

Top Ten Tips to get you started in PR

**Do you wonder how your competitors get in their names and products into the press?
Do you know how to join them?**

- Whatever your line of business there is always a story to tell. Public relations or PR can win you free editorial coverage without incurring the tremendous costs of advertising.
- You need to write your news story so that it will appeal to your audience – potential customers/clients, manufacturers or the public etc
- A news story needs to be newsworthy. Preferably about something new – a new service, a new product, a new client, a company move or relocation etc.
- The story needs to be written in the third person, concisely and informatively without using too much technical jargon. You should write objectively (showing no affiliation with the company or product).
- Try to get your message across in the first few lines so the editor or journalist can see immediately if it is of interest.
- Include a quote from someone in the company that adds another dimension. Add your contact details at the end – so the journalist/editor can come back to you for further information.
- If you are snappy with the camera include an image with the release. It has to be very good quality and a high resolution to be considered worthy of publication. Don't forget to caption the image, otherwise it is useless.
- Now find and make contact with the newspapers and magazines and don't forget to include television or radio too. The Internet is a big help in finding the right contacts, but do make sure you do, otherwise your release could be wasted.
- Ideally set aside time every week to get one good release out per month. It is very important to drip through stories regularly.
- Keep your eyes open for the results! Remember to buy the magazine or newspaper to see if it's been published and you have been successful.

If you don't have the time or resource to do this regularly and would like more help, with PR give us a call. We'd be happy to get you started.

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