



ERIKA TAYLOR  
CEO/CHIEF PUBLICIST

Three Girls Media & Marketing

Seminar Introduction

*The DSWA and  
Three Girls Media & Marketing Inc.*

**Welcome You to a  
PR 101: Do-It-Yourself  
with Confidence Workshop!**

[www.threegirlsmedia.com](http://www.threegirlsmedia.com)



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## Seminar Introduction

### WE'LL COVER THESE TOPICS:

- Ads vs. PR - the Pros, Cons & What to Expect
- The Pros & Cons of Editorial Media Coverage
- What the MEDIA Wants in a Story or Feature
- What is *Your* News, and What is NOT
- How to Leverage Media Coverage



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## Ads vs. PR - The Pros, Cons & What to Expect

### Ads vs. PR – Four Main Differences

- Paid Space vs. “Free” Coverage
- Total Control vs. Must be Flexible
- Skepticism vs. Credibility
- Budget Busting vs. Cost Effectiveness



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## Ads vs. PR - The Pros, Cons & What to Expect

### The Pros of Advertising

- You're the Boss and Have Total Control
- You Determine Size, Date, Content & Format



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## Ads vs. PR - The Pros, Cons & What to Expect

### The Cons of Advertising

- Consumers Ignore Ads and are Often Skeptical of Them
- Must be Wide-Spread and Sustained
- Most Small Biz Owners Can't Afford



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## Ads vs. PR - The Pros, Cons & What to Expect

### The Pros of Editorial Media Coverage

- Consumers Pay Attention
- Provides a Credible *Endorsement*
- Editorial Coverage Can Be Free or Low Cost
- It Allows Manageable Growth



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## Ads vs. PR - The Pros, Cons & What to Expect

### The Con's of Editorial Coverage

- You Are at the Mercy of the Media to Do You a *FAVOR*
- There are NO Promises You'll be Covered
- Competition is Fierce – Everyone Wants It
- No Control of Size, Date, Content or Format



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## Ads vs. PR - The Pros, Cons & What to Expect

### What to Expect from Editorial Coverage

#### *Reality of Press Coverage Part 1*

- Coverage Won't Happen Overnight
- Won't Change Your Life Overnight
- Won't Give Instant ROI Through Vast Sales
- Sustainability Increases Success



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## Ads vs. PR – The Pros, Cons & What to Expect

### What to Expect from Editorial Coverage

#### *The Reality of Press Coverage Continued...*

- It Will Raise Brand Awareness
- It Will Increase Name Recognition
- It Almost Always Increases Web Traffic
- Could Lead to More Reps, Distributors, Sales, etc.



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## What the Media Wants

### What the Media Wants in a Story, Article or Feature

- Something Newsworthy
- Something Compelling
- A Unique Angle
- Good Stories that are Timely and Evergreen
- KNOW: They May Have Pre-Set Criteria

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## What You Need to Know

### What You Need to Know... About Media Outlets

Do Your Homework!!! Research:

- Demographics
- Advertisers
- Editorial Content
- Editorial Calendars

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## What You Need to Know

### What You Need to Know...About Journalists

In General:

- They are Very Busy
- They May be on Deadline
- They want a Scoop
- They Receive Dozens to Hundreds of Pitches Per Day

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## What You Need to Know

### What You Need to Know About Journalists Continued...

They DON'T Want:

- Phone Calls
- Unsolicited Samples
- Long Email or Phone Messages
- Inappropriate "News"
- Harassing Follow-Up
- Every Bit of Info About Your Product or Service

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## What the Media Wants In a Story or Feature

### What You Need to Know About Journalists Continued...

They DO Want:

- Good Story Ideas
- Breaking News
- Succinct Pitches
- Just the Facts
- More Info *Quickly*
- High Resolution Photos
- A Good Website

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## Three Girls Media & Marketing

# What IS News... and What is NOT

### What Qualifies as “News”

- Breaking Stories
- Experts on Breaking News
- Relevant Social and Lifestyle Stories
- New Product Launches
- New Services/Businesses
- Events
- Interesting Community News



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## What IS News... and What is NOT

### What is NOT “News”

- *Depends on size of company & Media Market!!!*
- New Hires
- Promotions within the company
- Donating a portion of proceeds to charity
- Upgrading/revising your website
- Contest winners/1000th visitor



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## How to Find YOUR News

### How to Find YOUR News

- *ASK: What makes us/me different? Customer Service doesn't count! Must be something tangible.*
- Are you bigger, faster, better??? – Really?
- *Put your ego aside!*
- Don't have news? Create it!

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## How to Find YOUR News

### Don't Have News? Create It!

- Hold a workshop or seminar (*Learn how to 'Wear' Babies at Workshop*)
- Offer Free Help (*Free Tax Help Until April*)
- Create a scholarship (*Realtors Offer Scholarships to Area High School Seniors*)
- Start a monthly event (*Martinis and Manicures*)

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## How to Find YOUR News

### How to Leverage Media Coverage

- Read It Objectively
- Post it on your website
- Include it in collateral
- Frame it
- Talk about it



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## Let's Recap

### Today You've Learned:

- Ads vs. PR - the Pros, Cons & What to Expect
- What the MEDIA Wants in a Story or Feature
- What IS News, What is NOT, and What's YOUR News or How to CREATE IT!
- How to Leverage Media Coverage



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## Let's Recap

**THANK YOU!**

I offer a FREE 30 minute consultation!

Email for yours today: [info@threegirlsmedia.com](mailto:info@threegirlsmedia.com)

Subject line: DSWA Free Consultation

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