



Localizing a National Press Story

- Step 1:** Watch the news, scour the newspaper, and read online news websites for opportunities you can jump on
- Step 2:** Find out whom you can contact in the newsrooms of your local media and reach out (get creative here). You can find some anchors on Twitter, Facebook, LinkedIn, etc. Try to find phone numbers and email addresses. Reach out and be persistent.
- Step 3:** Be ready at a moment's notice. The news moves really fast and if you don't jump on it- you will be left behind. Have a one-page press sheet ready to go for them (AKA: headshot, bio, web address, social media handles, and a blurb about your business). If they want more, get it to them **fast!** If you are easy to work with, they will not forget you.
- Step 4: DONT SELL!** Both when you are on camera or behind a mic –this is your opportunity to be the resource. This is not a direct plug for your company. Provide as much valuable material as possible so that the viewers remember you and the outlet is grateful for your provided content.
- Step 5:** Follow up! Don't forget to thank them by sending a thank you note!
You might be able to be a guest 1 to 3 times a year on a particular outlet – stay in touch (but don't be annoying).

Helpful Tips:

- **Utilize this technique in all outlets** – Print, online, radio, TV, video. Find the outlets that have a strong following of your customers or potential customers and go after those.
- **Stalking with excellence** – This is something I have certainly done in the past to connect with media AND clients! We find people or companies we admire and stalk them (sweetly of course). Find out what they are talking about, what they like to report on, or what interests them and then reach out when you have something valuable to contribute.
- **Create a press page** on your website and have any opportunities which you were part of archived for your community to see. This is a heavy credibility piece for becoming an industry leader.
- **Be available!** Always be available to the media - once you have opened this door, you do not want it to close.