

How to write an effective press release

AMANDA *ruiz*

the ultimate door opener

First taste of PR in the 90s!



in the family way

Can you imagine working with your mum, even sometimes sharing a workshop? Liz Roberts asks three such duos, do they battle over the Pritt stick, or is it a simple story of motherly love?

I loved the beads. I used to sell Mum's earrings at school, until one day I was caught and sent to the headmistress!

Janet Coles, (far left), began selling beads in the early Eighties. Since then, her company has expanded from kitchen table to office, and includes two shops in Worcester and London. Janet has four children - Tim, 27; Fiona, 26; Amanda, 1; and 23-year-old Richard. Amanda (left), has been working for Janet's Beads for two years, designing jewellery, creating kits and selecting beads. Her sister Fiona is also in the family business, running the shops.

[illegible]

enjoyed the bartering – it intrigued her. The three of us can play terrible games – one will divert attention, while another has a good look round the back.'

Amanda Coles
I remember Mum pen-pushing and doing figures, and I thought it looked like an office, and I thought I'd be like her. I used to be to school job. But I loved the beads. I used to sell Mum's earrings at school, until one day I was caught and sent to the headmistress! I never resented my mother's work - she was always there for us. I really respect her for what she's done. She used to sit at the kitchen table designing every single necklace. I wanted to go into wine exporting after college, but my plans didn't get anywhere. Then Mum offered me a job. I didn't worry about not asserting my independence; I found a niche, expanded the role and made it my own.

'Mum's got a fantastic eye for beads. And I'm amazed at what a tower of strength she is - she'll work on and on. While we were in Morocco, I'd often find her doing paperwork in the souk at night! She's got such energy she'll blow herself to flag.'

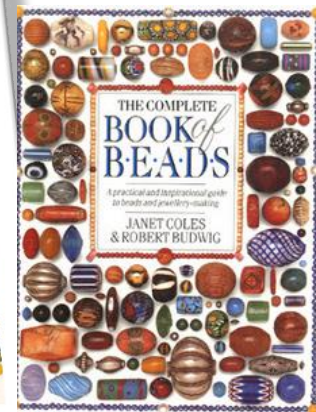
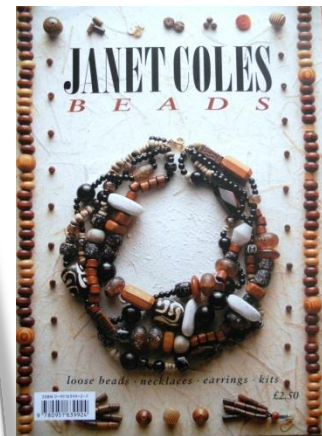
'Our working relationship has been really good. I phone her for advice all the time. Whenever I send her a fax, I find it really embarrassing to put "Mum" at the top – but then I can't call her Janet. So I usually go for Spanish and put "mama" or "madre".'

'Beards are so interesting – a handful of history. I can't see myself wanting to do anything different. Mum's very much a role model, but inspiring rather than daunting. I'd like to be like Mum when I'm her age.'

● **Janet Coles Bead Emporium**, 128 Notting Hill Gate, London W11 3QG (0171 727 8085); and Unit 20 Reindeer Court, Worcester WR1 2DS (01905 616662). Phone 01905 755888 for a catalogue.



From top to bottom: Rocailles, 54p a measure; Dirwali necklace, £19.45, or kit, £13.45; Jacovetti necklace, £22, or kit, £16.50; beads and findings from station; Rocailles, as before





First taste of being an entrepreneur...



...e-commerce store

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SEARCH: Go

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PRESS SIZE GUIDE CONTACT HUMM

HUMM ALPACA KNITWEAR © 2011

Web Build/Hosting - Brand/Web Design



DIY press success...

