

**An easy-to-use, practical guide
to develop your own effective
Public Relations plan**

Jill C. Lublin

**PUBLICITY
ACTION
GUIDE**

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Promising Promotion
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ABOUT THIS BOOK

The **PUBLICITY ACTION GUIDE** has been creatively designed as an action guide to offer you the opportunity to not only read, but also take an active part in creating a new and exciting public relations program.

Each section is filled with techniques and tips that will send you on your way toward creating effective publicity.

The **PUBLICITY ACTION GUIDE** can be used as an effective tool for learning about publicity in many ways. Following are a few examples:

For Individual Study - this action guide is ideal for self-instruction. Because of its structure, you only need time, a pencil and a quiet place to begin unlocking the potential for effective publicity;

As a Workshop or Seminar Guide - the many exercises and worksheets provided in this text make it a unique and captivating program for group participation and

For location Training - This book is designed specifically to be used in the workplace to train personnel in applying these effective publicity strategies.

The many informative strategies and tips will stay on the reader's mind long after this program is completed.

PREFACE

Since you're reading this book, you obviously realize the value of public relations. My first question is, are you having fun at what you are doing? Your attitude will reflect in your image, in what you do and also how people respond to you and your business.

Before you begin this workbook, we should define public relations. ***Public Relations is human relations!*** It happens from the minute you walk out your door. It's not just about who you say you are, what your image is or how good your materials look, but it is understanding that you are representing yourself and your business at all times. Understanding that is critical. Everything you say and everything you do makes public relations, human relations. The question is: what is your story? This informative book will provide you with all the tools you need to answer this question and many others.

Marketing consists of public relations as well as advertising and although we will not focus on advertising, it is an important part of your public relations program. Public relations is ongoing, takes place all the time and needs effective planning.

Each section of this book offers guidelines as well as participation pages to prompt the creation of your successful public relations campaign.

Part I answers the question "What is Public Relations?"

Part II gives you a clear picture of how to introduce yourself to the media.

Part III helps you define your audience and stay on target.

Part IV defines a press release.

Part V gives you the tools to generate an effective press release.

Part VI contains a list of various media outlets and helps you determine which are most appropriate for your purposes so you can develop an effective and a personal media list.

Part VII holds the magic formula for making your public relations campaign highly successful.

Part VIII concludes with numerous tips and hints to take the knowledge you have gained and use it in a way which captures the media's attention.

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Part 1

WHAT IS PUBLIC RELATIONS?

Public Relations is human relations. It is a series of **Visibility Building Actions (VBA)**. Everything you say or do is public relations. It is in the way you act everyday, with everyone you encounter. Public relations is not a quick campaign, it is a 365 day per year mix of long term image building and short term marketing activities which are taking place all the time and need planning.

The first word in public relations is *public*. Relating to the public is what public relations is. It is about becoming a force in the public and consistently putting your company in the public eye.

Let's begin by discussing networking strategies and tools. One of the most wonderful networking tools is Networking Meetings. List below some unique and unusual places where you have had the opportunity to network in person or virtually.

1. _____
2. _____
3. _____
4. _____

How did you do? I bet you have many more unique and unusual places where you have started your public relations. This process is called **Networking**. For women, the ladies room at a national convention is a great place for networking. Around the food at events is another great place to connect – be it at the buffet or while seated at the table.

Things happen in unusual places so be ready at all times! It is a wonderful way to let the world know about you and your business.

Can you name some other networking tools that have been effective in your business?

1. _____
2. _____
3. _____
4. _____

No matter where you are, you can create public relations that will be helpful for years to come. On a plane to South America, the editor of a major newspaper was sitting next to me. For fourteen hours we didn't talk about clients but when we got back, I was able to call him and place three of my clients in his paper!

Another networking success story involved a connection I had made with the producer of a Home Show. For a year and a half, none of my client's businesses were appropriate, but one day my client made a video titled, "*Cooking for Busy People*". In about 30 minutes, I had arranged for my client to be on a plane to tape a segment on the show!

Who are some successful contacts you made, and although not utilized immediately, were beneficial at a later date? Give some examples of these below:

It's important to keep contact information and details about individuals and companies in a database, even if you don't see an immediate connection. Something extraordinary could happen down the line and you'll be prepared.

One key point to remember about networking is that when somebody says no to you the first time, it doesn't mean no forever, it just means no for right now! You can always try later when you may be the next news story.

Part II

WHO ARE YOU?

So, who are you? Can you describe who you are in 30 seconds or less?

Why is that important? The media is filled with impatient people who want information fast! Did you know that most news stories come to you in ten seconds or less? Think about that! It is scary. Most radio news is that quick. Most television segments are only three to four minutes and, if you get three minutes, that's a long time! How can you create news that's suited for everyone's ears and offer a powerful message in three minutes?

Even before you start to deliver your message to the media, you must be able to give the following information in 30 seconds or less:

- **Your name**
- **Your company name**
- **Your expertise or specialty**

Here is an example of what you might say: "My name is Jill Lublin. As a 4x Best-Selling Author and Master Publicity Strategist, I work with small businesses and entrepreneurs to establish and enhance their company's visibility and credibility through outstanding public relations and strategies dedicated to creating more prospects and more profits.

