

**ATTRACT NEW CLIENTS FAST  
PR PLANNING FOR 2019  
GET SEEN EVERYWHERE!**





# SHARE!

**Tweet your top tip!**

**#StartUp2019**  
**@amandaruizuk**

# IN TODAY'S TRAINING

- 
- Two sharpened pencils, one slightly behind the other, are positioned diagonally on the left side of the slide. They have dark grey or black barrels and sharpened wooden tips. The background is a solid, bright yellow.
- How to plan your PR for 2019
  - How to grow your business with the Power of PR
  - How to become the media friendly go to expert in your field
  - Grow your mailing list
  - Increase your followers
  - More sales enquiries

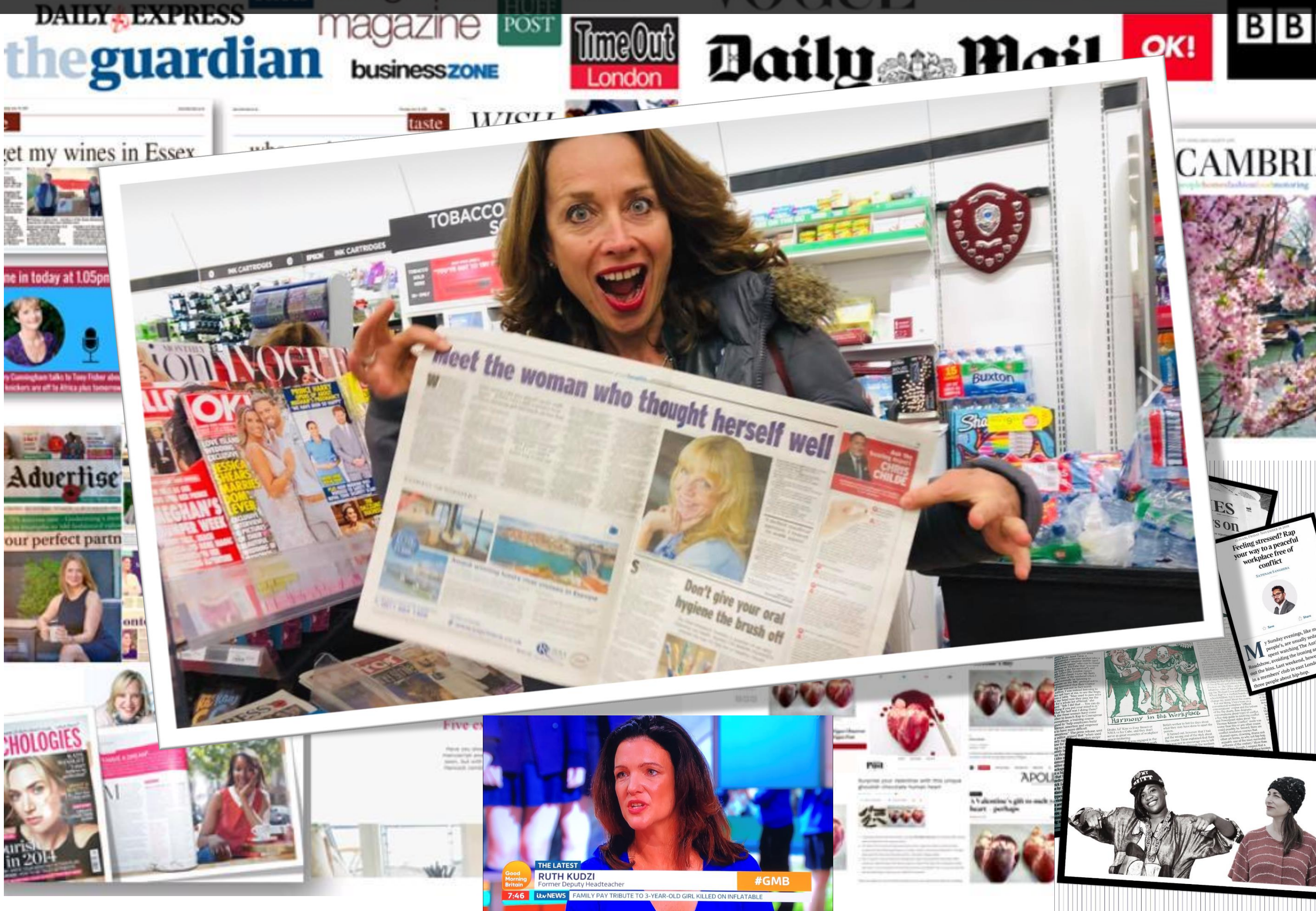


# SHORT INTERVIEW





# MULTIPLE CLIENT PRESS MENTION





**ARE YOU THE BEST KEPT...**

**SEPARATE?**



# **YOUR 3 FREE TOOLS:**

## **1. PR PLANNER 2019**

**[amandaruiz.co.uk/2019-pr-planner](http://amandaruiz.co.uk/2019-pr-planner)**

## **2. CALENDAR**

**[Calendarpedia.co.uk](http://Calendarpedia.co.uk)**

## **3. TWITTER**

# PR PLANNER 2019

[amandaruiz.co.uk/2019-pr-planner](http://amandaruiz.co.uk/2019-pr-planner)



**AMANDA ruiz**  
the ultimate door opener

## 2019 PR Planner

Let's get #VISIBLE!

Your 2019 PR Planner so you can pitch to the press on time!

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## Which are your dream publications and outlets to feature in?

- Getting into the press is all about being targeted and not doing a 'spray and pray' campaign. Don't forget TV and Radio for your targets and count them in the same way leadtime-wise as the nationals (ie national newspapers)
- Start by reading the magazines (referred to as 'glossies' in here) and 'nationals' and tune into the radio and TV shows that you'd like to be featured in so you know which section or programme your story would feature best in.
- A timely or relevant 'press hook' (or press angle) is essential when pitching your story, as is using a press release where possible.
- We have a proven press release template Email: [hello@amandaruiz.co.uk](mailto:hello@amandaruiz.co.uk) to order yours!

**Logos:** LBC, PA Press Association, sky NEWS, HUFF POST, BBC, g, Red

**January**

Planning ahead for January:  
Glossies: 3-6 months [Pitch window JULY-OCT]  
Magazines: 2-4 weeks [Pitch window DEC]

Key events in Jan at a glance: 1st New Years Day, 21st Blue Monday, all month-long January.

1st: New Years Day  
Large audience to share resolutions, resolution driven articles – e.g. Top 10 Tips to make 2018 a success. Share wisdom related to your business – de-tox plans, fitness times.