VOGUE

marie claire

GRAZIA



THE SUNDAY TIMES

theguardian

THE WORLD'S FINEST PARENTING MAGAZINE
Junior

Daily Mail

DAILY EXPRESS

TATLER



Telegraph

A BRAND NEW ATTITUDE
woman&home



angels & urchins
London's indispensable parents' magazine

TimeOut
London

My Proven 7 Step 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?



Well let's...



GET STARTED!

before you start...










REMEMBER SHOES!

put yourself...



because...

-  They receive literally 100's of emails daily (average 1500 weekly!)
-  They are very rushed for time...often on deadline
-  They need the facts fast and succinctly
-  They often have to pitch to their editor (gatekeeper)
-  They like to be treated like a human not a number or commodity
-  They like a good quality story that the readers will enjoy
-  They love to be the one breaking the news

No 1

Your 'Press Hook'

Press hook...

ALSO KNOWN AS
NEWS PEG



definition of press/news hook

This is what makes your story

- relevant
- timely
- newsworthy

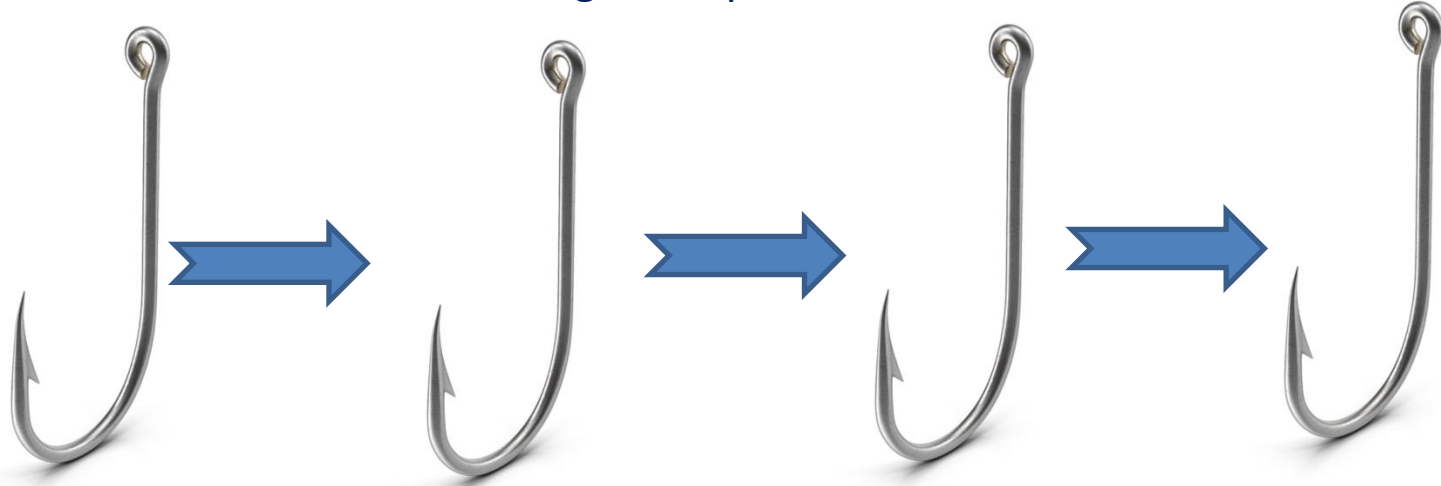
The 4 step journey

1. Your hook

2. Journalist/gatekeeper

3. Article

4. Reader



Ideas...



You will need to get creative with your story, see these examples

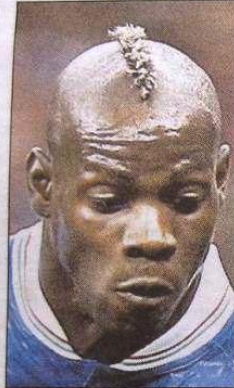
reactive and relevant

ITALY
VS
ENGLAND

WORLD
CUP

Local Italian run
Pizza restaurant
scoops page 3

Mohican pizza honours super Mario



SPOT THE DIFFERENCE: Italian star striker Mario Balotelli sporting his distinctive hairstyle.

