



How to get GREAT
PR online + offline!

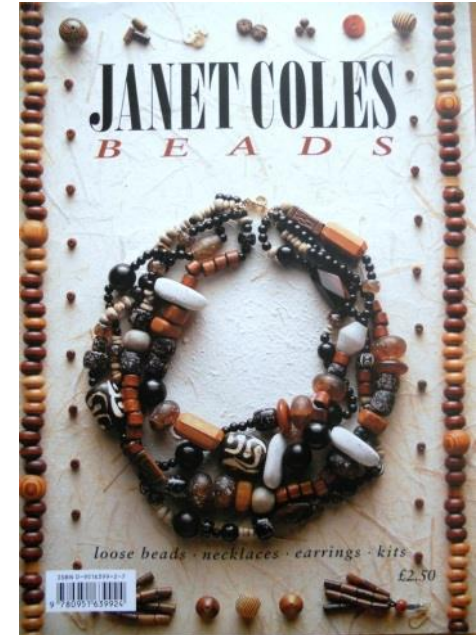
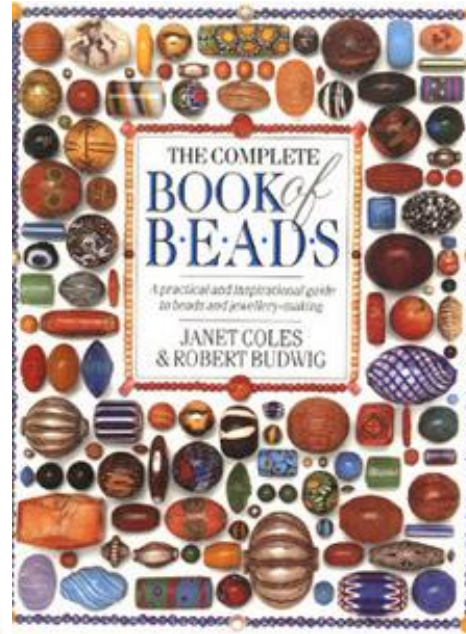
AMANDA *ruiz*

the ultimate door opener

Child entrepreneur (c 1978)...



First taste of PR in the 90s!



Adult entrepreneur (c 2008)...



AMANDA *ruiz*
the ultimate door opener

DIY Press Coverage

VOGUE

theguardian

THE WORLD'S FINEST PARENTING MAGAZINE
Junior

Telegraph



THE SUNDAY TIMES

DAILY  EXPRESS

TATLER



marie claire

GRAZIA

Daily  **Mail**



A BRAND NEW ATTITUDE
woman&home



LET'S GET
STARTED!

A bright pink speech bubble with a white outline and a small tail pointing towards the top-left corner, set against a dark blue background.

**REMEMBER
SHOES!**

Journalists receive 1000s of emails

- One journalist I know has over 27k unread emails in her inbox!!!



**Give facts fast
and succinctly**

We are HUMAN

- A bit of flattery goes a long way...
- Compliment them on their latest article
- Tell them how it resonated with you
- Then, only then, go and do your intro for your pitch



Give GOOD
QUALITY stories

Editor = Gatekeeper

- You may have succeeded in getting to your dream journalist, but they may have to pitch you to their editor.

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Before you
pitch...



Remember the
7 steps

Proven Process That Works

1. How to find your 'press hook' and 'golden nugget'



2. Customer, journo, competition research



3. Your Press Tool Kit



4. Your press release



5. Your PR Plan of Action



6. Your campaign and pitch



7. Success, you're in the press, what next?





No 1
Golden Nugget



Adam Peaty was scared of water... now he's Great Britain's brightest swimming hope at the Rio Olympics

- Adam Peaty is Team GB's greatest hope in the Olympic swimming pool
- Peaty is going for gold in the 100m breaststroke at the Rio Games
- Britain's 'king of the pool' is the current world record holder in the event
- The 21-year-old has won Commonwealth, European and World titles
- But as a child he was scared of water and even hated having a bath

By JONATHAN MCEVOY FOR THE DAILY MAIL

PUBLISHED: 22:30, 28 July 2016 | UPDATED: 01:02, 29 July 2016



Share



152
shares

10
View comments

Heard the one about the swimmer who is scared of water? Well, growing up in Utttoxeter that young boy was Adam Peaty.

