

THE ULTIMATE CHECKLIST FOR DOING YOUR OWN PUBLIC RELATIONS

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Determine Audience, Objective, and Timeline

Who would you like to read an article about you? (dog lovers? entrepreneurs?)
Are you exclusively seeking earned media or are you willing to pay?
Would you like coverage to correspond with a product launch? Season? Investment round?

Develop your Story

Why should people care about the story you want to tell?
A good formula to use is to choose a well-known subject + a.thing your brand is doing + a recognizable person or place.

Build your Media List

Where would you like to appear? Identify journalists who write for that publication and read their work until you find the best fit. Knowing a journalist's niche helps them help you.

Craft your Pitch

Trends are key to building stories. Tap into relevant topics and trends. Try to keep your pitch to 150 words max – reporters can receive upwards of 500 pitches per day so include a subject line that is concise yet topical.

Monitor and Track Coverage

You can monitor coverage yourself through free tools like Google Alerts. Always remember to ask journalists when their piece will be published so you can share it.
For more sophisticated tracking, use software like Cision, MuckRack or Meltwater.

Showcase your Wins

Add any press you get in the press section on your website. Include outlet logos and links. Post coverage on your social channels and repurpose the coverage as targeted, sponsored ads.



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