A WORCESTER Italian restaurant will be hoping to inspire its national team to footballing glory tomorrow with a quirky pizza.

Galleria Italiana, Friar Street, has paid tribute to the exploits of bad boy striker Mario Balotelli by creating a special pizza ahead of tomorrow's Euro 2012 championship final between the Azzurri and Spain in Kiev's Olympic Stadium.

The 21-year-old scored



TASTY: Sous chefs Chris Laurano, left, and Dave Hawes added a mohican stripe topping of onions to the usual Italian colours. Picture by Paul Jackson. **BUY THIS PHOTO:** worcesternews.co.uk/pictures/sales. 26075301

two goals to see off Germany in the semi-final on Thursday and in his honour restaurant owner Faust Mazzocchi has combined red peppers, goats cheese and spinach to represent the

Italian flag with a Balotelli-style "mohican" stripe of caramelised onion to top things off.

Mr Mazzocchi, aged 52, said: "I think he has been absolutely fantastic. "He has kept his cool

and played the game. If we win he has got a pizza waiting for him."

But he is predicting a close game, with the Italians taking the crown on penalties after 120 minutes of action.

reactive and relevant

The one that got away...



reactive and relevant

MailOnline

William and Kate send coffee and croissants to fans who have been camped outside St Mary's Hospital for a fortnight awaiting the new royal baby

By REBECCA ENGLISH ROYAL CORRESPONDENT

PUBLISHED: 12:11, 28 April 2015 | UPDATED: 21:38, 28 April 2015



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reactive and relevant

 #atenorforababy



statistics led



statistics led

Catchy title!

The Telegraph

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Politics Election 2015 Investigations Obits Education Science Earth W

HOME » NEWS » NEWS TOPICS » HOW ABOUT THAT?

British accent is more attractive than French, says survey

British accent is voted sexiest in the world, followed by American, Irish, Australian and French

f 1000 t 251 p 0 in 7 < 1K Email



The British accent topped a survey of the world's sexiest accents. Photo: Geoff Pugh/The Telegraph

Time Out Global Dating Survey

By Anita Singh

6:36PM GMT 08 Feb 2015

The British accent is the most attractive in the world, according to an international survey which shows French is no longer considered the language of love.

Britain came out ahead of American, Irish and Australian accents by a generous margin, chosen by 26.7 per cent of respondents. The French accent was relegated to a meagre fifth place (7.7 per cent).

Inhabitants of Sydney, New York and Paris are most likely to fall for a British accent.

However, when it comes to the cities with the best dating scene, London only ranked sixth.

Paris led the way, followed by Melbourne, Kuala Lumpur, Beijing and Chicago.

