



#Hashtag Brand  
 Twitter Investment  
 Entrepreneur  
 Goal Business Network Blog  
 Sales Facebook Instagram  
 Exposure Free Media Coverage  
 Savings Ladder  
 Commercial Press  
 Recruitment Marketing  
 E-mail Information



Free  
 Media  
 Coverage

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# 1 Introduction

This document contains many ways to get free media coverage.

There are a number of Objectives for this:-

- More Leads, this will bring in income for you. This is a long-term strategy.
- Access to Media Citations, this allows you to use the Media organisations Logo, such as “As seen on CBS....” This is to build credibility and to allow you to get more Media coverage. This is an immediate strategy.

This is not a quick process; this is a long-term advertising and promotional strategy.

## 1.1 Ways to get free media coverage for your business

Love more media coverage for yourself or your business?

Discover 20 ways you can get free media coverage for your business.

How do other entrepreneurs manage to be featured in national newspapers and magazines, or become recognised industry experts?

Media coverage is a vital part of building your brand and expert amongst your peers.

Becoming a trusted commentator in the mainstream media is a vital part of achieving profile for your brand, and will bring sales and social followers too.

Many solopreneurs and start-ups do not know how to be noticed without paying a fortune to PR firms.

How do media journalists find you? We have to make it easy for them.

When you are in the media, you need to make the most of it when you get there.

If you are looking to raise your public profile, or hoping to get the word out about a new product, media coverage is one of the best ways to get your company noticed.

Getting press coverage is not a simple matter of firing off pitches and hoping for the best. Like all good things, successful media publicity is the result of hard work, and careful planning. You need to give yourself every advantage, make yourself appear as the go to person.

Journalists now [out number PR professionals five to one](#). In order to stand out in today's information-saturated world, you are going to need a plan, an advantage, and a point of distinction – one that will help you land the coverage you need. Here are five steps that will help you develop a strategy to get your company into the news.

An important part of marketing a small business should be gaining press coverage. Attracting media attention can be an art in itself.



Journalists get pitched every day, often multiple times a day. With so much coming at them, they have to make quick decisions upon seeing an email or press release.

Fortunately, there are some proven ways to get your brand in front of the media.

One of the biggest hurdles you are going to face is building an initial reputation. What you need is a kick-start. With zero customers, zero brand recognition and little in the way of capital you could use to bolster your image. You have to rely on alternative outlets and inexpensive tactics to give you early traction. One of the best ways to do this is by [getting your start-up featured in media coverage](#), but doing that is often easier said than done. This is where the Media Citation program comes in to give you access to the four biggest media logos on the planet.

## 1.2 The Benefits Of Media Coverage

Get your business covered, and mentioned, in high-profile news articles or other publications can be a massive benefit for your brand (ideally CBS, nbc, Fox and abc):-

### 1.2.1 Brand visibility and reputation

You get your brand recognised by a wider range of people.

You start being noticed as more of a major player or thought leader, especially if you are covered consistently over time.

### 1.2.2 User acquisition.

Your brand name can lead more people to your website and social media accounts, creating more user acquisitions.

### 1.2.3 Investor and partner interest.

In your early stages, you may also attract partners, vendors and investors to your start-up -- without having to hunt them down yourself.

The right people will be attracted to you, which you can then leverage off their networks.

### 1.2.4 Talent and recruitment.

Successful start-ups depend on successful teams, and your media exposure may help you naturally attract more talent to your business.

## 2 Ways to Get Media Coverage as a Start-up

### 2.1 Start With Your Story

[www.15Five.com](http://www.15Five.com) has a compelling story and strong core values that run through the organisation and its customer base. They openly share their philosophy as a way to understand their purpose and the problem they solve. <http://www.15five.com/about/>

What is the secret to landing press coverage? Doing something that will get the media's attention. Big-ticket stars use this tactic all the time. From celebrities to start-ups selling widgets, the idea is the same: the media want something that will get their reader's attention. Give it to them, and your chances of coverage will soar.

Your story is your chance to present your news in a way that is irresistible to the press. It is your *raison d'être*, your reason for existence.

Develop your personal story alongside your start-up story. This will help to give your company a face, and add a level of humanity, very important for making it into the news. Go beyond the traditional "why I started this business..." Be compelling. Show them what problem you are solving or what you are doing to change the world.

By developing a strong and compelling story, you will be off to a great start. Your story will lay the groundwork for facilitating media coverage. So spend some time on this and make sure your story is a good one.

## 2.2 Establish Goals – Reasonable Ones

### Month 2

- Complete the downloadable media kit and incorporate into current pitching process.
- Commence second-round of pitching / tweak story angles, if necessary based on feedback from first month of outreach.
- Secure 1 to 2 strong media placements.
- Continue pitching to secure content contribution opportunities.
- Secure 2 content contribution opportunities.
- Continue influencer outreach.
- Book 1 podcast opportunity.

Set your weekly, monthly, quarterly, and annually Tasks and reasonable Goals.

Focus on smart goals, not merely vanity metrics.

Set your objectives carefully, with the big picture in mind. They must be specific, they cannot be intangible. Set Income Producing Goals that will help you to reach your higher objectives: “Increase brand awareness by targeting well-known publications,” or “Alert potential customers to a new product by seeking coverage in niche publications that our target market frequents.”

Clearly defined objectives will help you to know at a glance if you are on-track, and will show you when you need to adjust your strategy. Use a spreadsheet to categorise everything, and build a tactical media list. Choose journalists and publications that you would like to have cover your company. Opt for outlets that will help you to reach your publicity goals.