TARGET AUDIENCES: Women's Interests, Family, Business, Health & Fitness, Beauty.

21st: Blue Monday  
Typically the third Monday of the month, this is reported to be the most depressing day of the year. This is due to the position it falls between after Christmas and the next pay rise which seems ages away! Share debt busting strategies, useful money management tips with sources for additional support, happiness offers or share joyful content to uplift audiences – e.g. Smile Campaign! Engage followers to share strategies to get through the day. Share content 'BEAT BLUE MONDAY IN 5 EASY STEPS'

TARGET AUDIENCES: Mental Health, Personal Finance, Women's Interests, Family, Health & Fitness.

Month - Dry January  
January is Alcohol Concern's flagship campaign which has been changing the conversation about alcohol over the past 5 years. Get your followers to join in and even challenge you to give up for 31 days. Promote your health product / regime, engage your followers in activities to stay sober and keep January dry!

TARGET AUDIENCES: Health & Fitness, Personal Finance, Women's & Men's Interest.



# GETTING INTO THE PRESS

PRESS KIT

PRESS RELEASE

GREAT PICS

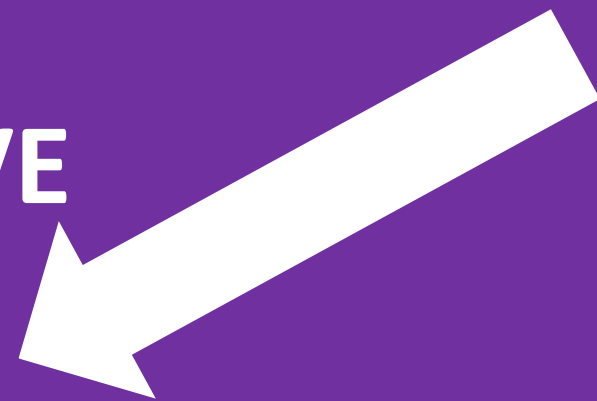
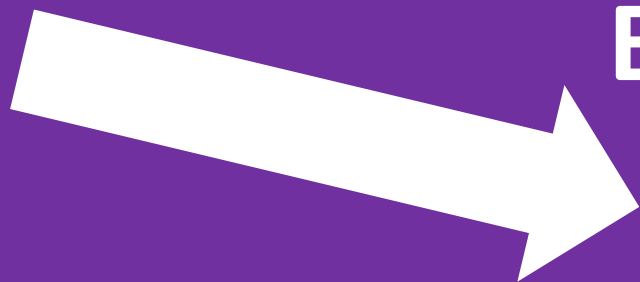
SHORT BIO

REACTING

BEING PROACTIVE

PRESS HOOK

THE PITCH





# PRESS HOOK

- What is a PRESS HOOK...?
- Having something to 'peg' your story to
- Being relevant
- Getting the key date
- News is NEWS after all



# THE PRESS PLANS

SO WE MUST DO TOO...

[NO MORE RANDOM APPROACHES]



# BLANK CANVAS

## Calendar 2019

Calendar<sup>co.uk</sup>pedia  
Your source for calendars

January	February	March	April	May	June	July	August	September	October	November	December
1 Tu <small>New Year's Day</small>	1 Fr	1 Fr	1 Mo 14	1 We	1 Sa	1 Mo 27	1 Th	1 Tu	1 Tu	1 Fr	1 Su
2 We	2 Sa	2 Sa	2 Tu	2 Th	2 Su	2 Tu	2 Sa	2 We	2 We	2 Sa	2 Mo 49
3 Th	3 Su	3 Su	3 We	3 Fr	3 Mo 23	3 We	3 Sa	3 Tu	3 Th	3 Su	3 Tu
4 Fr	4 Mo 6	4 Mo 10	4 Th	4 Sa	4 Tu	4 Th	4 Sa	4 We	4 Fr	4 Mo 45	4 We
5 Sa	5 Tu	5 Tu	5 Fr	5 Su	5 We	5 Fr	5 Mo 32	5 Th	5 Sa	5 Tu	5 Th
6 Su	6 We	6 We	6 Sa	6 Mo <small>Early May Bank Hol.</small>	6 Th	6 Sa	6 Tu	6 Fr	6 Su	6 We	6 Fr
7 Mo 2	7 Th	7 Th	7 Su	7 Tu	7 Fr	7 Su	7 We	7 Sa	7 Mo 41	7 Th	7 Sa
8 Tu	8 Fr	8 Fr	8 Mo 15	8 We	8 Sa	8 Mo 28	8 Th	8 Su	8 Tu	8 Fr	8 Su
9 We	9 Sa	9 Sa	9 Tu	9 Th	9 Su	9 Tu	9 Fr	9 Mo 37	9 We	9 Sa	9 Mo 50
10 Th	10 Su	10 Su	10 We	10 Fr	10 Mo 24	10 We	10 Sa	10 Tu	10 Th	10 Su	10 Tu
11 Fr	11 Mo 7	11 Mo 11	11 Th	11 Sa	11 Tu	11 Th	11 Su	11 We	11 Fr	11 Mo 46	11 We
12 Sa	12 Tu	12 Tu	12 Fr	12 Su	12 We	12 Fr	12 Mo 33	12 Th	12 Sa	12 Tu	12 Th
13 Su	13 We	13 We	13 Sa	13 Mo 20	13 Th	13 Sa	13 Tu	13 Fr	13 Su	13 We	13 Fr
14 Mo 3	14 Th	14 Th	14 Su	14 Tu	14 Fr	14 Su	14 We	14 Sa	14 Mo 42	14 Th	14 Sa
15 Tu	15 Fr	15 Fr	15 Mo 16	15 We	15 Sa	15 Mo 29	15 Th	15 Su	15 Tu	15 Fr	15 Su
16 We	16 Sa	16 Sa	16 Tu	16 Th	16 Su	16 Tu	16 Fr	16 Mo 38	16 We	16 Sa	16 Mo 51
17 Th	17 Su	17 Su	17 We	17 Fr	17 Mo 25	17 We	17 Sa	17 Tu	17 Th	17 Su	17 Tu
18 Fr	18 Mo 8	18 Mo 12	18 Th	18 Sa	18 Tu	18 Th	18 Su	18 We	18 Fr	18 Mo 47	18 We
19 Sa	19 Tu	19 Tu	19 Fr <small>Good Friday</small>	19 Su	19 We	19 Fr	19 Mo 34	19 Th	19 Sa	19 Tu	19 Th
20 Su	20 We	20 We	20 Sa	20 Mo 21	20 Th	20 Sa	20 Tu	20 Fr	20 Su	20 We	20 Fr
21 Mo 4	21 Th	21 Th	21 Su	21 Tu	21 Fr	21 Su	21 We	21 Sa	21 Mo 43	21 Th	21 Sa
22 Tu	22 Fr	22 Fr	22 Mo <small>Easter Monday</small>	22 We	22 Sa	22 Mo 30	22 Th	22 Su	22 Tu	22 Fr	22 Su
23 We	23 Sa	23 Sa	23 Tu	23 Th	23 Su	23 Tu	23 Fr	23 Mo 39	23 We	23 Sa	23 Mo 52
24 Th	24 Su	24 Su	24 We	24 Fr	24 Mo 26	24 We	24 Sa	24 Tu	24 Th	24 Su	24 Tu
25 Fr	25 Mo 9	25 Mo 13	25 Th	25 Sa	25 Tu	25 Th	25 Su	25 We	25 Fr	25 Mo 48	25 We <small>Christmas Day</small>
26 Sa	26 Tu	26 Tu	26 Fr	26 Su	26 We	26 Fr	26 Mo <small>August Bank Hol.</small>	26 Th	26 Sa	26 Tu	26 Th <small>Boxing Day</small>
27 Su	27 We	27 We	27 Sa	27 Mo <small>Spring Bank Hol.</small>	27 Th	27 Sa	27 Tu	27 Fr	27 Su	27 We	27 Fr
28 Mo 5	28 Th	28 Th	28 Su	28 Tu	28 Fr	28 Su	28 We	28 Sa	28 Mo 44	28 Th	28 Sa
29 Tu		29 Fr	29 Mo 18	29 We	29 Sa	29 Mo 31	29 Th	29 Su	29 Tu	29 Fr	29 Su
30 We		30 Sa	30 Tu	30 Th	30 Su	30 Tu	30 Fr	30 Mo 40	30 We	30 Sa	30 Mo 1