Put in the bath as a toddler, he stood up and yelled. At the local swimming pool his mother was so heartbroken by his screams that she asked a friend to look after him instead.

Now he is 21 and expected to make the most significant male British contribution to the Olympic pool since Adrian Moorhouse took gold 28 summers and six Games ago in Seoul.

No 2

Press Hook

ALSO KNOWN AS NEWS PEG



definition of press/news hook

This is what makes your story

- relevant
- timely
- newsworthy

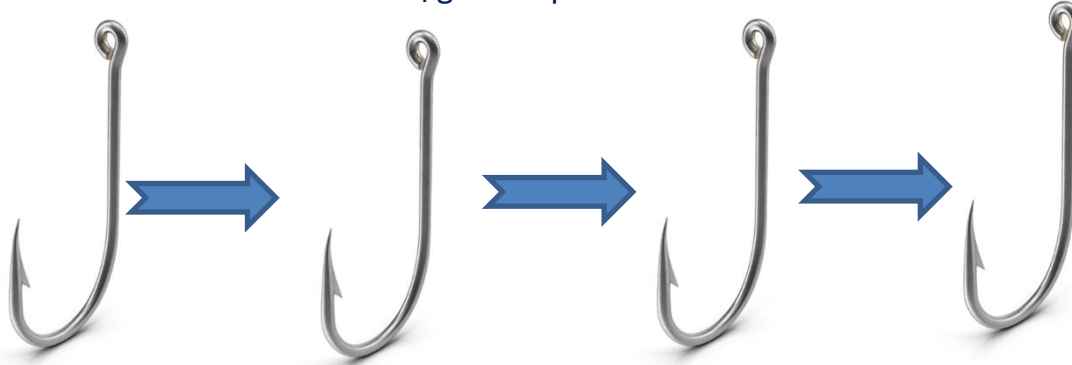
The 4 step journey

1. Your hook

2. Journalist/gatekeeper

3. Article

4. Reader




Press hooks...



Expert led
Product placement
Reactive
Survey
Local story



A purple speech bubble with a white outline and a small tail pointing towards the top-left corner. Inside the bubble, the text "No 3 Research" is written in white, with "No 3" on the top line and "Research" on the bottom line. Below "Research" is a smaller line of white text: "Client...competition...dream journo".

No 3 Research

Client...competition...dream journo

WHO IS YOUR CUSTOMER??



WHAT DOES SHE
WATCH/LISTEN TO?

WHAT DOES SHE
READ ONLINE?

WHERE DOES SHE
LIVE?

WHAT DOES SHE
READ IN PRINT?

WHERE DOES SHE
HANG OUT?

WHERE DOES SHE
SHOP?

HOW OLD IS SHE?

DOES SHE WORK?

WHO IS YOUR COMPETITION?



HAVE THEY HAD
PRESS COVERAGE?

WHAT ARE THEIR
STRENGTHS?

READ THEIR
NEWSLETTER?

WHAT DO YOU
ADMIRE?

HOW DID YOU HEAR
ABOUT THEM?

WHAT AREN'T THEY
DOING?

WHAT ARE THEIR
WEAKNESSES?

WHERE DO YOU FIT
IN?

WHO IS YOUR KEY TARGET?



CHECKED OUT
JOURNALISTED?

WHAT IS THEIR
WRITING STYLE?

ARE THEY ON ANY
PANELS?

HAVE YOU READ
THEIR LATEST PIECE?

WHAT DO ADMIRE
ABOUT THEM?

WHAT ARE THEY
SAYING ON TWITTER?

GOOGLE AND
LINKEDIN THEM!