Related Articles

Top ten cities for dating this Valentine's Day 13 Feb 2015

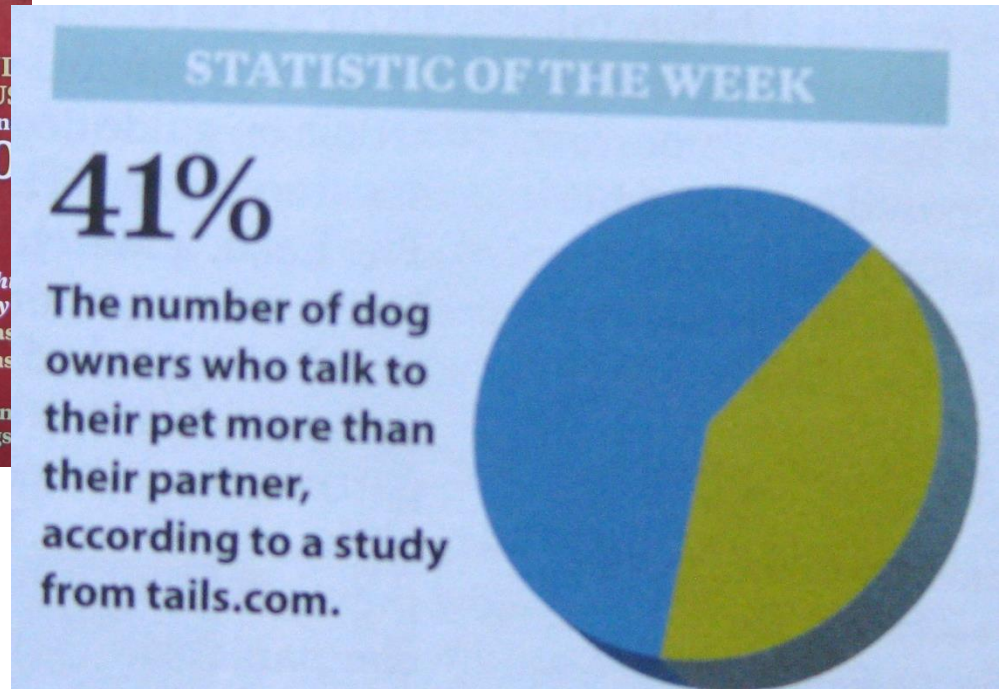
Watch: How to de-posh your accent 13 Feb 2015

attractive at 50, men at 20 Mar 2013

Sydney is the city with the happiest singletons, with 31 per cent saying they are "proudly single". New York is the opposite, with 45 per cent of daters describing themselves as "sad to be single".

The Time Out Global Dating Survey also questioned 11,000 people in 24 cities about dating etiquette.

statistics led



local story

Daily Gazette
MONDAY NOVEMBER 9, 2015 gazette-news.co.uk 65p

GET OUR SKATES ON!

26 Gazette Monday November 9, 2015 gazette-news.co.uk/pressroom

WOMAN

More women than men are now starting up their own businesses ...but they still need some support

By VANESSA MOON

Juggling a career with family life can be a struggle for many mums.

But figures show more women are choosing to launch their own businesses as a way of following their passion and as a solution to childcare. In fact since 2008 more women than men are starting up businesses in the UK, according to statistics, but there is a gap in income and investment.

Now one mum has become a founder member of a charter that aims to help businesswomen take their enterprises to the next level and fulfil their potential.

PR expert Amanda Ruiz, 45, explains: "We have joined the Charter for Women in Business to spread the word on how female entrepreneurs can learn the 'essential life-business skill' - AKA DIY PR! They just need to get over the lacking confidence part and then they can fly."

Amanda launched her first business in 2007 when she won a business competition to help get it off the ground.

Peruvian Knitwear, which manufactures and imports knitwear made in Peru, is still running to this day, but Amanda says her real passion lay in helping other businesswomen achieve their goals.

She came across Erika Watson, director of woman's business magazine ProWess, at a mumpreneur event at St Paul's in London, who was launching a Charter for Women in Business.

The Charter for Women in Business aims to be a code of practice, training and marketing tool for organisations that

of a growing number of founding members of the charter.

She says: "More women are starting their own business than men in the UK for the first time ever. These women are ambitious. Some 14 per cent want to hire more staff this year. With nearly one million women-led small and medium-sized enterprises in the UK that could mean around 140,000 new jobs, according to a government report.

"But women's businesses aren't accessing the same level of support and they are less likely to survive and grow than men's businesses. This charter is a practical initiative to close the gender gap through networking, supporting each other in a better way."

"Women's networking isn't as competitive an environment as one filled with men. Women seem to under sell themselves in business and as a result their talents go

■ PR expert - Amanda Ruiz

DID YOU KNOW?

SINCE 2008 the number of self-employed women has increased from just over one million to 1.5 million.

However the proportion of women-led businesses that are employers has dropped from 19 per cent in 2012, to 18 per cent in 2014.

