Include: on-liner impactful headline, clear contact details, short sharp paragraphs, a quote, verifiable facts and relevant statistics if you have them.	
5	<b>Your PR Plan of Action:</b> you must be targeted. You will get the best results if you focus on your key targets and do quality follow ups as opposed to doing a mass mail out and hoping something will stick. So create a plan of action listing: contact details, date of contact, feedback, action to take.	
6	<b>The PR Campaign:</b> Start locally to practise your pitch before you go to the big guns; never leave a voicemail as journalists are so busy and you will want to call them again without appearing to be a stalker! Be persistent and always polite.	
7	So you have got into the press, the first job is to say <b>thank you</b> to the journalist. Then add the piece to your website and share on social media.	

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