Less is **always** more. You are busy and do not have endless hours to put into media outreach, so make your efforts count. At this point, it is not so much a numbers game as it is about the quality of your strategy. Two or three solid connections will far outweigh one foot in the door at dozens of publications.

## 2.3 Hacking the Press

### 2.3.1 Clever Ways to Get Free Press Coverage with Zero Budget

The process of [getting press coverage](#) sounds simple. Journalists are constantly pitched about new products and services, standing out from the crowd can be difficult.

If you are an established business, or just getting started, it has never too soon to let people know about your product or service. Choosing the best outlet to promote your business is only half the battle.

You should be able to get your start-up featured in the media - even if you have had no previous exposure. As you gain more notoriety and more popularity, it will become easier for you to work your way into higher-profile publications. This is what the Media Citation program is about, getting you instant credibility. Keep your brand visible and involved, and keep pushing the limits to force yourself into higher and higher circles. It is worth the investment in the Media Citation program to achieve this.

### 2.3.2 How To Get Free Press Coverage

There are two types of marketers:-

- The ones who believe that press coverage does miracles
- The ones who believe it does not work at all.

If you have never experienced the benefits of coverage by main media, you might fall into the second group but if you have, you know how beneficial to your business press coverage can be. So, how do you make yourself interesting to the media? This is a chicken and egg story. The Media Citation program breaks this apart and gets you that step ahead.

## 2.4 Attend Community Events Where the Press May Be Present

Local small businesses do wonders for themselves simply by talking with people and being part of the community. You can do this by, attending local community events and set up a booth. The press is usually at these events and being there is a good chance to acquaint yourselves with them and vice versa.

Keep an eye out for local events that are sure to attract media attention, and deliberately get your start-up involved. For example, you might sign up as a speaker for an industry event or convention, or you might volunteer your staff for a charity event.

If you want an extra chance to be noticed, keep your team brandishing your company colours, and consider making a formal announcement, such as one through a press release, to make your attendance known. You could even host your own local events to generate even more focus for your brand.

## 2.5 Be charitable

If you have a health or cause-related story, find the appropriate charity website and email their press or communications officer to offer yourself as a case history. You will get training and free advice too.

Be a benefit to your community, especially in times of need. Help organise or contribute to charitable drives. Get your name and your business's name out in the community attached to something other than your business. When the press covers these charities, they will often mention who is involved in helping. Getting your name on that list gets the media's attention — and the community's too.

## 2.6 Build the Perfect Pitch

Send out a press release, a short description of what you do or who you are. Keep it short and simple. Describe your business as though to a friend who speaks very little English (keep it at the level of a 12 year old).

Include one special fact. You might say, "I help people get onto the property ladder." Now add in another fact that makes you unusual. "All 17 strategies are online and available for life."

Add a good quality picture of a an aerial photo of a suburb, your price range, web and social media details, list of stockists, and a contact name and number.

In the subject line, use a "news peg" – a topical or time-sensitive headline. Such as "Can this really get me into the property market this year?". And there you have a short, clear press release.

### 2.6.1 Start the Hunt for Media and Reporters

After you know where you stand and what your message is, the next step is to start the hunt for media and reporters. If there is some really important news around you, reporters will find you but since this is highly unlikely to happen to the average company, you need to be pro-active. For a start, think of which media you want to conquer ([local](#), national, newspapers, magazines, TV shows, etc.) and establish contacts with their reporters who are responsible for news in your niche.

You need to research and understand the right media outlet and the right journalist. Contact local media such as glossy county magazines, and B2B titles as well as national media. National journalists often follow up stories in local newspapers or on news sites.

Maintain your own updated roster of media outlets, reporters, and other contacts in the media industry. Break the lists down to include lists of local and regional sources and another that is industry specific. And write notes so you remember details about how to reach certain people or stories they tend to cover.

The biggest problem with most media pitches is that they are mismatched with what the publication, show or individual journalist covers.

Every media outlet has a style all its own based on its audience. Even if they cover the same news, different media outlets will cover it from different angles. Journalists may have specific "beats." Therefore, not only does your news have to match, but your angle

has to match, too. You can only learn these nuances by reading, watching or listening to the media outlet repeatedly.

### 2.6.2 Crafting The Pitch

Craft the right pitch for these audiences. One media mention can convert into longtail exposure for you. It is essential to look at the news from the media's perspective, will it be exciting to them. If a journalist responds to your online contact or press release, only offer what you can. Ask if your business will be mentioned with a weblink.

Take a helicopter view, and try to imagine a headline that your customer would **want** to read. This will help you to craft a pitch that will be more likely to capture the writer's attention.

This is where the relationships that you've been building with the press will come into play. Before you pitch, it's important to ask permission, or to learn how the journalist prefers to accept pitches.

Ideally, you won't even have to pitch at all. You will have built rapport over time, and from there you'll have a good idea about what type of stories they cover. You'll be able to ask if you can share some news that you believe they'll be interested in. If you've done your homework right, you'll be met with open ears.

If your news doesn't have a built-in story – create one. Coordinate an influencer campaign to generate excitement, and use that momentum to justify a press mention. Or adjust the angle of the pitch so it will be appealing to the journalist in question. For example, if the writer typically covers business success stories, be sure to highlight this aspect of your story in your pitch.

### 2.6.3 Avoid Buzzwords and Tech Jargon

Every business has words and terminology specific to them. But most times, no one else really understands these buzzwords or wants to hear them. It's hard for journalists to write about your new tech product if they don't even understand what it is or does. Use plain language that clearly explains it.