In this time the self-employment gender pay gap has widened to 40 per cent, according to Office for National Statistics (ONS) figures for 2008 - 2015/ Small Business Survey 2015 / Guardian analysis of ONS stats, 8 March 2014).

Women-led small businesses contribute £70 billion of the £366 billion small and medium-sized enterprises make to the UK economy, Royal Bank of

Scotland estimates boosting female-led entrepreneurship could add an extra £80 billion to the UK economy. (Women's Enterprise Task Force report 2009)

Women are nearly five times more likely to mention family reasons for becoming self-employed than men.

A fifth of females chose to work as self-employed to help combine "family commitments/wanted to work at home" and employment in a flexible manner.

Men were almost twice as likely to say that one of the reasons they became self-employed was to "make more money" than were women. (ONS Regional Trends, Women in Business 2008)

unnoticed. The charter will bring together these women in a dynamic environment."

Amanda, who offers tutorials and mentoring for businesses online and around the world, says: "I know how much I love running my own business and helping others. I can work around my children, so what I love and contribute to the household. It is the reason many women start their own businesses and they are very resilient, have passion for what they do. They just need the support there to help them flourish."

The Charter for Women in Business is an initiative of ProWess, the online hub providing inspiration, information and support for UK women in business. For more information, visit www.prowess.org.uk

We have joined the Charter for Women in Business to spread the word on how female entrepreneurs can learn the 'essential life-business skill' - AKA DIY PR!



local story



6 page spread in May 2014 issue of Cambridge Magazine

Features Gretta Bredin who runs luxury B&B in Newmarket, Pavilion House

pavilionhousebandb.co.uk

AMANDA ruiz
the ultimate door opener

expert led



AMANDA ruiz
the ultimate door opener

expert led with the Top 5...

HUFFPOST BUSINESS

Edition: US ▼

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THE BLOG

14 Killer Tips on How to Network Effectively if You Hate to Network

04/14/2016 10:25 am ET



Like 122



Amanda Ruiz

PR Expert for EntrepreneursLoves mentoring, networking, masterminding and out of the box problem solving as well as consuming the news 24/7



Do you just dread walking into a packed room full of people smiling and chatting happily amongst themselves and you know that you have to put your best foot forward and introduce yourself at this essential event?

Do you go into a hot sweat and just wish that you hadn't signed up for this event. Would you prefer to be in the safety of your home office and not have to subject yourself to this kind of torture?

Are you guilty of going networking and clinging on to the one person you know and not 'work the room'?



AdChoices



amanda ruiz @amandaruiizuk · 8h

Hi @BobBurg thanks for the follow! Looking forward to seeing your interview on #BNOS



Bob Burg
@BobBurg



Following

@amandaruiizuk My pleasure, Amanda. Thank YOU. Greatly enjoyed your article! Fantastic summations!

LIKE
1



Expert led – your own column

How can I ensure I'm charging less while remaining profitable?

Dear Jo

I AM a stay-at-home mum who has recently started my silver jewellery company, selling on Etsy.com and at fairs. I have been multiplying my costs by three to arrive on a price but am concerned over margins as I'm cheaper than the High Street. How did you tackle pricing in the early days?

I ALSO started my first business from home and only stepped out to open a retail site once I knew the demand was there. I have to say this process took several years, not that you want to hear that, but building a brand takes time and patience.

Ask Jo



Jo Malone, joloves.com

Running your business from home has its pros and cons; it allows you to be completely hands on, but it's all-consuming.

My advice would be to dedicate a room to be a makeshift office where creativity can happen. I remember packing all my products into plastic boxes at weekends so at least I had

some personal space. Don't forget to keep a tally of all costs involved from electricity to printer ink, as this will dictate your margins and keep the accountant happy.

I think it's great to have a broad pricing range as it means you have a product for every type of consumer and with that everybody feels they can buy into your brand. Let's not forget the option of higher-value bespoke products. Do some competitive pricing and work out where you fit. Get out there and look, they may be selling a similar product slightly cheaper, but is it the same quality? I personally would never compromise on quality. You want to

create excitement about your product, not disappointment.

