

21 DAY
PR
ACTION GUIDE

THE WHO, WHAT, WHEN AND WHERE
TO LAUNCH A SUCCESSFUL PR CAMPAIGN

DREW GERBER + MICHELLE TENNANT

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WEEK ONE – Creating Your Secret Weapon: Your Online Press Kit

Let's start with the basics: A press kit is **not** your website!

A press kit is *specifically designed to serve the media's needs*. It has *specific components* within a *particular organization*.

Think of a recipe: A well-organized, concise recipe is easy to follow. But a recipe that is jumbled and unclear, full of extraneous material and wandering explanation? A cook's worst nightmare!

It isn't hard to put a good press kit together. You already have almost everything you need. You'll just need to tweak your materials so they support you in a vibrant and successful PR campaign.



Basic ingredients

About You: This is copy that talks about your purpose or mission, service or product or invention.

Your Bio: Who you are and what's your experience.

Media Coverage: Clips or articles that have featured you.

News and Story Ideas: Interesting angles that the media might use to feature you.

Questions & Answers:
A variety of questions you want to be asked that will entertain, enlighten, or educate the audience.

You'll tweak it on Day 3 to feature the unique or the poignant, the "how it solves our problems" and "why we should care" aspects of what you've got.

On Day 4, you'll create versions that work for radio, print, investigative and more in-depth media.

If you've got some good ones, great! If not, you'll build this as you get more coverage.

On Day 6, you'll create some evergreen like health, sex, money and relationships, as well as other topics that are seasonal or specific to current trends.

You'll create these questions and some good answers on Day 7.

That's pretty much it. Commit 30 minutes per day and follow the outlined steps, and **by the end of this week, you'll have a complete press kit.**

But before you even begin your press kit, it's important to know why the heck you're even doing PR at all!



DAY 1 – The Why of It All: What Do You Want From Public Relations?

We can show you how to create a killer press kit (and we will over the next few days) or how to write the perfect pitch (next week, we promise) or how to become a Media Darling with all kinds of shows vying to have you on their dance card (yep, that's coming too!)

But if you don't know *why* you're doing PR and what you hope to gain from it, well, the rest is just stuff and nonsense.

So let's use this first day to give you a Primer on why PR can be so effective in getting you what you want. Then figure what it is you *do* want.

1. To Market, To Market

Every great marketing plan has *three legs*:



Sales is when someone talks to you directly, trying to persuade you to buy their product or service.

Advertising is that paid ad or commercial that someone created to try to convince you to buy what they've got.

But *PR* is more like hearing your best friend rave about something awesome, piquing your interest.

As adults, we've seen behind the marketing curtain and we're all pretty cynical about those first two legs. We also don't like to be manipulated, so most of us push against "being sold." But with public relations, we don't feel that squishy pressure of someone trying to get us to do something. Instead, we're intrigued, attracted, eager. And *that* makes PR powerful.

2. Street Cred

Imagine this: You hear some guy standing in front of you in the line at Starbucks, spouting his theory about the origin of the universe. Eh. Now imagine seeing that same guy on *Fox News* or *Dr. Oz* or sitting across from Bill Nye and Neil deGrasse Tyson on *Cosmos*. Has your perspective shifted? You betcha! Simply because ***that guy is on TV or radio or in print, we assume he knows*** (or at least, that *somebody important* thinks he knows) what he's talking about. Instantly, ***that guy has more credibility***. And so will you.

3. Heard It Through the Grapevine

You can personally tell your story or promote your cause to *hundreds* of individuals. You can send *thousands* of emails or postcards. You can pay up the nose for regional or even national ads. But the megaphone of the media can get your message out to *zillions of people in a nanosecond*. ***PR acts like a virus*** that is highly contagious. (And I mean this in the most positive way!) One media outlet runs your story then a different outlet picks it up, then another and another until it reaches audiences you didn't even know existed—audiences who nevertheless are interested in *You!*

4. Up Close and Personal

We all prefer to do business and get involved with people we like and trust, right? Typically, **good PR helps people connect to you** as someone they can like and trust. They may not meet you personally, but when they see you on TV or hear you on the radio or read your articles and blogs, they begin to feel they know you. And by knowing you, they feel connected to your product, service, or cause.

5. Giving to Get

Unlike sales and advertising, in a PR campaign you spend very little time *asking* people to buy, donate, or sign-up. Most of your time is spent in **giving your knowledge**, your insights, and your expertise. When you give folks something of value, the appreciation they feel often translates into giving *you* what you want— with very little asking on your part!