### 2.6.4 Use Bullet Points in Pitches

The media loves information that's easy to digest. Pitch your story with some quick-hit data and facts that can be easily consumed by the audience. Use stats — but not too many — and quick tidbits in bullets to get your points across.

### 2.6.5 Don't Overhype

Creating a false sense of urgency won't get you much attention. Like the boy who cried wolf, over-hyping a story could cost you credibility in the future.

## 2.7 Dealing With Journalists

Make it easy, simple and fun for a journalist to work with you. A positive working relationship will turn you into a preferred contact, and make you first port of call for stories about your industry or special interest in the future.

Before we get into the ways of getting free press coverage, a word of warning: yes, there is too much exposure and it can hurt. This is why, before you learn how to attract media attention, you need to learn that measure is key. If you are constantly in the news without being newsworthy, this will harm you because people won't be interested in you even when there is real news about you. So, don't imitate Z-list celebrities that get coverage on a daily basis because soon you might end into the Most Hated list instead.

Very often reporters aren't that difficult to get in touch with. However, it pays to get familiar with their work and style first and then contact them. You can watch/read their previous work to get an idea about their style because it might turn out their style isn't what you are looking for. As for the ways to contact a reporter, very often publications list their reporters' contacts, or they are available in the article/video. If this doesn't help, you may want to search for the reporters of interest to you on social networks and contact them there.

### 2.7.1 Start Connecting With Journalists:

**Follow Them on Twitter** – Most journalists can be found on Twitter; [almost 60 percent](#) have a Twitter account. So follow them, and engage in conversations about day-to-day life, a TV show they're live tweeting, a sports event, or their daily coffee shop visit.

### 2.7.2 Reach out to individual journalists.

Alternatively, you can identify and work with individual journalists to get your start-up featured in a story. This could be good if you're looking for a more in-depth piece, like an interview, or if you want a regular contact with whom you can work for all your company's future announcements.

The tough part here is finding a willing journalist. So, start by researching some of the major publications in your industry and reaching out to individual staff members (you can usually find their contact information on the publisher's website or on LinkedIn). PR companies often specialize in establishing relationships with journalists for such purposes.

If you're the DIY type, [here's a walk-through](#) on how to identify and pitch journalists your story.

Don't hound or twitter-stalk the journalist if they don't get back to you – they will if they can or want to.

### 2.7.3 Tweet @ Them

Twitter is great for making connections with journalists. Follow journalists on Twitter. And tweet at them if you have something relevant to say, by including their @handle in your tightly crafted pitch tweet. If they're mobile-savvy reporters, they'll likely get a notification on their phones. Knowing that, you definitely don't want to overdo this.

#### **Connect With Them or In-Mail Them on LinkedIn**

Some writers prefer LinkedIn. If the writers you're targeting are on there and the timing seems right, pick their brain about how they prefer to be pitched. Ask them what type of stories they look for and how much notice they prefer to have when covering your news or announcement.

#### **Connect Locally**

If a journalist is local, it's important to connect in-person. On a local level, attend events, conferences, or trade shows to get some face time.

#### **Make Their Life Easier**

A great way to connect with journalists is by making their life easier. Help them with a piece they are working on, one that's unrelated to your company, by referring them to a business or product that you know of. [HARO](#) (Help a Reporter Out) is an excellent resource.

One major win we recently secured was due to diligence in pursuing connections *before* pitching. Our Director of PR found a female reporter who fit our client's demographic, and started following her on Twitter. She began engaging with her over things they had in common for several months. Only after establishing a connection did she pitch her. The reporter gave us an email that put us in touch with the right producer, and four months later our client secured an incredible interview that sent their website traffic skyrocketing!

Never underestimate the importance of connections. Take the time to connect with journalists on Twitter, LinkedIn, Facebook, or in-person. Introduce yourself, and establish a connection. You'll have much better results than cold pitching.

#### 2.7.4 Build Rapport With Journalists BEFORE You Need Them

Hey there -  
I was just wondering if you accept any pitches or angles for consideration for your pieces you contribute to Inc.?  
I represent a number of venture backed startups and I have two in particular that I think may interest you. One in recruiting technology – the other in employee feedback/leadership.  
Would you be open to a few bullet points on what they do?  
Thanks for your time Minda. Look forward to hearing back from you.  
Crystal

From: Minda [redacted]  
Date: Thu, Mar 13, 2014 at 5:00 PM  
Subject: Re: Hi Minda - quick question!  
To: Crystal [redacted]

Sure, a few bullet points would be great.

Best,

Minda

Short and straightforward questions to writers and journalists are best. Before sending this email, Crystal made sure that the writer covered this type of content first and that she was offering her help, as opposed to giving her more work.

Would you walk up to a complete stranger and ask for a favour? Most of us cringe at the thought. But what about asking a friend for a favour? Less pressure, right?

When pitching to the press, it's the same thing. By pitching to journalists, you're essentially asking them for a favour – to cover your company. But without establishing a rapport ahead of time, you're just asking strangers for favours.

Journalists are people too. Before you start pitching to them, it's important to engage with them ahead of time. In fact, [sixty-four percent of writers think that it's important to establish a personal connection](#) before pitching. Ideally, you should start connecting with them long before you need them, and at the very least, two months before you pitch.

Successful media outreach is all about relationships. Your best chance of coverage will hinge directly upon your relationship with the writers in question. Since you know them, it will help you to pitch news that they're actually interested in. And since they know you, they'll be more inclined to read your pitch.

