

# PR Checklist

*Prompts & action  
steps for pitching  
the press  
and generating  
publicity*



# The five-step process for pitching the press

## 1) Identify your target media

Who is your ideal client and where do they hang out?  
Which media outlets will get you in front of them?

Being strategic with which media you contact will help you to have the best results.

You also want to take into account your personal preferences and look at the types of media that suit your personality.

So if you like writing then look at guest blogging and writing guest articles. If you're happier talking, then look at podcasts and radio.

It's important to target the publications your ideal clients read, but also to look at what works best for your personality.

### **Action Step:**

**Would you like to be featured on podcasts, radio shows, TV, blogs, newspapers, magazines (print and/or online)? Make a list of which media outlets you'd most like to be featured in**

## 2) Clarify your story & expertise

Think about what stories you can share in the press:

- What will make you and your business interesting to a journalist?
- How did you business start? What's your motivation?

Think about what expertise you can share in the press:

- What are you an expert in?
- What are some expert topics that you could happily write or speak about?

### **Action Steps:**

**Write a brief outline of a story that you could share in the press - this could be your business journey, for example**

**OR make a note of some expert topics that you could talk about with a journalist**

### 3) Draft your pitch or press release

The next step is to pick a media outlet and decide what you are going to pitch to them, and then write your pitch or press release. A media pitch is an outline of your story idea. A press release is a more formal document that you use to announce a piece of news (e.g. a book launch, an app launch, an in-person event) to the press.

Press release tips:

- Write your press release like a news report
- Start with a compelling headline
- In the body of the press release you should make sure you include the who, what, when, where and why of your story
- Include quotes to give it colour
- Include all the important information the journalist might need
- Keep it to one A4 sheet of paper if possible

Media pitch tips:

- Start with a compelling headline
- Keep your media pitch brief and to the point
- No rambling sentences, no superfluous information
- Include your story and/or your expertise, as it relates to what you're pitching

**Action Step:**

**Draft your pitch or press release**

#### 4) Pitch the press

Now it's time to send your pitch or press release to the relevant journalist (this might be an editor if it's a newspaper or magazine, or a podcast host, or a TV or radio producer).

Make sure you contact an individual journalist as opposed to using a generic email address.

Paste your pitch or press release into the body of the email and address the journalist by name.

Sign off with a call to action, asking them if they'd be interested in running a story/interviewing you.

#### **Action Step:**

**Send your pitch or press release to the relevant journalist. Pro tip: if you don't hear back from them, don't be scared to follow up**

## 5) Leverage your publicity

Now it's time to leverage your publicity. So many people forget this stage, but it's SO important! In fact, it can mean the difference between publicity that is so-so, and publicity that actually moves the needle in your business.

Some easy ways that you can start leveraging your publicity are:

After you've been featured make sure you share the article or interview on your favourite social media channels:

Facebook  
Instagram  
TikTok  
Twitter  
Pinterest  
LinkedIn

Also send it to your email list.

And when you have secured a few pieces of publicity you can add an 'As Seen In' strip of logos to your website, for an additional powerful credibility boost.

### **Action Step:**

**Share your article or interview in multiple places**

## **Next steps:**

If you'd like my support with knowing which specific media outlets to pitch, what story angles to use, the exact words to use for your pitch or press release, where to find journalist contact details and what to say to them, and how to leverage your media opportunities to actually grow your business, I'd love to invite you to schedule a PR Next Steps Call, where we'll discuss what your next steps should be when it comes to getting featured in the press:

### **SCHEDULE A CALL**

During this call we'll look at:

1. Where you are with your current marketing
2. What your goals & struggles are at the moment when it comes to marketing/getting visible
3. The best personalised solution to support you to publicise your business in a way that attracts your soulmate clients.

By the end of the session you'll have a clear idea of what your next steps are when it comes to getting the right kind of publicity for your business.

After speaking to you, if I think I can help you, I'll let you know the ways I can support you further.

dina behrman

Prefer to chat in the DMs?

Connect with me on **Facebook** or **Instagram** and send me a DM with the words 'PR Next Steps' and let's chat about what your next moves are.



## Hi, I'm Dina!

Pleased to meet you! I'm Dina, a journalist-turned-PR strategist who works with coaches, consultants & service-based business owners who are already doing amazing work in the world, but are tired of feeling like a best-kept secret.

I help them share their stories and expertise in the press, and then leverage it, so they can create the impact they know they're here to make, become the industry leader and skyrocket their business.

If you'd like to find out how I can support you to be featured in the press (and to make it quick, easy and fun) schedule a complimentary PR NEXT STEPS CALL.

We'll meet via Zoom video call to discuss how PR could work for you and to create your very own PR plan:

# Client Results



## "New subscribers & new clients"

I was featured in The Guardian, Best Magazine, Coach Magazine, Yahoo.com and more. As a result of being featured I've had hundreds of new subscribers, discovery calls booked and new high-end clients signing up  
**Melanie MacIntyre**  
**Intuitive Business Coach**

## "Expert status & I even got paid to be featured"

I appeared in Daily Mail's You Magazine, Mail Online, Daily Express, inews.co.uk, Elephant Journal, amongst others. This led to amazing expert status that has led to clients signing up and I even got paid for being featured!  
**Julia Fearon**  
**Mindset & Business Coach**



***Multiple New \$10k Clients  
After Being Featured In  
Mainstream Media"***



*I've had some fabulous mainstream coverage in Daily Mail, Forbes, Telegraph, Evercoach, Entrepreneur Magazine, etc. I could not be happier with Dina's work. She puts her heart and soul into publicity and does it with a great deal of integrity. I've had so many sales conversations when someone has found me through this article or that article.*

It just immediately gives you credibility. It cuts hours upon hours from the sales process as it builds that know, like, trust. Nowadays I get numerous messages from women telling me how my articles inspired and helped them. It makes my heart sing. And yes, I got plenty of gorgeous clients as a result of being published in respectable publications.

**Lenka Lutonska,  
Limitless Millionaire Mentor**



**“International Recognition, new clients & leads”**

Dina has helped me spread my message by getting my work featured in top publications like the Daily Mail, FOX News, The Metro and Forbes. This level of international recognition has been so huge for me and my business and I am so thankful for Dina getting my business centre stage. One particular article even brought in 1500 new leads.

The people who have found me on Business Insider or Forbes, they just know they want to work with me. I get chased, I get messaged in my inbox. I'd highly recommend Dina to anybody who's looking to crack open the door to big style fame.

**Sami Wunder,  
Dating & Relationship Coach**

dina behrman

Notes