



## FREE PUBLICITY - 7 STEPS TO APPEAL TO JOURNALISTS

Get your business in the news. Discover the best ways to get media attention from Journalist, Editor and Copywriter Sarah Warwick of [www.BusinessSmiths.co.uk](http://www.BusinessSmiths.co.uk)

There are few things more annoying for a journalist frantically trying to finish a story on deadline than to receive a phone call saying, 'This is so and so from whatsit. Did you get my press release?'

Journalists get a huge amount of press releases from an enormous number of companies and unless you've announced something unforgettable, yours probably didn't stand out. Sorry.

But the good news for business owners is that the media is hungry for information, ideas and expert comment, so if you approach journalists in the right way, they will be pleased to hear from you.

**Do** find out who you should be talking to. On a small publication or website, it might be the editor, but on a big title he or she probably won't be the right person. It's worth emailing the general contact given for the newspaper, magazine or site first for guidance on a more specific approach.

**Do** have a good look at the paper, magazine or website. Does it cover your type of business? Sounds obvious? You'd be surprised how much PR effort is wasted on this fruitless activity.

**Do** think about how you can help. Is there a column you could contribute to? Are you an expert in an area and available for comment at short notice?

**Do** consider other approaches. For local media, can you provide prizes for competitions, which means you'll also get exposure for your business. Are you running a charity event or speaking at a local forum?

**Don't** send in news or a feature and expect it be printed verbatim. If you want this type of coverage, you'll need to pay for an advertorial. This can be expensive, but means your feature or news will be designed to look like part of the publication, giving it authority.

**Don't** just think trade and business publications. Consumer magazines need people to feature in their pages, so if your small business sprang from your being made redundant could you be an inspiring case study? If you make cushions, could your house be photographed for a homes magazine – with your cushions in it?

**Don't** forget to show off your press coverage on your website. If journalists see that you've been featured elsewhere it means another journalist saw a good story there, so why shouldn't there be another...

Contact Sarah at Business Smiths [www.BusinessSmiths.co.uk](http://www.BusinessSmiths.co.uk) for expert advice on your press relations.

Why not visit [www.BusinessSmiths.co.uk](http://www.BusinessSmiths.co.uk) for a range of FREE business resources and tips?

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