### 2.7.5 Finding Media Who Will Cover You

I have found the best way to get covered by newspapers is to first find the reporter who handles stories like yours. Read through the paper's web site. It usually tells which reporters are assigned to particular topics (like the business editors or technology reporter). Many papers give reporters wide leeway in what stories they cover. Call the reporter and deliver a short, too-the-point message on why you have a story THEIR AUDIENCE would find interesting. Get to the juicy, memorable part first.

Follow up quickly with a press release, question and answer page, and a bio about your business history (sometimes called a backgrounder).

This same strategy works well for getting covered in magazines, industry journals, and on major web sites. Use search engines to find articles on topics that match your business. Look up the article, find the author's email address, and suggest another related story that, of course, includes your business or expert information. This often works surprisingly well to generate PR for you.

ProfNet.com has a service where journalists and writers can post topics they are trying to get information on. As a business or non-profit, you pay \$50 to \$100 per year to see these posts. You multiply your chances of getting covered by ten when you respond to a reporter with good usable info.

Magazines often post a list of subjects they will be covering from one issue to the next throughout the year. This is particularly true of industry publications.

### 2.7.6 Reach Out, Don't Pitch

Forty-four percent of journalists [get pitched a minimum of twenty times per day](#). The best way for your start-up to get into the press is by **having an amazing company story**, one that will help you to stand out from the crowd.

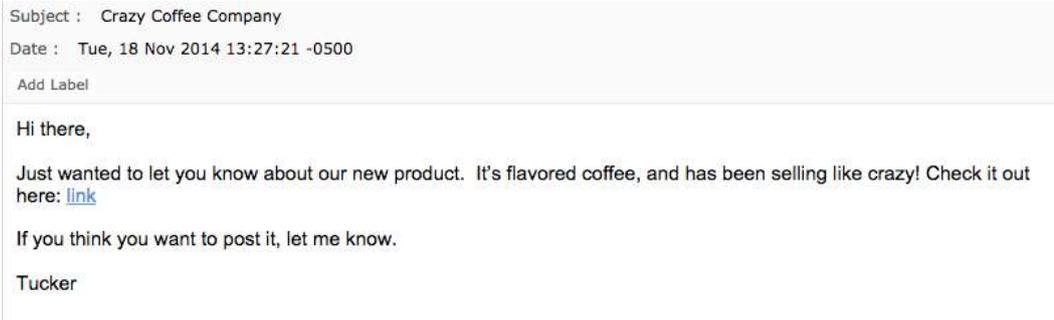
You'll find that if you send out a generic email, you probably won't get a response. You're looking for a long-term relationship instead of quick-hit story coverage so that you can reach out to them every time you have a new product.

There's a few things you can do to almost guarantee a response.

- Have a strong email subject that gets their attention and makes them want to open your email immediately. Avoid things like using all caps.
- Include a phone number they can reach you at in case they have any questions.

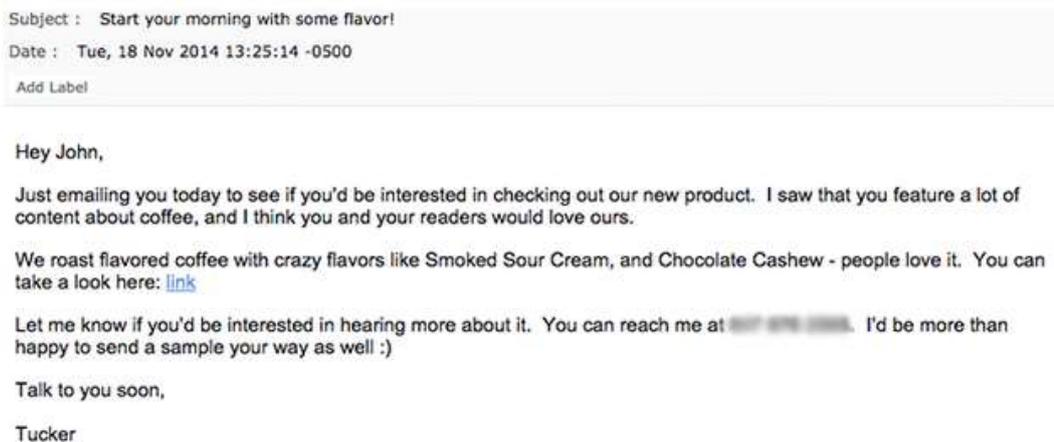
- Offer a product sample, even if you have to pay for it.
- Add some personality to your email.
- Follow-up after a week if they don't respond.

Here's an example of a generic email. Try to avoid something like this.



It's obvious that this is a copy and pasted email, or that the person reaching out has no interest in forming a relationship.

Here's an example of the same email, but reworked to get more attention and to start a long-lasting relationship.



Don't be afraid to go out of your comfort zone when you're reaching out. In fact, push them for an answer.

There's a line between being a go-getter and an annoyance. It may be the wrong timing for your story or there may be some other reason for lack of response by the journalist. Don't cost yourself an opportunity for coverage in the future by being pushy or obnoxious about your current pitch.

### 2.7.7 Invest in Your Relationships with Reporters

Reporter relations are one of the major assets for any PR practitioner. What is more, today's reporters are tomorrow's Editors in Chief and it pays to be on good terms with them. For instance, it always helps when you are being interviewed to provide useful materials to the reporter he or she can use later because this way you are making his or her work easier. You can also send follow ups - this also helps to maintain healthy relationships with the press.

### 2.7.8 Let Them Know You're an Expert

Every three months send an email indicating you are an expert and available for media interviews. Being quoted gets you and your business recognized in your field. Editors sometimes save these emails if they should need a source. Also, create a page on your website that identifies you as an expert on certain topics, so editors can find you through Google.

