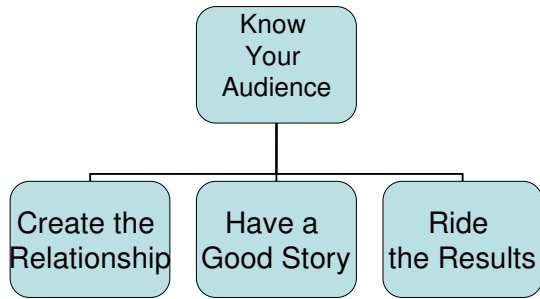


Tip for Building a Successful PR Plan



Know Your Audience

- Who are you trying to reach?
- What is your message – “story.”
- What media outlets cover your “story.”
- What formats do they use?
- Create a strategy for each “story.”

Create the Relationship

- Do your homework
- Make the connection
- Become the source
- Know the difference between exposure vs. news and exercise restraint

Have a Good Story

- Have a beginning, a middle and an end
- Create the unexpected angles
- Be creative in your pitch
- Good writing counts
- Know it backwards and forwards
- Follow Up

Ride the Results!

- Create the excitement – the buzz
- Monitor the news
- Piggyback Your Press
- Make the MOST of every placement

Great PR Resources

- *Feeding the Media Beast*
Mark Mathis
- *Full Frontal PR*
Richard Laermer

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