# SMALL PRINT

## How to use your PR Planner...



1. Go through the calendar and spot any events that are **relevant to your business**. Don't forget, you will have to think outside of the box in some cases so you can find a relevant press 'hook'.



2. Look at '**TARGET AUDIENCES**'. These are some ideas for the press target audiences/ types of publications for your pitch.



3. Look at the timer symbol at the top of each page as this will indicate when **you should be preparing your pitches** to the publications.



# NO 1: EVENTS

LOOK!

LOOK!

LOOK!

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September



PR Planning ahead for September:  
Glossies: 3-6 months [Pitch window APRIL-JUNE]  
Dailies: 2-4 weeks [Pitch window AUGUST]



Key events in September at a glance: 3rd Back to school, 8th Great North Run, 23rd Autumn Begins



September 3rd: Back to school  
Offers and promotions ahead of this date, reminders, share to do lists before Return to School.



**TARGET AUDIENCES:** Family Life, Education, Family, Children's Interests, Women's Interests



September 8th: Great North Run  
Promote the Great North Run, relate your content to the event – e.g. eating plans, training tips, checklists, What to do the night before....



**TARGET AUDIENCES:** Sport, Running, Family Life, Men's Interests, Women's Interests, Health & Fitness, Lifestyle



September 23rd: Autumn Begins  
Mark the new Autumn season with your audience – through stunning photos, heart-warming recipes, fashion ideas, skincare regimes for the colder weather



**TARGET AUDIENCES:** Lifestyle, Family Life, Women's Interests, Family.



# 0 2: TARGET AUDIENCE

LOOK!

LOOK!

LOOK!

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**May**

 PR Planning ahead for May:  
Glossies: 3-6 months [Pitch window DEC-FEB]  
Dailies: 2-4 weeks [Pitch window APRIL]

 Key events in May at a glance: 2nd World Password Day, 4th Star Wars Day, 6th May Bank Holiday, 14th Eurovision Song Contest, 27th Spring Bank Holiday

 May 2nd: World Password Day  
Remind your community to review their digital security. Share guides to creating high-level memorable passwords. Create infographics re online stats/tips

 **TARGET AUDIENCES:** Technology, Digital Marketing, The Internet, Business, IT security, Family, Men's Interests, Women's Interests

 May 4th: Star Wars Day  
May the 4th be with you! Challenge followers to Star Wars Quiz or '10 Little known Star Wars Facts to impress hardcore fans.' Or gear your blog posts or articles around Star Wars language. 'Is your relationship going to the dark side?'

 **TARGET AUDIENCES:** Men's Interests, Children's Interests, Lifestyle, Film, Arts & Entertainment

 May 6th: May Bank Holiday  
This ancient spring festival is associated with singing, dancing and cake. Spring themed offers & promotions. Maypoles, flowers, Morris dancing graphics

 **TARGET AUDIENCES:** Family Life, Childcare, Lifestyle, Children's Interests



# NO 3: PITCH WINDOWS

LOOK!

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June

 PR Planning ahead for June:  
Glossies: 3-6 months [Pitch window JAN-MAR]  
Dailies: 2-4 weeks [Pitch window MAY]

 Key events in June at a glance: 8th Queen's Birthday, 16th Father's Day, 21st Summer Solstice, 21st Bring Your Dog To Work Day

 **June 8th: Queen's Birthday**  
Celebrate Queen's birthday with Royal Branding, trivia quizzes, share content. 'How Royal are you?' quiz. What's your Royal Name?

 **TARGET AUDIENCES:** Family, Lifestyle.

 **June 16th: Father's Day**  
Offers for dads – products or gift experiences. Reminders to plan the day or shop for gifts!

 **TARGET AUDIENCES:** Men's Interests, Family Life, Sport, Outdoor leisure equipment, Automotive, Fishing, Home Interests, Food & Drink

 **June 21st: Summer Solstice**  
Post reminders re the longest day or the expected time of the sunrise, share ideas on how to make the most of the daylight hours and/or the early sunrise. Those working in health & wellbeing fields can share articles & posts on the benefits of the extra sunlight

 **TARGET AUDIENCES:** Men's Interests, Family Life, Sport, Outdoor leisure equipment, Automotive, Fishing, Home Interests, Food & Drink

 **June 21st: Bring Your Dog To Work Day**  
Celebrate the health and well-being benefits of working with your pooch. Share the science or engage your audience to share pics of their doggy desk companions!

 **TARGET AUDIENCES:** Lifestyle, Business, Mental Health, Animal welfare.



# JAN SNAPSHOT

LOOK!

LOOK!