### 2.7.9 Be Easy to Reach

Nothing is more frustrating than an expert source who is hard to reach for an interview. Journalists work under tight deadlines. Be easy to reach by phone. Put a phone number on your website for media inquiries. Return calls immediately. Oh, and if you're working with a PR pro, you need to respond to your PR rep who is trying to set up the interview for you. I've lost track of how many times PR reps say two days later they still can't reach their client! If you're not easy to reach, you won't be contacted a second time by that journalist or media outlet.

## 2.8 Do Your Homework

It might sound obvious that in order to be covered by media, you need to be something. There are so many companies and individuals out there that if you aren't standing out in some way, you are not newsworthy. This is why you need to position yourself properly in your niche - think what is special about you and what makes your company unique. Also, come with a clear message - a short and to the point one. For instance, if you create affordable sites, your message could be, Affordable sites ARE professional or something similar that stresses you are not expensive but this isn't because of poor quality.

## 2.9 Press Releases

### 2.9.1 Always Celebrate Major Company Events with a Press Release

Reporters aren't lazy but they certainly appreciate when news lands in their inbox. This is why, when you have a major news to report, don't be shy but write a press release about it and send it to the media on your list. You could even invite reporters to your premises for an interview. However, be careful that you correctly identify what a major company event is - a new product release, a new office opened, etc. Don't spam with press releases about insignificant events because this could easily make you a persona non grata with the media.

### 2.9.2 Create a “Complete” Press Release

A press release today should include everything a reporter would need to write or produce a story about your business. This includes your logo, product images, screenshots, executive headshots, videos, links to online demos or free trials, and social media profile links. Also, provide facts and figures about your company including how many customers you serve, your markets, and where you have offices. The more complete your package, the more likely you are to get coverage.

### 2.9.3 Submit a press release.

This is the fastest, and some may argue easiest, way to get media exposure for your brand. The first key (and biggest challenge) is to find a newsworthy event for your start-up. If you're literally starting up, you could do a piece about your launch; otherwise, you could write about a recent funding round, a major milestone or a big event coming up for your company.

Through a platform like [PR Web](#) or [PR Newswire](#), you can submit this press release to thousands of potential news platforms at once, some of whom will inevitably pick up and publish your piece. Press releases probably do little (if anything) for your SEO, but they can have a positive impact on your branded search results, helping with online reputation management.

### 2.9.4 Comment on Breaking News in Your Area

After you have established a contact with reporters in your niche, when a major event happens, consider sending them an email or calling them with your point of view about the breaking news. If you are a real pro, reporters will be happy to quote you as an expert on the subject.

This way you are maintaining your contacts with the media and you are also maintaining your public image as an expert. Alternatively, when a major event happens, you can also comment on blogs in your niche - this also helps to build your reputation as an expert.

One practical hindrance could be the lack of news or more precisely the fact that you learn about the news long after it isn't news anymore. If you don't have the time to monitor



news in your niche, consider using the free Google Alerts service. Set alerts with your keywords and Google will mail you every time a piece of news matches your criteria.

## 2.10 Social Media

### 2.10.1 Make Your Social Media Profiles Outstanding and Easy to Find

If you are really newsworthy, reporters will be finding you, not vice versa. In order to make yourself easy to find, you need to create public profiles on social networks, such as [Facebook](#), [Twitter](#), G+, LinkedIn, etc. and allow people outside your network to contact you.

### 2.10.2 Be hashtag-savvy

Follow journalists who write for your preferred media outlets online. Look out for #journorequest and #prrequest to find out what stories are being worked on, and where you could reasonably pitch yourself. Before you reply though, check out the user's bio.

Some may be students working on an assignment – help them if you have time or want practise, but don't expect exposure. Likewise, new bloggers may not have enough followers for you to get any noticeable response.

Always ask them what publication they are writing for, and on what time scale. If you are happy, only then should you go ahead and offer to help. Remember your time is valuable too.

### 2.10.3 Engage on Facebook

Search specific groups on Facebook such as Feature Me! where journalists look for personal stories with an emotional angle (and may offer fees).

Find media with active Facebook Pages. Share their stories. Comment on their Facebook posts. At the very least, you'll get some attention from their audience. It's also a good way to get the outlet's attention. Remember, a lot of reporters have their own Pages, too. Be sure to Like and engage there, too. It's a great way to get attention.

### 2.10.4 Stand out on social media through a strong content marketing campaign.

Many modern journalists and media publications look to social media as a source of material and inspiration, so if you can stand out there, you'll have a far higher likelihood of getting featured in some capacity. Publish content regularly as part of a [strong content marketing strategy](#), and engage with influencers and others in your industry to build a loyal following. From there, almost any announcement you make (or content you publish) will have more visibility.

## 2.11 Start With Blogs of Media Outlets

Some outlets have outlets of their own. For example, TV stations and newspapers often have blogs on their websites. While it may be difficult to get your business in the New York Times right out of the gate, perhaps you can get covered in one of its blogs by connecting with the bloggers. And you can still technically say you were covered on the New York Times website.

### 2.11.1 How to Find Top Bloggers and Influencers

You can leverage the power of Google to make your life much easier when hunting down sites to contact.

By simply doing a Google search for sites related to your product or niche, you'll be able to find blogs, journalists and influencers that can get the word out about your product.

These blogs and influencers are extremely valuable, as their readers and followers are all potential customers.

According to a study from Nielsen, [92% of buyers](#) trust recommendations and products from people they know, and 70% trust opinions and reviews they find online.

Here's some of the best search strings to use:

- top X bloggers
- blogs like X
- X product reviews
- X influencers
- X product influencers

You'll want to grab as much information as you can. Anything from a contributor's first and last name, to their email address, to where they live—all of this can be useful.

