

TIPS TO GET MORE MEDIA COVERAGE

How to prepare your press release submissions – tips from Lani Rosales of The American Genius

- Send your press release in a basic email with a short, personalized message that is about 2 sentences or short bullet points about why your news matters to that publication.
- Shorter releases are better but if you have a lot to say, it's okay. Just make sure you also provide bullet points that are easy to scan. "Try to let editor can scan it in 6 seconds"
- Add a sentence regarding your ability to arrive on set or on location "camera ready" which just means your hair and makeup are done and you are in appropriate clothing for a photo/video shoot
- Probably a good idea to copy/paste the release into the actual email so that the editor does not need to open an attachment. You will avoid many spam filters but also will not make them have to stop and download your attachment. It's just a good idea.
- The format does not really matter as much as the value of what you have to say. So don't fret over making sure you have just the right formatting on the page. Focus more on the substance and whether what you're saying actually matters to editors.
- Avoid the word "revolutionary" and other superlatives – even if you really feel your product or service is the best and revolutionary, leave those out.
- Make sure what you are sending actually does make sense for the publication you are reaching out to. You can change your pitch a little to address specific needs of each one.
- Websites that allow you to pay for uploading your press release are not used by all news organizations but they are used by some. Mostly local focus organizations. Those sites can provide decent Search Engine Optimization for your website so that is a good way to look at them, even if you don't get a story picked up in the media.
- Make sure that what you are sending out really is newsworthy. It should represent innovation, something new or a change that really matters. "If you've moved the chains" then it probably makes sense.
- You can also try to tie your updates to other newsworthy topics, to piggyback off of the coverage that subject is getting.



As heard on
TheEasyMarketingGuide.com

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