That said, don't get too excited and price yourself out of the market, or you will be creating an expensive hobby and not a profitable business.

Jo asks...

GARY Willcox, chief executive of Jo Loves, says: "This is very much a game where you work from two angles. One based on cost, the other on value. From the cost perspective the basic rule of thumb used is cost of goods doubled for wholesale and then doubled again for retail, and finally add VAT. Next you take your

product and you evaluate how much you believe your target customers would pay for it, and how much your competitors are charging for similar products. You then have two prices cost based and value based. From here you make a judgement call... remember it is far better to increase rather than decrease in price."
@JoMaloneMBE

Need help with a small business problem?
Contact Jo Malone at
askjo@standard.co.uk

profile

My office is also like a sanctuary

MY FAVOURITE ROOM

NHEN she is not working hard in her favourite room, Amanda Ruiz might be caught having a look out of the window at some of the wildlife visitors to her West Bergholt garden. But on the whole, the majority of the time she spends in the office, she is running her marketing and PR business.

We moved here quite recently and the first thing I did was paint this room a lime green because I love this colour and it encourages me to get things done.

I am mainly working when I am in here although one of the reasons I love this room, my office, is that it has a great view over the garden and I can see some amazing birds. In fact, right now, I can see a red-tailed woodpecker outside the window.

"I say the mum-of-two," she says, "social networking keep her feeling lonely when she is on her own and she enjoys being surrounded by the items she has collected on her travels."

It is not just a place I work, it is a sanctuary for me really. I have built up a really good set of contacts and friends here."



Amanda Ruiz - loves her office

I display the beads and then for when I run my own business selling knitwear. I still do that, but it is seasonal and during the summer months it is quieter and I can concentrate on the marketing side of things.

Having the mannequin in here reminds me of all those times we travelled together.

Photograph of grandma

3 My grandmother, Kate's maiden name was Dickens and her family helped found the well-known department store Dickens & Jones which was eventually bought out by the House of Fraser.

Picture: STEVE ARGENT 00778

I love this photograph of my grandma because I feel she is smiling down at me. She died ten years ago and I still miss her.

Bowl of beads

4 The bowl came from Africa and the beads were collected from all over the world. I loved the days when I was travelling, but now I have my children, who are seven and five, it is less easy to do that.

My husband is Peruvian so we still go back there maybe once a year. I was lucky enough to do so much travel between the ages of 15 to 30 and I am now in a more settled phase, being

Ark Rothko print

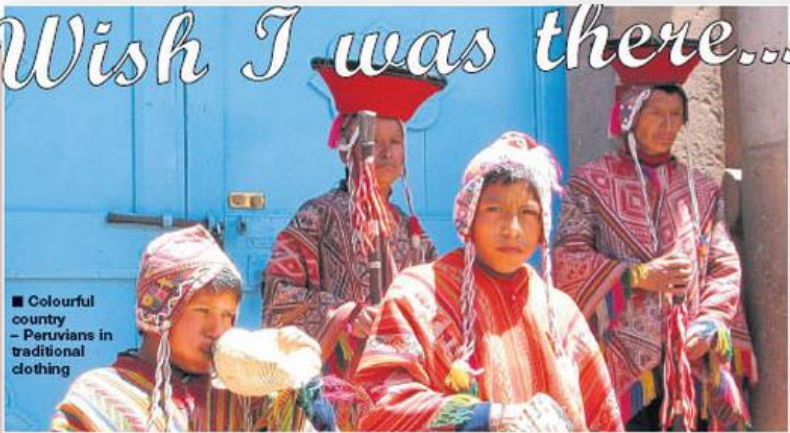
I LOVE this because it is a really bright pink colour and it complements the lime green on the walls. I really enjoy having bright prints on the walls, it is inspiring for me to come in here to start work. I bought the picture when I was living in London.