Be sure to check out some of their recent work as well, as it's always nice to mention that you like their work when reaching out to them.

Don't want to do all the leg work? Try hiring someone from [Fiverr](#) or [Craigslist](#) to do it for you.

Alternatively, you can use a resource called [Press Farm](#) that is a compilation of over 250 individual's contact information for companies like [Business Insider](#), [Forbes](#), [Mashable](#) and many more.

## 2.11.2 Product Blogs to Jumpstart Your Business

One certain way to get press coverage is to be featured on a blog that specifically writes about new or interesting products.

Blogs like [Uncrate](#), [Outblush](#), [Cool Material](#), and [Supercompressor](#) are all great places to reach out to.

Here's a list of product blogs that all have been successful in driving traffic and sales to online stores:

<a href="#">Uncrate</a>	<a href="#">Outblush</a>	<a href="#">Cool Material</a>
<a href="#">Supercompressor</a>	<a href="#">Thrillist</a>	<a href="#">Fancy</a>
<a href="#">Gear Hungry</a>	<a href="#">Gear Patrol</a>	<a href="#">The Needs</a>
<a href="#">Cool Hunting</a>	<a href="#">The Manual</a>	<a href="#">In Stash</a>
<a href="#">The Awesomer</a>	<a href="#">Shut up and Take My Money</a>	<a href="#">I Waste So Much Money</a>
<a href="#">Wanelo</a>	<a href="#">Bless This Stuff</a>	

Because these are all curated to a certain style, getting your product featured can be a bit difficult. You'll want to go through these blogs and make sure that you have [product shots](#) that match their aesthetic.

Sometimes its seemingly impossible to track down the people who curate these blogs. So how do you get in touch if there's no obvious way of contacting them?

Be inventive in your approach.

- Use Google to find out if the blog is working under another company. For instance, Uncrate works under [Zombiecorp LLC](#). Contacting them directly is a creative way to get past all of their regular contact submissions.
- Perform a [WHOIS search](#) to find out the owner of the domain name and contact them through the email address listed there.
- Find businesses that have been featured on these blogs, and contact them directly to see if they can provide any contact info or insight into the curation process.
- Find one of the writers on LinkedIn and send them a connect request. Make sure you send them a custom message that's not too long.
- Send them a Facebook message if you can find their personal profile. Don't be pushy with this one though—some people prefer to keep their Facebook profile private.
- Tweet at them directly, as well as the company or blog they write for. [Followerwonk](#) is a fantastic service that will help you dig into this information.

- See if there is a phone number that you can leave them a voicemail at. Use this one as a last resort, and make sure to make it quick and concise.

## 2.12 How to Get Press Coverage by Bypassing Traditional Methods

Getting traditional press coverage can be an extremely difficult process. Often, journalists and editors are overloaded day and night with pitches.

Every day there are thousands of press releases sent out. No wonder its hard to get noticed.

Because of this, contacting blogs that are targeted to your niche, rather than pitching your product to a traditional news outlet can be much more effective, and is a much less saturated area to tackle.

Quite often, you'll find that blogs have a page for you to submit product tips. As an example, take a look at [Mashable's Submit News](#) page. You can use this to your advantage.

Best of all, it's **totally free**.

## 2.13 Using Social Community Forums to Your Advantage

For immediate traffic and potential sales—you can use different social news platforms to your advantage.

These all have very active communities and are often where journalists look when they want to be the first to break a story on a new business, or product.

Here's some of the most popular ones that you can submit your product to:

- [Product Hunt](#)
- [Reddit](#)
- [HackerNews](#)

Reddit is by far the easiest to use in order to get your product in front of potential buyers. It's enormous, and gets over [5 billion page views per month](#). It's a great way to get feedback on everything from store design to product pricing and everything in between.

Be sure to checkout a few subreddits that are full of new, cool products. Take a look at [Shutup and Take My Money](#) as a starting point.

Another option is to take advantage of how inexpensive it is to advertise on reddit. You can get extremely [targeted advertisements](#) for as little as \$5.

## 2.14 Your Intellectual Property

### 2.14.1 Regularly Release Useful Information for Free

You might not be a news source but you can be the source of tons of useful information the media will gladly quote. Some suggestions are to release poll results, reports, market research, case studies, tutorials, videos, and any other material you deem useful and send it to the media for free. Not every media will quote you but even if one in ten do, this is a great way to get some free press coverage.

### 2.14.2 Create a Gallery of Publications about You

A gallery of publications about you, preferably in reputable newspapers/magazines in your industry, is a great bait to show to reporters who are still not certain you are newsworthy. You can create such a section on your site and point reporters to it. However, always ask for permission from the media to list their publications about you. Alternatively, you can include only links to such publications but from time to time don't forget to check if the links are still working.

### 2.14.3 Promote the Articles/Videos about You

Getting into the news is awesome but if you want to amplify the effect, you need to promote the publications about you. Always promote the articles/videos about you among your partners and followers! If you manage to drive lots of traffic to them, the reporters will be happy and will consider you a popular topic to report about again.

### 2.14.4 Create Research

The media is always looking for facts and statistics. If you collect any data in your business or have observations about facts and figures in your industry, compile it into a research report or index. Update it monthly or quarterly, and issue a press release around it. One of the ways that Barbara Corcoran, the multimillionaire investor on Shark Tank, got publicity for her business early on was through compiling statistics into the Corcoran Report about New York real estate.