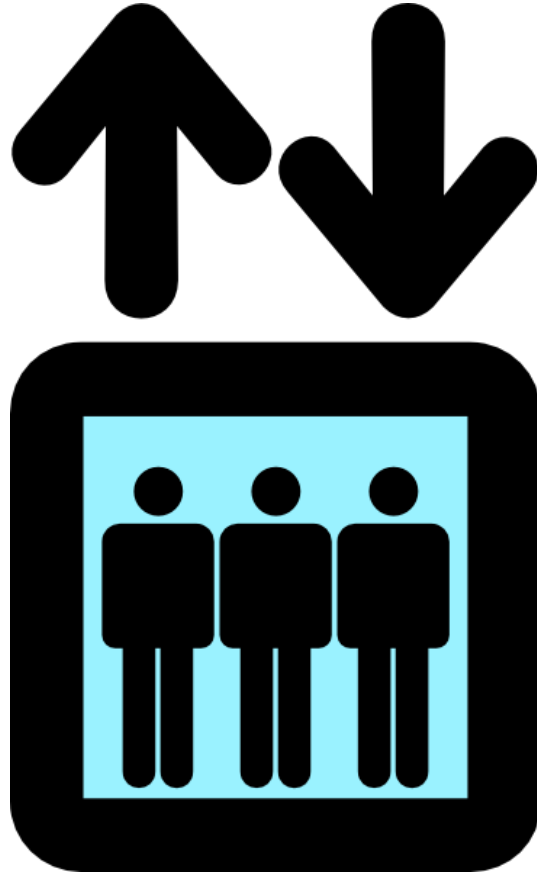
DO YOU HAVE THEIR
EMAIL + TEL?

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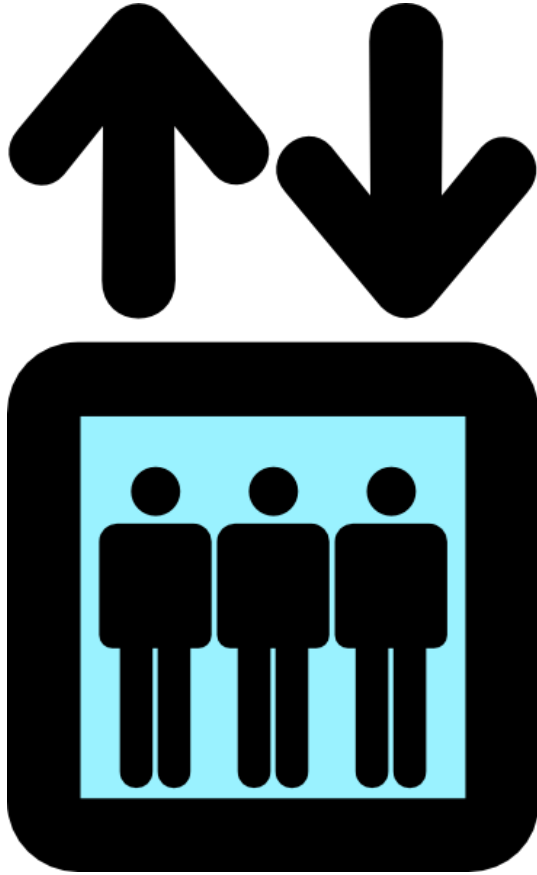
No 4 PR Toolkit

Bio...images...contact details...samples...





Bio: 1 LINER ELEVATOR PITCH



TRY TO 'NAIL IT IN 8'

i.e. do your elevator pitch in 8 words

Here's my example

I

Train

Entrepreneurs

How

To

Secure

Press

Coverage

No 5

Press release

Killer headline...short and snappy...factual

Killer headline

Move Over Levi Roots, beautiful young female entrepreneur has the secret sauce!

Announcing stylish new African spicy and flavoursome condiment to stand out from the crowd.



- From a recipe handed down generations in a small but very well-known town in the Congo (famed for its superb chefs) Neema is proud to announce the launch of its product line in the UK. Rose Yombo-Djema, founder of Neema, originally from the Democratic Republic of Congo is introducing the saucy line to high-end retailers.