LOOK!

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January




**PR Planning ahead for January:**  
Glossies: 3-6 months [Pitch window JULY-OCT]  
Dailies: 2-4 weeks [Pitch window DEC]



**Key events in Jan at a glance:** 1st New Years Day, 21st Blue Monday, all month-Dry January.



**Jan 1st: New Years Day**  
Engage audience to share resolutions, resolution driven articles – e.g. Top 10 Tips to make 2019 a success. Share wisdom related to your business – de-tox plans, fitness regimes.



**TARGET AUDIENCES:** Women's Interests, Family, Business, Health & Fitness, Beauty.




**Jan 21st: Blue Monday**  
Typically the third Monday of the month, this is reported to be the most depressing day of the year. This is due to the position it falls between after Christmas and the next pay day which seems ages away! Share debt busting strategies, useful money management articles with sources for additional support, happiness offers or share joyful content to lift audiences – e.g. Smile Campaign! Engage followers to share strategies to get through the day. Share content 'BEAT BLUE MONDAY IN 5 EASY STEPS'



**TARGET AUDIENCES:** Mental Health, Personal Finance, Women's Interests, Family, Health & Fitness.



**All month - Dry January**  
Dry January is Alcohol Concern's flagship campaign which has been changing the conversation about alcohol over the past 5 years. Get your followers to join in and even join you to give up for 31 days. Promote your health product / regime, engage your clients in activities to stay sober and keep January dry!



**TARGET AUDIENCES:** Health & Fitness, Personal Finance, Women's & Men's Interest.

# #JOURNOREQUEST: JAN

THEY PLANNED AHEAD  
IN DEC! 😊😊😊



**Rachel Moss** ✓ @rachelmoss\_ · 18 Dec 2018  
Calling all vegans! What's the one thing you'd tell non-vegans/people thinking about doing **Veganuary** about why it's worth it? Comment below or DM me to help with a feature #journorequest #vegan

27 5 30



**NiamhLeonard-Bedwell** @niamh\_lb · 13 Dec 2018  
I'm planning documenting my attempt at **Veganuary** for @healthyfoodmag 🌱 If you have any #vegan #food products/cookbook suggestions you think I should try, let me know! #journorequest  
Email: niamh.leonard-bedwell@eyetoeyemedia.co.uk

13 3 21



**Rachel Moss** ✓

@rachelmoss\_

Reporter at @HuffPostUK  
[instagram.com/rachellouisemo...](https://www.instagram.com/rachellouisemoore/)

📍 London

[huffingtonpost.co.uk/lifestyle](https://www.huffingtonpost.co.uk/lifestyle)

📅 Joined October 2012

Tweet to

Message



**NiamhLeonard-Bedwell**

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Editorial assistant @healthyfoodmag 🍴

Arts/culture/music enthusiast 📷💬

nleonardbedwell@gmail.com ✉️



# #JOURNOREQUEST: JAN

BIT LAST MIN!



**Niamh Donnelly** @NiamhDonnelly\_ · 3h

Looking for broadcast journalists taking part in #dryjanuary or covering "low and no" alcohol #journorequest #PRrequest



**Jessica** @jessicapardoePR · 4h

Believe in blue Monday or see it as nonsense? I actually have statistical data to PROVE this theory and to explain why Brits may feel down more than ever on the 21st of Jan this year. 🧐

Get in touch. ✉

#journorequest #PRrequest



**When is Blue Monday 2019 and why is it the 'worst day of the year'?**

There could be a perfectly reasonable explanation if you are feeling less than chirpy on January 21

[manchestereveningnews.co.uk](http://manchestereveningnews.co.uk)

BUT WORTH A SHOT!



# TEEN EXPERT



## Jan 21st: Blue Monday

Typically the third Monday of the month, this is reported to be the most depressing day of the year. This is due to the position it falls between after Christmas and the next pay day which seems ages away! Share debt busting strategies, useful money management articles with sources for additional support, happiness offers or share joyful content to lift audiences – e.g. Smile Campaign! Engage followers to share strategies to get through the day. Share content 'BEAT BLUE MONDAY IN 5 EASY STEPS'



**TARGET AUDIENCES:** Mental Health, Personal Finance, Women's Interests, Family, Health & Fitness.



## Feb 5th: Safer Internet Day

Globally celebrated with the slogan "Create, Connect and Share Respect: A better internet starts with you" Engage your audience to stay safe digitally - e.g. post reminder on social media about updating passwords, reviewing parental controls, privacy & security settings.



**TARGET AUDIENCES:** Technology, Family, Women & Men's Interests, Business.



## March 7th: World Book Day

Share your top 5 or 10 favourite books of all time, encourage followers to share theirs. Create own branded reading list quiz of literary classics – challenge readers to see how many they have read. Brand your own infographics list of Book Festivals and share.



**TARGET AUDIENCES:** Family, Women's/ Men's Interests, Reading, Literature



## March 31st: Mothering Sunday

Make mums feel special. Offers for mums – spa breaks, luxury products, gift experiences.



**TARGET AUDIENCES:** Family, Women's Interests, Fashion, Beauty.



## April 19th Good Friday & 21st Easter Sunday

Egg hunts, free egg giveaways with purchases, Family Day Out ideas, Rest and recreation suggestions for your clients to recharge over the Easter break. Publish cracking articles - 10 best eggs under £5, 10 best Easter craft projects, How to throw an egg-cellent Easter Egg Hunt!



**TARGET AUDIENCES:** Family Life, Lifestyle, Business, Food & Drink, Food Retailing, Childcare, Children's Interests



## September 3rd: Back to school

Offers and promotions ahead of this date, reminders, share to do lists before Return to School.



**TARGET AUDIENCES:** Family Life, Education, Family, Children's Interests, Women's Interests







# WEDDING OUTFIT SHOP

Jan 21st: Blue Monday



March 17th: St Patrick's Day

Irish-themed and green branding. Offer your customers 'pot of gold' offers.



# #JOURNOREQUEST: FEB

PLANNERS!



**Tracey Davies** @DollysDay · 5h

Hi team, I'm looking for hotels who do something a little different for Valentine's Day. For quotes and mentions. Worldwide pref. Many thanks, T #hotels #journorequest #travjournorequest



**Jane** @OurLitEscapades · Jan 7

I'm working on a #valentinesday #giftguide do you have any items you would like me to include? #bloggerrequest #journorequest #prrequest #valentinesdaygifts #valentinesdaygiftguide #ValentinesGifts #valentines



**Ellis Palmer** @ellispalmer94 · 59m

Ahead of Tinnitus Awareness Week next month (4-11 February), I'm interested in speaking to people with the condition about living with and managing it.