## 2.15 Measure Your Success

Last but not least, your free press coverage includes metrics. You need to know how all this coverage affected you and your business. Did you get more traffic, new leads, new partners, etc. as a result of the free press coverage or not? Which channels proved most efficient? These are all questions you need to find the answers to because even though free press coverage is great, it might turn out you are doing it out of sheer vanity and the positive results on your business are not worth the time and effort.

Free press coverage can be a huge help to you. The tips in this article are just the tip of the iceberg and there is much more to learn, if you want to be a media star. However, for a start even these simple tips will help you to get the most out of free media coverage.

## 2.16 Expanding To Radio

While you have your media materials in hand, call local talk and news radio shows. Speak with the host or producer. Explain what is interesting about your information and, again, follow up with your release, Q&A, and bio.

The same strategy can work for getting you on top radio morning shows. Radio comprises well over half of all the media outlets in the US and many other countries. Don't over look it.

As you get media coverage, collect quotes from the media folks who have worked with you.

"Jean kept the phones lit up for an hour" KXXX San Diego, CA

"Interesting information every home owner should know." The Daily News Canton, OH

Build your list of stations and publications your business has been featured in. Include reprints when possible. Media folks love to cover stories and feature experts who have already been successful elsewhere.

Stay in touch with media who cover you. Send a handwritten thank you note to editors, reporters, and on-air personalities. Make sure YOU are the expert they think of when your topic comes up in the news throughout the year.

## 2.17 Newsjacking



This is a risky move, but it could help you generate more attention for your brand. There are a few different ways to newsjack an existing story, but all of them share a common theme: taking advantage of the popularity of a previously existing story for your own benefit. For example, you could do a write-up on your start-up's opinions about a given news event, or jump on the bandwagon by taking action in line with or against a major company action covered in the news story. This type of move could get you featured in follow-up pieces.

Inserting your business into a breaking news situation — albeit indirectly — can have great (or disastrous) effects. There are low-key ways of newsjacking, though. Think, if there's an unbreakable heat wave and you run an HVAC business, it'd be a perfect time to lend an expert voice to any news story.

## 2.18 Email Subjects:

- Quick request
- Have you heard about [name of your product or company]
- Hey there! Just trying to connect
- Hey [their name]—check us out!



### 2.18.1 Email Scripts:

Hey [name]!

Just emailing you today as I saw your most recent post about [subject related to yours]. I'm a huge fan of your work, and was wondering if you would be interested in learning more about our product.

I've started a business selling [product] and it's been selling like hotcakes. You can check it out here [link]. So far, people love it.

If you'd be interested in hearing more about it, let me know. You can reach me at [number] if you have any questions. I think your readers would love to try our product as well.

Let me know what you think. I'd be more than happy to send a sample your way as well :)

Talk to you soon,

[your name]

[contact info]

[website url]

Hey [name]!

Trying to reach out today to see if you'd be interested in checking out this new business I started. It's called [name] and we sell [product], which is [description]. So far, people love it!

I think it would align well with what you've been writing about at [blog name] - we'd love it if you were the first to break the story. What do you think?

If you think you'd be interested in hearing more, let me know. I'd be more than happy to schedule a time to chat, and would love to send a sample your way.

Cheers!

[yourname]

[contact info]

[website url]

My name is [name] and I'm emailing you today to see if you'd be interested in writing about my new business, [business name]. We sell [product] to add an extra bit of [pun] into your day.

[website url]

I think some of your readers would love to hear about [your product], what do you think?

I have tons of high quality pictures and more information if you need any. Can also send some samples your way!

Looking forward to your thoughts.

Cheers.

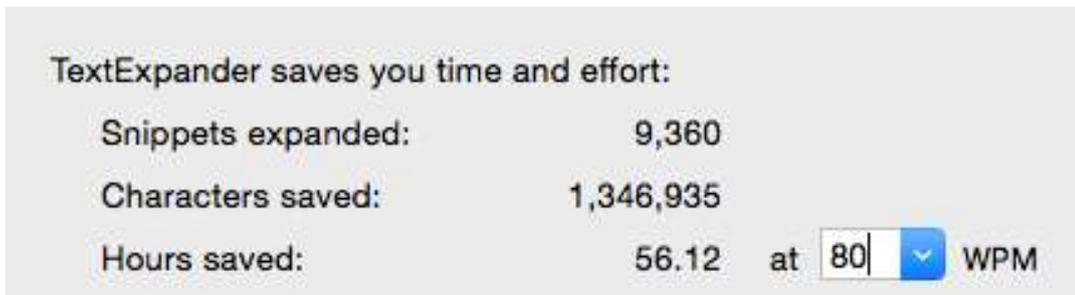
[yourname]

[contact info]

[website url]

## 2.19 Hint

Want to make this process way easier? Take a look at the app called [TextExpander](#). It lets you paste frequently used text, images and links by simply using an abbreviation. I've been using it for a while. Take a look at how much time I've saved by using it:



## 2.20 The Snowball Effect

Now that you've reached out to these different areas of the internet, you'll find that things will start to snowball.

If you've been featured on any product blog at this point, chances are the others will take note and will also feature your product.

If you make enough noise, you'll get larger news outlets reaching out to *you*.

Many businesses will have a section on their storefront that showcases where they've been featured. This is a highly effective way to [create social proof](#) which builds buyer validation and trust in your business.

## 2.21 Choose Email Over Phone

Today, media pitches should go through email. Avoid the temptation to call, unless you have a very specific question. Voicemails take more time to listen to, and can be hard to forward to the right person. Busy editors will simply hit the delete key on their phone if faced with a long voicemail with garbled words.

