

7 Tactical PR Tips

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Public Relations is a puzzle: You have to find the small story that will fit into something larger.

Tip 1: Identify your buyer/decision maker.

Tip 2: Know where you fit into the news.

Tip 3: Tell a good story: Then challenge it.

Tip 4: Be the smartest person in the room

Tip 5: Persistence pays off.

Tip 6: Connect everywhere.

Tip 7: Become a news junkie.



Tip 1: Identify your buyer/decision maker.

- What is their title, their background, what/who influences their decisions?
- Where do they get their information?
- What problem do you solve?



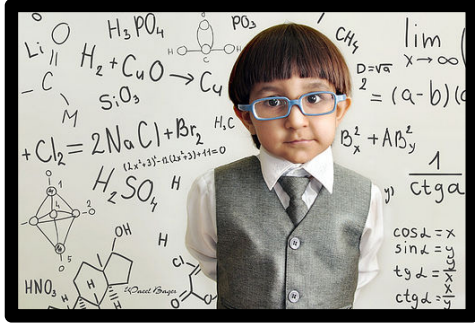
Tip 2: Know where you fit into the news.

- Content is king and context is its queen.
- How does your company, product or announcement fit into the news cycle?
- Be creative about where it might fit.



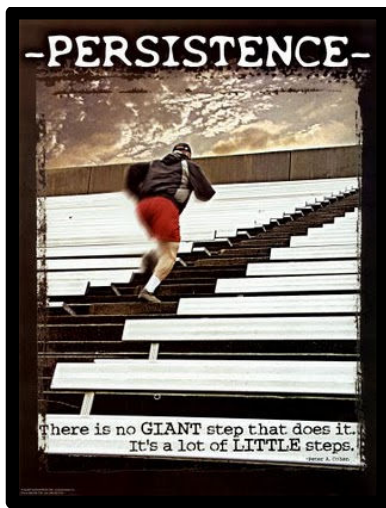
Tip 3: Tell a good story. Then challenge it.

- Envision the headline.
- Create a data-rich message pyramid.
- Practice challenge questions. Create Your Murder Board.
- Keep it short. Hemmingway said he based his prose on writing cables, the Twitter of the 20s.



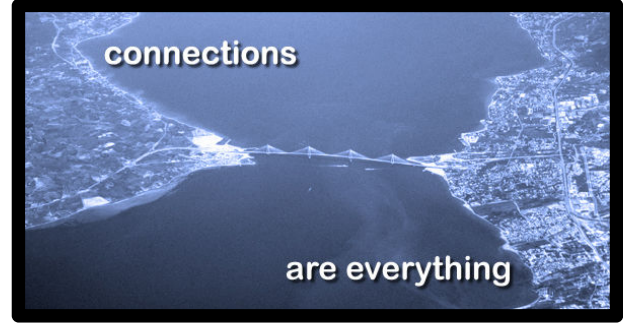
Tip 4: Be the smartest person in the room ... on your industry.

- Research industry publications.
- Know bylines of reporters and follow them (use your Twitter feed).
- Bring a third party perspective. Cite industry research reports (buy the report).
- Media respect data, insight and interesting people who are concise.
- Do not use industry jargon: Would a 9-year old understand you?



Tip 5: Persistence pays off when you're offering quality.

- News has relevance.
- Pitch includes new data.
- Timeliness matters. As soon as you have something to say, make the call. Don't wait.



Tip 6: Connect everywhere.

- Call the main number for the newspaper and ask to be connected. Many reporters also post their email addresses at the end of their articles, particularly online.
- See if reporter has Twitter feed/LinkedIn/Blog
- Secret powers in voice



Tip 7: Become a news junkie. It expands your mind and horizons.

- Critique the articles as you read. Critique starts with: What did the author set out to do? Did he/she do it? Was it worth doing?
- Read entire A & B sections and something else that's fun like entertainment & style every day. Get to know the reporters. Listen to radio news while driving.
- Imagine your story.