Hit me up at [ellis.palmer@bbc.co.uk](mailto:ellis.palmer@bbc.co.uk) if you'd be willing to talk #journorequest



**Milepost Communications** @MilepostComms · 2h

Writing about #ChineseNewYear? We've some great some great crafty products to celebrate the Year of the Pig! Get in touch! #PRRequest #Journorequest



**DIARY fashion beauty** @DIARYdirectory · 3h

Fashion blogger seeks fashion brands and hotels/res editorial (63k Instagram followers) [ow.ly/h9t730neAn](https://ow.ly/h9t730neAn)

**Editorial requests**

**Fashion blogger seeks fashion brands and hotels/r...**

Fashion blogger seeks fashion brands and hotels/restaurants for Valentine's Day editorial (63k Instagram followers) [diarydirectory.com](https://diarydirectory.com)



**Fairy Queen - Mainy** @myrealfairy · Jan 5

I'm looking for **Valentines** gifts and events to feature in my **Valentines** Gift Guide. Please contact me for further information: [fairyqueen@myrealfairy.com](mailto:fairyqueen@myrealfairy.com) #prrequest #BloggersRequired #journorequest #SmallBusiness



# TAKE SARAH...

**i News** The Essential Daily Briefing

News Opinion Lifestyle Culture Sport

Food & Drink

**i**

by  
Johnston  
Press Staff

1 day

Thursday February 1st 2018

SHARE THIS ARTICLE

## Food artist releases realistic edible chocolate hearts for Valentine's Day



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Magazine

Gift Guides



## Chocolate Toads and British Birds Egg for Easter!

Chocolate British Bird Eggs Gift Box  
ediblemuseum.com



Chocolate Natterjack Toad



Sarah Hardy  
The Edible Museum

**LONDON  
Post**

ENTERTAINMENT BUSINESS SPORTS

or Valentine with this unique (ghoulish) chocolate human heart

## Surprise your Valentine with this unique ghoulish chocolate human heart

By Liza-Paol ... January 30, 2018

Share on Facebook

Twitter on Twitter

G+

p



trained artist Sarah Hardy, launched *The Edible Museum*, her business offer making figures for the museum sector.

or the award-winning business grew from a request to make a white chocolate for Barts Pathology Museum in London. Similar commissions followed for chocolate figures for the museum sector.

**METRO**

NEWS... BUT NOT AS

HOME NEWS SPORT ENTERTAINMENT LIFESTYLE VIDEO MORE

SEX FASHION FOOD TRAVEL

## These gory hearts are actually made of chocolate

Rebecca Reid Thursday 1 Feb 2018 11:10 pm

f

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G+

p

**THE YORKSHIRE**

News Sport Business Lifestyle Analysis Food and Drink

## Put your heart out: anatomically correct chocolate released for Valentine's day



A

Subscription

Current Issue

40 Under 40

What's On

Q

**APOLLO**

THE INTERNATIONAL ART MAGAZINE

NAKEDWELL

## A Valentine's gift to melt your heart – perhaps

nakewell

29



# #JOURNOREQUEST ++

PLANNERS!



**Lizzie Pook** @LizziePook · 4h

I'm on the lookout for people who went on buddymoons (i.e. a honeymoon with a group of friends as well as your new husband or wife). Give me a shout if you did and you'd like to chat to me about it! lizzie.pook@condenast.co.uk

#journorequest

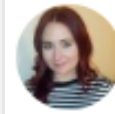
1 3 2



**Alison Alexander** @AliAlexander15 · Jan 3

Looking for a **wedding** organiser/event planner to advise on how to handle children at **weddings**. Preferably #essex based #weddingplanner #journorequest for lovely regional magazine @westessexlife

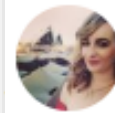
5 3 5



**Donna Smiley** @DonnaSmiley1 · 20 Dec 2018

Looking to feature women who had vow renewals/second **weddings** as they felt their first was a bit of a disappointment. donna.smiley@reachplc.com

#pressrequest #journorequest #weddings



**Hadley Middleton** @hadleymiddleton · 19 Dec 2018

#journorequest #prrequest Looking to interview a woman who organised a vow renewal or second **wedding** because she was so unhappy with her first big day. Fee and read back available for New magazine. Please drop me a line if you're interested! #weddings #vowrenewals

2



PressPlugs liked

**Vicky Chandler** @VickyChandler · Jan 7

Looking to speak to a **wedding** expert / planner for a feature about 2019 trends

#journorequest

11 5



**Fiona Thomas** @fionalikes · Jan 4

What crazy thing happened on your **wedding** day but still doesn't taint your memory of it? #Journorequest #prrequest

6 1 4



# TAKE RUTH...

 INDEPENDENT

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**INDYBEST**

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Be Balanced Mince Pies: From £6.75 (box of four), Be Balanced

## 10 best gluten-free mince pies

With more and more wheat-free options out there, no one has to miss out. Here is our pick of the pies