Killer headline

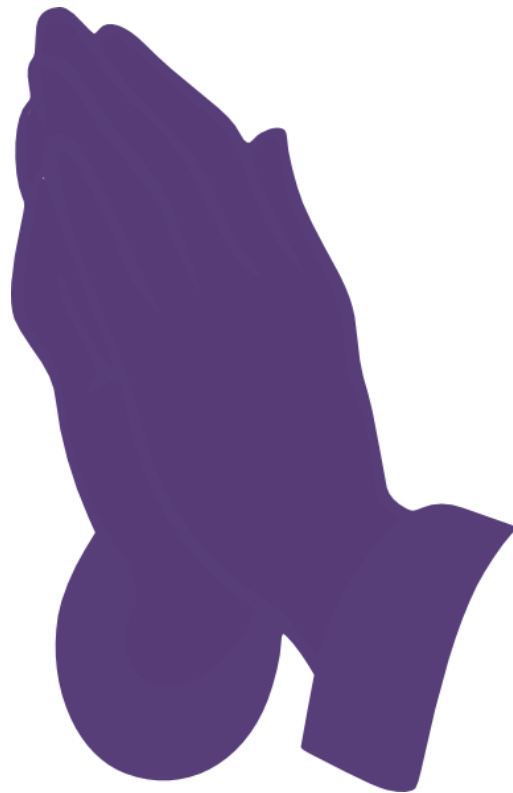
Move Over Levi Roots, beautiful young female entrepreneur has the secret sauce!

Following a recent press release, I was very amazed by the number of enquiries I received!! I had Waitrose and BBC Food Magazine enquiring about my products! One month on, I'm still dealing with all the press requests to feature in magazines!



- From a recipe handed down generations in a small but very well-known town in the Congo (famed for its superb chefs) Neema is proud to announce the launch of its product line in the UK. Rose Yombo-Djema, founder of Neema, originally from the Democratic Republic of Congo is introducing the saucy line to high-end retailers.

No 6 PR Campaign



DON'T SPRAY AND PRAY!



**No 7
Success!**



TKU goes a very long way...

Then share and share!

Don't forget to look at Twitter ...

#JOURNOREQUEST
#PRREQUEST

I have a sneaky cheat here so get in touch!

FOR IMMEDIATE RELEASE: [INSERT DATE]

[Your name]

[Company name]

[Phone Number]

[Email]

EYE CATCHING ONE LINER HEADLINE THAT PIQUES

NB you can also use this for your email subject

Subheading – more enticing info goes here, try to stick to just one line, at a push two.

3 punchy bullet points giving powerful information so that the journo can 'get' the story right from the word go
[Eg: Have you thought about the pain that your product or service is solving? For example a journalist will not want to write a piece about a boiler, but they will (at a push!) write a piece about the most ingenious way to keep you warm and the pain it is solving for the clients.]

AFTER 'ENDS' YOU WRITE:

For further information contact:

Add your name, email, website and tel no.

THEN YOU WRITE NOTES TO EDITORS IN BOLD AS PER BELOW:

Notes to editors:

These are bullet points of any additional info that would be important to give the journo more to get their teeth into that may not have been mentioned above. Please see the examples below, but note that these are all optional:

- who is the founder
- what year was the company founded
- who owns the business
- the mission statement
- why the company was founded
- biggest success to date

NORMALLY £97, BUT FOR ALL #STARTUP2017 PEEPS...
FREE!!

What you can do is add a quote from you or a company that you may be collaborating with, which will give your story more kudos. For example my client, the Australian gallery owner will do her quote here about why she launched the gallery then as she has spoken the British Museum's art curator, she managed to bag a quote that the curator gave her to use (as she had requested it). NB These must not be fabricated quotes and they need to be reliable sources as the journo will not want to get their fingers burnt and misquote someone who didn't say it. Also extreme exaggeration will not make your press release many friends so don't go over the top!

PARA THREE

Keep your press release to NO more than 2 pages, one is preferable. Para 3 is to give any additional information. Again, keep it concise. No waffle.

SHORT COMPANY BIO

A 2 -3 liner on the company background along with website (which by this stage contains CLEAR contact details). So you have written your bio about YOU, now do one about your company, or if YOU are the company, then use that ONE PARA BIO! By doing this, the journo can lift this and use it if necessary – it saves them a lot of time.

THEN YOU CLOSE IT OFF BY WRITING 'ENDS' AND CENTERING AND BOLDING IT...

-ENDS-

YOUR **FREE** PRESS RELEASE TEMPLATE

amandaruib.co.uk/enterprise2017

WRITE UP YOUR PRESS RELEASE...

**And hop onto a free 10 min call
with me to critique it**

Apply for your 10 min Press Hook session!

[www.amandaruiz.co.uk/
apply](http://www.amandaruiz.co.uk/apply)

Thank you!



@amandaruizUK



AmandaRuizUK



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