## 2.22 Target Regular Features

Does the media outlet have a regular feature? You can practically schedule your story to run in a print or online publication if you spend a little time to discover regular features where your company's story would be a perfect fit. Media outlets are always looking for subjects for these regular features. Search for editorial calendars, or follow their Twitter feed to spot recurring features.

And be sure to follow any instructions for that feature. For instance, here at Small Business Trends we do a weekly small business spotlight. But you'd be surprised how many people don't bother to look at the Contact page for how to submit a business for consideration. Instead, they send around general email pitches. In all likelihood their email is never seen by the editor responsible for that feature.

## 2.23 Take Advantage of Freebies

A lot of news and trade news websites offer free events calendars or free listings of resources. Get any special events or information on these listings.

News outlets hosting these listings are usually following them in case they need to fill news and feature holes in their coverage. A well-written and comprehensive listing of yours may grab their attention and lead to a story.

## 2.24 Invite the Media to Your Special Events

Never forget to invite the media to any special event you're hosting. Customer appreciation day, company anniversary — whatever. Give them easy access and always remind the press that you're available to speak to them on any press release you issue. At an event, hold special times where you can address the press or they can ask you questions and get information.

## 2.25 Offer Exclusives (Sometimes)

If you operate your business in a competitive news market, offering an exclusive to one outlet may be a benefit. Press outlets in competition with each other are always looking for ways to get a leg up.

Be careful, though. This plan could backfire and those you didn't offer the exclusive to may feel jilted.

## 2.26 Don't Brag About Other News Outlets Covering Your News

Would you invite people to a dinner party and tell them you're serving leftovers from the dinner party the night before? Don't send a pitch email that brags about all the important news outlets that have already covered your news. It's like telling the recipient he or she is second string.

## 2.27 Offer Review Products But Not Gifts

For companies with products: get to know the journalists who do product reviews. Contact them and offer a demo, trial or temporary review copy of your products. Do not offer free products or send gifts to journalists, however, as that could violate ethics rules of their employers.

## 2.28 Send Bulky Mail

Sometimes snail mailing a package with an inexpensive swag item and a personal note helps build relationships with journalists. Do not send anything expensive. Many media outlets have ethics rules prohibiting journalists from accepting items of value. But a branded thumb drive that costs \$2 or a small branded notepad, along with a personal note, could be memorable without crossing the line.

## 2.29 Be a Resource Even After Your Story is Covered

If you've gotten coverage from a specific media outlet or reporter, stay connected with them. Reporters love knowing they can rely on someone as a source. Drop an occasional email with updates about your business and let them know you're always available as a source of information.

## 2.30 Do Something Unique

The media is always out looking for something unique. Make a statement via your brand. It could be a one-of-a-kind unique product you've created or have in stock, a vibrant new shade of paint on the outside of your store — anything that gets your business to stand out from the crowd. And here's the important part: be able to clearly articulate what is different. Don't assume a journalist will "get it" if you don't point it out and state it clearly.

## 2.31 Give a Shout-Out

When a media outlet gives your business attention, acknowledge it on your site. Designate a press page to collect these references. Share stories on social media too. While journalists don't expect thanks from you, remember that the media outlet's management may want to know that a story made an impact when they decide what to cover in the future.

## 2.32 Close the Deal

### 2.32.1 Create a Resource Centre for Media

Make it easy on media to cover your business. Create a media page where the press can easily grab your logo in colour and black-and-white, screenshots, images of your top products, and headshots of key executives. Include high resolution versions. Also, include basic facts and figures about your business. Remember, if your business is not a main part of the story, the editor may decide to cut out your business completely rather than hold up the entire story for one missing piece of information.

Create beautiful and detailed assets for the media. Be prepared to provide the information they request. Time is of the essence, so anticipate their questions and stockpile your answers and assets accordingly.

No one wants to be thought of as pushy – visions of the clichéd used car salesman spring to mind. When closing the deal with writers, don't be aggressive. Your goal isn't to pressure a writer into covering you; you're just confirming interest.

Follow up only after two or three days. Even if you're in a time crunch, it's important to wait at least 24 hours.

When a writer responds with a "not interested," don't be discouraged: it happens. Instead, try to use no's as an opportunity to learn what you can do differently next time. Maybe the timing was wrong, or the story was a poor fit for the publication. Whatever it is, be sure to respond to the writer, thanking them for their consideration, and if the timing's right – consider asking if you could pitch to them again in the future. Always treat a no like a future yes.

When a writer does respond positively to your pitch, make sure you're available to give them everything they need to tell your story. If you're launching, make sure your website is ready. If they ask for an interview, make yourself available for one. Have your press assets on hand: founder bios, photos or videos of the products in action, and your company story or media release. A few great pieces can be extremely impactful, so focus on quality over quantity.

It can be easy to come across as rude, even without meaning to be. So stand by your promises and keep to deadlines. If you promise someone an embargo, give it to him or her. Don't change your mind. Be mindful of the fact that you're building your reputation. If you make life easier for the journalists, chances are they'll be receptive the next time you approach them with a story.

## 2.33 Conclusion

Successful coverage isn't landing a one-time feature; it's about finding a way to facilitate continual coverage for your company. This is where all of those relationships that you've been building with the press will come full circle. Since they've featured you once, they'll be more likely to cover you again in the future.

Keep up with journalists who feature you. Follow them on social media, comment on their articles, and share leads that you think they'll find interesting. Work hard to maintain the relationships that you've established. You never know when you might have more news to share.

One viral piece of content can make a huge long-term difference in your sales. You'll find that getting press coverage using influencers and product blogs can be much more effective than sending out a press release.

