

# price advertising

## *Writing your own media release:*

### **How do I conduct a successful media release process?**

Even though you might not be the best writer that has ever lived, you can easily write your own Media Release but your words and images must grab the attention of the journalist, and you must clearly communicate your key message in a short and concise manner. You should write as though you are speaking directly to your customer.

Your Press Release should be between one to two A4 pages of text and images.

You should always include a call to action e.g. 'Go to [www.xxxxxx.com.au](http://www.xxxxxx.com.au) for more details and special offers'

You should always include your contact details for media enquiries.

### **Working out your target market**

Ask yourself what kind of people will buy your products or use your services? Mums with kids? Business people? Environmentally conscious people?

Once you have determined this then ask yourself what media do they consume? Certain websites, trade magazines, magazines?

Then work out whether your target market will understand your words and terminology. If not, simplify your words so that they can easily be understood.

Knowing your target will help you choose the tone of your language, prepare a targeted media list and refine your key messages.

### **Deciding on a good story angle**

To write something newsworthy for the media, keep in mind the following questions:

1. Is your product or service "New"
2. How is your product or service going to be of benefit or help your target market?
3. Are you helping people make or save money?
4. Can people improve their lives through your product or service?
5. Does your business relate to anything that has been in the news recently?

### **Creating a targeted media list**

Your media list should include all of the media you would like to target with your 'news'. The more you contact, the more coverage you will get. Don't forget to include relevant websites.

You can research the relevant media options yourself, or for a small fee you can purchase tailored media lists.

### **Sending Your Press Release to the Media**

Create a personalised email to each journalist on your list rather than a blanket email as you will have less chance of your email appearing as spam.

Copy and paste the release into the body of the email as well as attaching it to your email. A short introduction email should briefly explain the nature of your news.

### **What to expect after you send out your Media Release**

Some of the media might respond straight away, asking for more information or wanting to be sent a product sample or samples as give-aways. Try to be as accommodating as you can with this first contact with the journalist.

### **Following up the Media**

The best way to follow up your media release is by both phone or email. If not successful with your first follow up, leave it for a few days, then follow up again.

Being active is one thing but being overly pushy will deter the journalists. After a couple of follow up calls or emails, if you have not received a response back, you can assume they are not interested.

### **After you get some media exposure**

It is a good idea to put scanned copies of your editorial exposure on your website. It shows potential customers that you are serious about your business.

You should also personally thank any journalist or editor who gives your business some exposure. It can only help them look favourably on your business and will enhance the chance of getting some more free future exposure.