



7 Steps to Getting Known: Guerrilla PR for the Entrepreneur

By Jill Lublin

Everything you say and do is part of your PR campaign. It's the image you project everyday to everyone you meet. It's about you and your company becoming a force in the public eye on a regular basis. Here are seven basic steps involved in mounting your campaign.

Step #1: Figure out who you are, what you do and how to express it in the most succinct and interesting way possible. Spend as much time as necessary practicing your "intro" until it truly flows in a positive, strong and confident manner.

Step #2: Determine your ooh-ahh factor, the "story" about you. Understand why you are news from the media's perspective and how your products help people or your service gives value and benefit.

Step #3: Define your audience and create a media list. Your list will be determined by your product or service, whether you are a local, national or international company and on which markets you are focusing. Make preliminary phone calls to get the appropriate name for directing your release or media kit.

Step #4: Put together a press release, a simple one-page document that tells your story clearly. The first paragraph must contain the "catch" phrase to grab the media as well as who, what, when, where, why and how of your story and the city of origination. The second paragraph might consist of a quick biography or additional information and the third should contain a quote from the highest source you can find.

Step #5: Create a media kit, which will include a copy of your press release(s) as well as a company background piece or brochure, a pricing sheet, any press clippings (reproduced on your stationery) and any other public relations materials.

Step #6: The follow up! The phone may not ring. It is up to you to make the calls. You might want to create a one page synopsis to use as a guide when you call. This should include who are you, why are you news, and how your product or service benefits people and gives value.

Step #7: Create powerful publicity 365 days a year. Follow these tips and be on your way to capturing media attention!

- Make personal contacts as often as possible.
- Always carry your business card and materials.
- Know what is special about you and get the word out using the media.
- Know the media you are pitching – always watch or listen to a show before you are on it.
- Be prepared for interviews. They might just call you before you call them.
- Be consistent with your image and make sure all your materials reflect the image you desire to project.
- Participate in social and civic activities and help others get business by networking.



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