Large mannequin

This brings back really wonderful memories of the period of time I worked and travelled with my sister, Janet Coles. She had her own business, Janet Coles

Wish I was there...

■ Colourful country - Peruvians in traditional clothing



I have a penchant for all things Peru

AMANDA RUIZ runs her own successful PR business. She lives with her management consultant husband Manuel and children Felix and Nina at their home in West Bergholt. Amanda is also a retail marketing expert and runs the website promoteyourshop.co.uk which also helps retailers in Colchester improve their business. The well-travelled mum shares her globe-trotting adventures with EMMA PALMER

What or where is your idea of travel heaven?

"Going to a place where Spanish is spoken. I learnt Spanish when I was young and have ended up marrying a Peruvian, so to be able to go back to my husband's country is always a top priority.

Sounds like you really love South America?

"Funny enough, I am of a family where there are four siblings, and three of us have married Latinos! It must have been our upbringing being surrounded by foreigners when we were kids that

"Going to Dublin with a bunch of friends over New Year. They certainly know how to party!"

Where would you recommend for a staycation in the UK?

"Nice and close by I have discovered a wonderful luxurious bead and breakfast in a gorgeous chocolate box village called Dullingham near Newmarket. Find out about the guest house at www.pavilionhousebandb.co.uk"

What or where is your idea of travel hell?

as I was about to be collected by the taxi driver to go and discover the Atlas mountains."

Have you ever seen anyone famous on your travels?

"I once saw the boys from WestLife in India"

Where are you off to next?

"I think Peru is calling. This country has even inspired my when it comes to business."

"A few years after first visiting I decided to launch my knitwear business (www.hummshop.com)

No 2
Your 'Golden
Nugget'

'golden nuggets'



Peruvian heritage



Golden nuggets...



Britain's new world heavyweight champion Tyson Fury cooked up glory in the kitchen

TYSON FURY used to spar with his brother Shane in the family kitchen using tea towels as boxing gloves. Yesterday he returned to the UK as the new world heavyweight champion on the Pride of Rotterdam ferry.

By CHRIS MCKENNA IN DUSSELDORF

PUBLISHED: 00:03, Mon, Nov 30, 2015 | UPDATED: 00:07, Mon, Nov 30, 2015



Golden Nugget #3

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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

f Share t p g+ e 152 shares View comments 10

Heard the one about the swimmer who is scared of water? Well, growing up in Uttoxeter 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.

THE Sun THE SUN, A NEWS UK COMPANY

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SHAKING A SPLASH Olympic hopeful Adam Peaty was so scared of water he wouldn't even sit down in the bath... now he's favourite for GOLD

The 21-year-old now holds the 100m breaststroke world record and is favourite for Rio Olympic glory

BY MIKE RIDLEY | 2nd August 2016, 11:13 pm

Golden nuggets...

EveningStandard.

Business

Entrepreneurs: London start-up Emolument plots to become the TripAdvisor of pay

Emolument says its data can help redress the imbalance between employers and staff

CLARE HUTCHISON | Monday 30 November 2015 | 0 comments



As Leguay, a keen tango dancer and polo player, describes it, Emolument has a higher purpose than simply allowing us to nosy at other people's pay; it's a way to boost corporate transparency and empower employees.

No 3 Killer Headline

Killer headlines!



FOR IMMEDIATE RELEASE: July 13th 2016

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.

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.

x3 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!!

Write your own press release to make sure you don't miss out on the information we send you and have your say on what and what it means to your industry. If you don't have stats, add the quote from you or companies 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-

ESSENTIAL TOOLS

Don't forget to look at Twitter ...

#JOURNOREQUEST
#PRREQUEST

I have a sneaky cheat here so get in touch!

YOUR **FREE** PRESS RELEASE TEMPLATE

amandaruiz.co.uk/enterprise2017

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Thank you!



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AmandaRuizUK



hello@amandaruiz.co.uk