emma farmer · 2 days ago · 105 comments

   **105** shares



Ruth Goodwin  
BeBalanced



John Shepherd/ Getty Stock

# BLANK CANVAS

## Calendar 2019

Calendar<sup>co.uk</sup>  
pedia  
Your source for calendars

January	February	March	April	May	June	July	August	September	October	November	December
1 Tu <small>New Year's Day</small>	1 Fr	1 Fr	1 Mo 14	1 We	1 Sa	1 Mo 27	1 Th	1 Tu	1 Tu	1 Fr	1 Su
2 We	2 Sa	2 Sa	2 Tu	2 Th	2 Su	2 Tu	2 Sa	2 We	2 We	2 Sa	2 Mo 49
3 Th	3 Su	3 Su	3 We	3 Fr	3 Mo 23	3 We	3 Sa	3 Tu	3 Th	3 Su	3 Tu
4 Fr	4 Mo 6	4 Mo 10	4 Th	4 Sa	4 Tu	4 Th	4 Sa	4 We	4 Fr	4 Mo 45	4 We
5 Sa	5 Tu	5 Tu	5 Fr	5 Su	5 We	5 Fr	5 Mo 32	5 Th	5 Sa	5 Tu	5 Th
6 Su	6 We	6 We	6 Sa	6 Mo <small>Early May Bank Hol.</small>	6 Th	6 Sa	6 Tu	6 Fr	6 Su	6 We	6 Fr
7 Mo 2	7 Th	7 Th	7 Su	7 Tu	7 Fr	7 Su	7 We	7 Sa	7 Mo 41	7 Th	7 Sa
8 Tu	8 Fr	8 Fr	8 Mo 15	8 We	8 Sa	8 Mo 28	8 Th	8 Su	8 Tu	8 Fr	8 Su
9 We	9 Sa	9 Sa	9 Tu	9 Th	9 Su	9 Tu	9 Fr	9 Mo 37	9 We	9 Sa	9 Mo 50
10 Th	10 Su	10 Su	10 We	10 Fr	10 Mo 24	10 We	10 Sa	10 Tu	10 Th	10 Su	10 Tu
11 Fr	11 Mo 7	11 Mo 11	11 Th	11 Sa	11 Tu	11 Th	11 Su	11 We	11 Fr	11 Mo 46	11 We
12 Sa	12 Tu	12 Tu	12 Fr	12 Su	12 We	12 Fr	12 Mo 33	12 Th	12 Sa	12 Tu	12 Th
13 Su	13 We	13 We	13 Sa	13 Mo 20	13 Th	13 Sa	13 Tu	13 Fr	13 Su	13 We	13 Fr
14 Mo 3	14 Th	14 Th	14 Su	14 Tu	14 Fr	14 Su	14 We	14 Sa	14 Mo 42	14 Th	14 Sa
15 Tu	15 Fr	15 Fr	15 Mo 16	15 We	15 Sa	15 Mo 29	15 Th	15 Su	15 Tu	15 Fr	15 Su
16 We	16 Sa	16 Sa	16 Tu	16 Th	16 Su	16 Tu	16 Fr	16 Mo 38	16 We	16 Sa	16 Mo 51
17 Th	17 Su	17 Su	17 We	17 Fr	17 Mo 25	17 We	17 Sa	17 Tu	17 Th	17 Su	17 Tu
18 Fr	18 Mo 8	18 Mo 12	18 Th	18 Sa	18 Tu	18 Th	18 Su	18 We	18 Fr	18 Mo 47	18 We
19 Sa	19 Tu	19 Tu	19 Fr <small>Good Friday</small>	19 Su	19 We	19 Fr	19 Mo 34	19 Th	19 Sa	19 Tu	19 Th
20 Su	20 We	20 We	20 Sa	20 Mo 21	20 Th	20 Sa	20 Tu	20 Fr	20 Su	20 We	20 Fr
21 Mo 4	21 Th	21 Th	21 Su	21 Tu	21 Fr	21 Su	21 We	21 Sa	21 Mo 43	21 Th	21 Sa
22 Tu	22 Fr	22 Fr	22 Mo <small>Easter Monday</small>	22 We	22 Sa	22 Mo 30	22 Th	22 Su	22 Tu	22 Fr	22 Su
23 We	23 Sa	23 Sa	23 Tu	23 Th	23 Su	23 Tu	23 Fr	23 Mo 39	23 We	23 Sa	23 Mo 52
24 Th	24 Su	24 Su	24 We	24 Fr	24 Mo 26	24 We	24 Sa	24 Tu	24 Th	24 Su	24 Tu
25 Fr	25 Mo 9	25 Mo 13	25 Th	25 Sa	25 Tu	25 Th	25 Su	25 We	25 Fr	25 Mo 48	25 We <small>Christmas Day</small>
26 Sa	26 Tu	26 Tu	26 Fr	26 Su	26 We	26 Fr	26 Mo <small>August Bank Hol.</small>	26 Th	26 Sa	26 Tu	26 Th <small>Boxing Day</small>
27 Su	27 We	27 We	27 Sa	27 Mo <small>Spring Bank Hol.</small>	27 Th	27 Sa	27 Tu	27 Fr	27 Su	27 We	27 Fr
28 Mo 5	28 Th	28 Th	28 Su	28 Tu	28 Fr	28 Su	28 We	28 Sa	28 Mo 44	28 Th	28 Sa
29 Tu		29 Fr	29 Mo 18	29 We	29 Sa	29 Mo 31	29 Th	29 Su	29 Tu	29 Fr	29 Su
30 We		30 Sa	30 Tu	30 Th	30 Su	30 Tu	30 Fr	30 Mo 40	30 We	30 Sa	30 Mo 1