6. Unexpected Doors Opening

Because PR focuses on you, your expertise and insights, it often **opens unexpected doors** that sales and advertising don't. For example, an ad that extolls the brilliance of your latest book might sell that book. But a PR campaign that reveals how brilliant, witty, well-informed and personable *you* are may lead to speaking engagements, consulting gigs, and other business opportunities *as well as* selling that book!



7. Know What You Want

Because PR can offer such a smorgasbord of benefits, it's important to figure out exactly what *you* want from it. Otherwise, you'll be wandering around the buffet table, picking at foods you don't really like and never feeling full! Do you wish to **become a household name** in a specific area of expertise? Are you looking to **promote a certain event** or cause, or sell **a particular product**? And if so, what kinds of results would signal success to you? Once you get some of that limelight, what specific outcomes do you intend to produce with it?

Day One Action Steps

The following questions will help you get clear about where you're currently at and your goals for your PR campaign. Do NOT start rubbing that bottle to let the PR genie out until you have this clarity!

- 1. What are your current revenues? What would you like them to be in 6 months? One year? Five years?**

- 2. Why did you begin your career/passion/organization? What is most important about it now?**

3. What websites and blogs do you currently have? How well and in what ways are they working for you?

4. What other marketing vehicles have you used (sales, ads, etc.)? How well and in what ways are they working for you?

5. What kind of social media have you used? How do you use it? How well does social media work for you?

6. What products or services do you offer? Of those, which are most important to promote now? Why?

7. What new products or services would you like to offer? When would you like to start offering them?

8. Who are your current clients or customers? Who would you like to attract in the future?

9. How large would you like your client/customer base to be in six months? One year? Five years?

10. Complete the following statements:

From a **revenue perspective**, my goal for this PR campaign is to generate \$ _____
by _____ (date).

From a **career perspective**, my goal for this PR campaign is to

(i.e. clients, expansion of offerings, new opportunities, etc.)

by _____ (date)

From a **personal perspective**, my goal for this PR campaign is to

(i.e. skills you'd like to enhance, particular accomplishments that would be satisfying, etc.)

by _____ (date)

My other specific goals for this PR campaign include:

_____ by _____ (date)
_____ by _____ (date)
_____ by _____ (date)

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About the Authors

L. Drew Gerber is CEO of Wasabi Publicity, Inc. With business partner Michelle Tennant Nicholson, Gerber co-created www.PitchRate.com, a free media tool that connects journalists and producers with the highest rated experts. Gerber's business practices and staffing innovations have been revered by *PR Week*, *Good Morning America*, and the *Christian Science Monitor*. His companies handle international PR campaigns and his staff develops online press kits for authors, speakers, and companies with Online PressKit 24/7 (www.OnlinePressKit247.com), a technology he developed for publicists.

20 Year PR Veteran and co-owner of Wasabi Publicity, **Michelle Tennant Nicholson** has seen PR transition from typewriters to Twitter. Called a five star publicist by *Good Morning America's* Mable Chan, Michelle specializes in international PR working regularly with the likes of *Oprah*, *Larry King*, the *BBC*, *The Today Show*, and all major media. Recently she secured *Dr. Phil* for a client only 8 hours after signing the contract. Follow her PR blog, www.StorytellerToTheMedia.com, where she teaches tips from the trade.

For more information, visit www.WasabiPublicity.com

21 DAY PR ACTION GUIDE

Launch your PR campaign in as little as 30 minutes a day for 21 days! Leading international PR firm Wasabi Publicity shows you how to create a strong foundation and learn the skills you need to land great media coverage. This straightforward, easy-to-follow guidebook will help you to answer questions like:

- How do I stand out from the crowd?
- What does it take to make a great first impression?
- Who is my perfect media match?

Using a series of comprehensive microlearning modules, the experts at Wasabi support you in quickly and easily determining not only what it is successful PR firms do, but how to do it for yourself. Topics include:

- Open Sesame: The Subject Line the Media Can't Resist
- Who the Heck Are You?: Creating Compelling Bios
- Learning the Interview Dance: Navigating Interview Questions
- Just the Way the Media Likes It: Perfect Pitch Formulas

The quickest way to change the world is to change what people are talking about... and the fastest way to accomplish that is through great PR. When the media speaks, the world listens. Create the media megaphone you need to share your message on the world stage with a little help from the pros at Wasabi Publicity!