# TO YOUR PR PLAN

## Calendar 2019

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January	February	March	April	May	June	July	August	September	October	November	December
1 Tu <small>New Year's Day</small>	1 Fr <b>Q+A</b>	1 Fr <b>Q+A</b>	1 Mo <small>14</small>	1 We	1 Sa	1 Mo <small>27</small>	1 Th	1 Su	1 Tu	1 Fr <b>Q+A</b>	1 Su
2 We	2 Sa	2 Sa	2 Tu	2 Th	2 Su	2 Tu	2 Fr <small>PITCH PHOTO DAY</small>	2 Mo <small>36</small>	2 We	2 Sa	2 Mo <small>49</small>
3 Th	3 Su	3 Su	3 We	3 Fr <b>Q+A</b>	3 Mo <small>23</small>	3 We	3 Sa	3 Tu <small>BACK TO SCHOOL</small>	3 Th	3 Su	3 Tu
4 Fr	4 Mo <small>6</small>	4 Mo <small>10</small>	4 Th	4 Sa	4 Tu	4 Th	4 Su	4 We	4 Fr <b>Q+A</b>	4 Mo <small>45</small>	4 We <small>PITCH NEW YEAR NEW BIZ</small>
5 Sa	5 Tu <small>PITCH FOR INT WOMAN DAY</small>	5 Tu	5 Fr <b>Q+A</b>	5 Su	5 We	5 Fr	5 Mo <small>32</small>	5 Th	5 Sa	5 Tu	5 Th
6 Su	6 We	6 We	6 Sa	6 Mo <small>Early May Bank Hal.</small>	6 Th	6 Sa	6 Tu	6 Fr <b>Q+A</b>	6 Su	6 We <small>PITCH BLACK FRIDAY</small>	6 Fr
7 Mo <small>2</small>	7 Th	7 Th	7 Su	7 Tu	7 Fr	7 Su	7 We	7 Sa	7 Mo <small>41</small>	7 Th <small>PITCH SMALL BIZ SAT</small>	7 Sa
8 Tu	8 Fr <small>PITCH BRING DOG TO WORK</small>	8 Fr <small>INTL WOMEN'S DAY</small>	8 Mo <small>15</small>	8 We <small>PITCH SCHOOL HOLS</small>	8 Sa	8 Mo <small>28</small>	8 Th	8 Su	8 Tu	8 Fr	8 Su
9 We <small>webinar</small>	9 Sa	9 Sa	9 Tu	9 Th <small>PITCH BRING DOG TO WORK</small>	9 Su	9 Tu	9 Fr	9 Mo <small>37</small>	9 We <small>PITCH NEW YEAR NEW BIZ</small>	9 Sa	9 Mo <small>50</small>
10 Th	10 Su	10 Su	10 We	10 Fr	10 Mo <small>24</small>	10 We	10 Sa	10 Tu	10 Th	10 Su	10 Tu
11 Fr <b>Q+A</b>	11 Mo <small>7</small>	11 Mo <small>11</small>	11 Th	11 Sa	11 Tu <small>PITCH SCHOOLS BACK PITCH SCHOOL HOLS</small>	11 Th	11 Su	11 We	11 Fr	11 Mo <small>46</small>	11 We
12 Sa	12 Tu	12 Tu	12 Fr	12 Su	12 We	12 Fr <b>Q+A</b>	12 Mo <small>33</small>	12 Th	12 Sa	12 Tu	12 Th
13 Su	13 We <small>webinar</small>	13 We <small>webinar</small>	13 Sa	13 Mo <small>20</small>	13 Th	13 Sa	13 Tu	13 Fr	13 Su	13 We <small>webinar</small>	13 Fr <b>Q+A</b>
14 Mo <small>3</small>	14 Th	14 Th	14 Su	14 Tu	14 Fr <b>Q+A</b>	14 Su	14 We	14 Sa	14 Mo <small>42</small>	14 Th	14 Sa
15 Tu	15 Fr <b>Q+A</b>	15 Fr <b>Q+A</b>	15 Mo <small>16</small>	15 We <small>webinar</small>	15 Sa	15 Mo <small>29</small>	15 Th	15 Su	15 Tu	15 Fr <b>Q+A</b>	15 Su
16 We	16 Sa	16 Sa	16 Tu	16 Th	16 Su	16 Tu <small>SCHOOL HOLS START</small>	16 Fr	16 Mo <small>38</small>	16 We <small>webinar</small>	16 Sa	16 Mo <small>51</small>
17 Th	17 Su	17 Su	17 We <small>webinar</small>	17 Fr <b>Q+A</b>	17 Mo <small>25</small>	17 We <small>webinar</small>	17 Sa	17 Tu	17 Th	17 Su	17 Tu
18 Fr <b>Q+A</b>	18 Mo <small>8</small>	18 Mo <small>12</small>	18 Th <b>Q+A</b>	18 Sa	18 Tu	18 Th	18 Su	18 We <small>webinar</small>	18 Fr <b>Q+A</b>	18 Mo <small>47</small>	18 We <small>webinar</small>
19 Sa	19 Tu	19 Tu	19 Fr <small>Good Friday</small>	19 Su	19 We <small>webinar</small>	19 Fr	19 Mo <small>WORLD PHOTO DAY</small>	19 Th	19 Sa	19 Tu	19 Th
20 Su	20 We	20 We	20 Sa	20 Mo <small>21</small>	20 Th	20 Sa	20 Tu	20 Fr <b>Q+A</b>	20 Su	20 We	20 Fr <b>Q+A</b>
21 Mo <small>4</small>	21 Th	21 Th	21 Su	21 Tu	21 Fr <small>BRING DOG TO WORK</small>	21 Su	21 We	21 Sa	21 Mo <small>43</small>	21 Th	21 Sa
22 Tu	22 Fr	22 Fr	22 Mo <small>Earlier Monday</small>	22 We	22 Sa	22 Mo <small>30</small>	22 Th	22 Su	22 Tu	22 Fr	22 Su
23 We	23 Sa	23 Sa	23 Tu	23 Th	23 Su	23 Tu	23 Fr	23 Mo <small>39</small>	23 We <small>PITCH SMALL BIZ SAT</small>	23 Sa	23 Mo <small>52</small>
24 Th	24 Su	24 Su	24 We	24 Fr	24 Mo <small>26</small>	24 We	24 Sa	24 Tu	24 Th <small>PITCH BLACK FRIDAY</small>	24 Su	24 Tu
25 Fr	25 Mo <small>9</small>	25 Mo <small>13</small>	25 Th	25 Sa	25 Tu	25 Th	25 Su	25 We	25 Fr	25 Mo <small>48</small>	25 We <small>Christmas Day</small>
26 Sa	26 Tu	26 Tu	26 Fr	26 Su	26 We	26 Fr <b>Q+A</b>	26 Mo <small>August Bank Hal.</small>	26 Th	26 Sa	26 Tu	26 Th <small>Boxing Day</small>
27 Su	27 We	27 We	27 Sa	27 Mo <small>Spring Bank Hal.</small>	27 Th	27 Sa	27 Tu	27 Fr	27 Su	27 We	27 Fr
28 Mo <small>5</small>	28 Th	28 Th	28 Su	28 Tu	28 Fr <b>Q+A</b>	28 Su	28 We	28 Sa	28 Mo <small>44</small>	28 Th <small>BLACK FRIDAY ON 24TH</small>	28 Sa
29 Tu		29 Fr <b>Q+A</b>	29 Mo <small>18</small>	29 We	29 Sa	29 Mo <small>31</small>	29 Th	29 Su	29 Tu	29 Fr <b>Q+A</b>	29 Su
30 We		30 Sa	30 Tu	30 Th	30 Su	30 Tu	30 Fr	30 Mo <small>40</small>	30 We	30 Sa <small>SMALL BIZ SATURDAY</small>	30 Mo <small>1</small>
31 Th		31 Su		31 Fr <b>Q+A</b>		31 We	31 Sa		31 Th		31 Tu <small>NYE</small>

KEY:

- VIP GROUP Q+A
- Webinar training to list and to grow list
- National event
- Pitch window for national event

Data provided 'as is' without warranty



# MAKE IT AND...



JUST \*ONE\* PIECE OF PUBLICITY CAN GIVE YOU:

CREDIBILITY

CLIENTS

CONFIDENCE



**Publicity is absolutely critical.  
A good PR story is infinitely more effective  
than a front page ad.**

**Richard Branson**

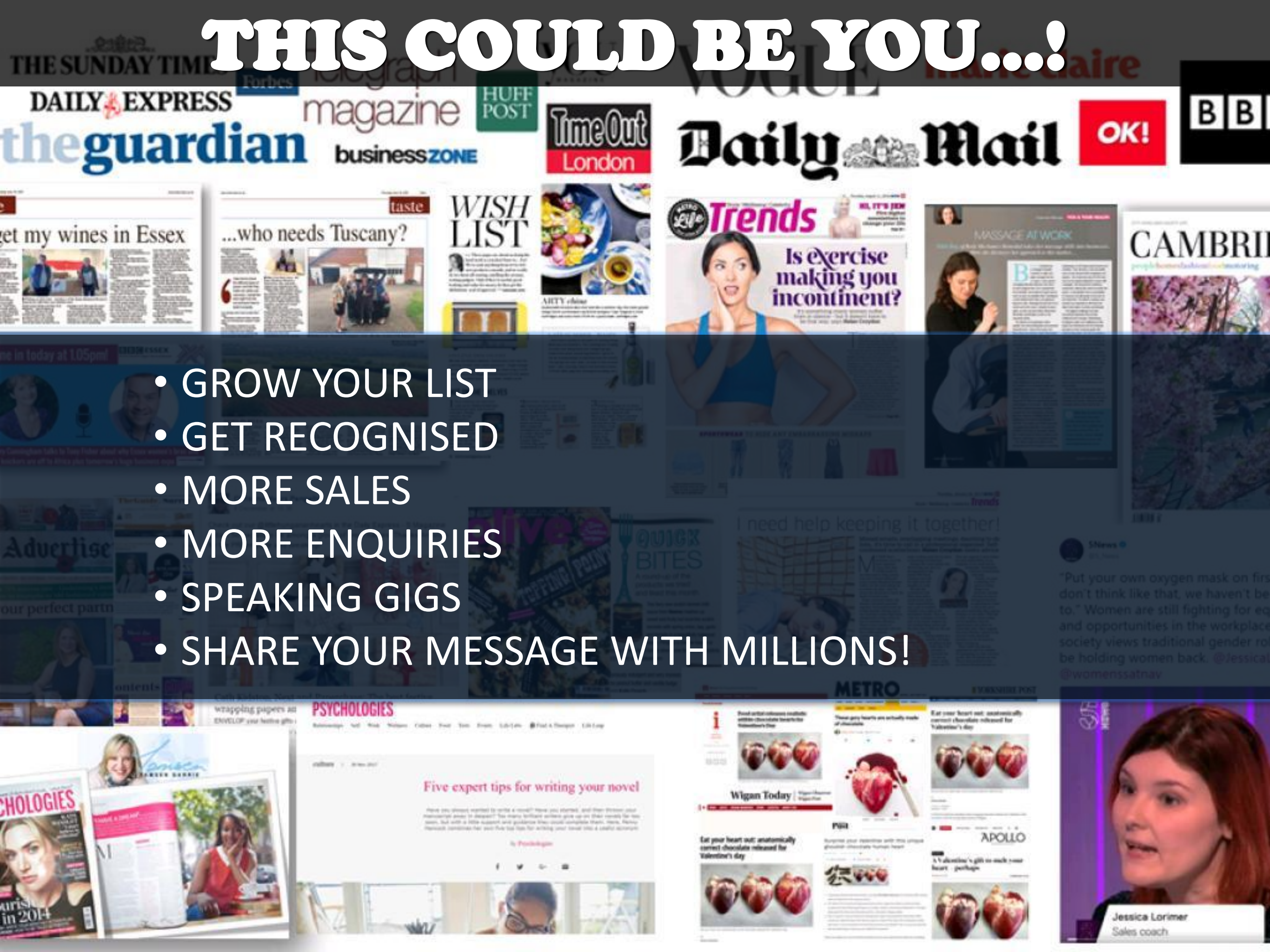
# RECAP...

- Do your research
- Be creative
- Be proactive
- GO FOR IT!



# THIS COULD BE YOU...!

- GROW YOUR LIST
- GET RECOGNISED
- MORE SALES
- MORE ENQUIRIES
- SPEAKING GIGS
- SHARE YOUR MESSAGE WITH MILLIONS!





**T HELPS YOU DO TH**



Shine a light on YOUR business!



# PR PLANNER 2019

[amandaruiz.co.uk/2019-pr-planner](http://amandaruiz.co.uk/2019-pr-planner)



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## 2019 PR Planner

Let's get #VISIBLE!

Your 2019 PR Planner so you can pitch to the press on time!

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## Which are your dream publications and outlets to feature in?

- Getting into the press is all about being targeted and not doing a 'spray and pray' campaign. Don't forget TV and Radio for your targets and count them in the same way leadtime-wise as the nationals (ie national newspapers)
- Start by reading the magazines (referred to as 'glossies' in here) and 'nationals' and tune into the radio and TV shows that you'd like to be featured in so you know which section or programme your story would feature best in.
- A timely or relevant 'press hook' (or press angle) is essential when pitching your story, as is using a press release where possible.
- We have a proven press release template Email: [hello@amandaruiz.co.uk](mailto:hello@amandaruiz.co.uk) to order yours!

**Logos:** LBC, PA Press Association, sky NEWS, HUFF POST, BBC, g, Red

**January**

Planning ahead for January:  
Glossies: 3-6 months [Pitch window JULY-OCT]  
Magazines: 2-4 weeks [Pitch window DEC]

Key events in Jan at a glance: 1st New Years Day, 21st Blue Monday, all month-long Dry January.

1st: New Years Day  
Large audience to share resolutions, resolution driven articles – e.g. Top 10 Tips to make 2018 a success. Share wisdom related to your business – de-tox plans, fitness times.

TARGET AUDIENCES: Women's Interests, Family, Business, Health & Fitness, Beauty.

21st: Blue Monday  
Typically the third Monday of the month, this is reported to be the most depressing day of the year. This is due to the position it falls between after Christmas and the next pay rise which seems ages away! Share debt busting strategies, useful money management tips with sources for additional support, happiness offers or share joyful content to uplift audiences – e.g. Smile Campaign! Engage followers to share strategies to get through the day. Share content 'BEAT BLUE MONDAY IN 5 EASY STEPS'

TARGET AUDIENCES: Mental Health, Personal Finance, Women's Interests, Family, Health & Fitness.

Month - Dry January  
January is Alcohol Concern's flagship campaign which has been changing the conversation about alcohol over the past 5 years. Get your followers to join in and even challenge you to give up for 31 days. Promote your health product / regime, engage your followers in activities to stay sober and keep January dry!

TARGET AUDIENCES: Health & Fitness, Personal Finance, Women's & Men's Interest.

# THANK YOU!

**Tweet your top tip!**

**#StartUp2019**  
**@amandaruizuk**