Complete the following using less than three sentences:

1. Your name _____

2. Your company name _____

3. What do you do? _____

If you can't say it quickly and powerfully, you don't know it well enough! Once you have done this, say it aloud to the mirror. Repeat the activity as many times as necessary until it flows totally naturally.

Now that you know what to say, let's discuss how you should say it! Some important elements that can make a significant difference in how your information is received are:

- Variation in tone
- Level of enthusiasm and
- Quality of presentation

PUTTING TOGETHER YOUR MEDIA KIT

One of your most important marketing tools is your **media kit**. It should contain the following, all in digital format on your website:

- PR materials
- Press releases
- Company background information
- Pricing sheet
- Photos
- Links to Press exposure, articles, interviews

The actual contents may vary from company to company; however, all the above items are essential.

When compiling your media kit, think about the overall image you want to create. A double-sided glossy brochure is effective for both physical and electronic distribution. Begin creating your press kit by choosing a headshot photo. It is an excellent idea to have different photo images available if alternatives are requested. Those might include:

- **Action shots**
- **Head shots**
- **Product shots**

Make sure all of your photos are crisp, clear and well defined.

Once you have chosen the right photos, begin working on your written content such as your company background sheet. This should be two to three paragraphs in length and no more than one page. Remember that this is your story so focus on your unique qualities and include human interest elements. Less is more so keep your material short, lively and interesting. If you have press clippings, include the ones that put you in the best light and indicate the newspaper and date of release. Include links to the online press coverage so your reader can access them quickly. They should also be included on your website on a “In The News” or “Media” page

On the lines below, list a few of the unique qualities about your story:

1. _____
2. _____
3. _____
4. _____
5. _____

This is your first impression on the media so do the little things that make a difference. Grab their attention!

After you have sent the media kit, usually by email, you must begin creating your strategies for presenting yourself when the opportunity comes to pitch your story either in person or on the phone. There are several different approaches you should consider including:

1. For television producers - Be Visual! Know what it is about your story that makes it visually appealing.
2. For newspapers editors - What is it about you that gives value to their readership?

3. For blogs and digital media – Items need to be easily downloadable and well formatted.

4. Know your Ooh-Aah factor - It's apparent when people listen to you and your story about who you are and say "ooh, Mary, that is so interesting," or "Aah, Joe, that is great, tell me more!" Understand why you are news and how your product helps people or how your service gives value and benefit.

What is your ooh-aah factor?

5. Create your image by playing with the things that people already know about you so they can move forward with a new definition about what makes you newsworthy.

6. Articles are a great way to get your name in the news and that way you are in control and can put forth your message. Most of you are experts in your field who can write articles but, if you can't, don't worry about it! Many people out there can. It is easy to find a ghost writer. The article should be at least 500 words and should be completed within two weeks, then sent to the people on your media list and followed up. **Getting your message out is the most important thing you can do and writing an article is one of the best ways to do this.**

Remember that the first impression you make is usually the one that sticks with people the most! This is what public relations is all about. The media influences our perception and we believe it.

Part III

WHO IS YOUR AUDIENCE?

Once you have prepared your media kit, you need to determine your target audience by evaluating your story and figuring out who it would benefit the most! They might include:

- Media
- Customers
- Business clients
- Book editors/publishers
- Students

This list will vary depending on your particular story. Consider your business story and list your target audience(s) below:

1. _____
2. _____
3. _____

One of the most effective ways to reach your audience is the media. Realize you can be the messenger by bringing your message to them. Take a look at which media would work the best to reach your particular audience:

Examples include

Major newspapers such as

- a. *The Wall Street Journal*
- b. *The New York Times*
- c. *USA Today*

Entrepreneurial publications such as

- a. *Fortune*
- b. *Success*
- c. *Inc.*
- d. *Forbes*

Women's magazines including

- a. *Good Housekeeping*
- b. *Women's Day*
- c. *Working Woman*

Men's magazines

- a. *Men's Health*
- b. *Men's Journal*
- c. *GQ*

Trade and Sales magazines

- a. *PC Magazine*
- b. *Sales and Marketing*
- c. *Business Week*

And don't underestimate local freebie publications.

All of the above publications are excellent tools for telling your story and hooking the media. Be very specific about whom you are trying to reach and how to best reach them and use everything you have got!

Think about your business and list some publications which might help you get your story out to your audience:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Several publications helped a client of mine in different ways. He is an Asian who owns a sports store and has three distinct audiences: The Asian-American community, which is served by *Minority Business Entrepreneur*; a sports memorabilia store, which appeals to sports buffs; and lastly, the local San Francisco audience where he lives and where his business is located.

The weather and the sports division of all television affiliates are always looking for interesting places from which to shoot their remote broadcasts.

There are also many publications which cater to specific ethnicity, gender or interest preference. There are all different kinds of publications out there and that is the good news for you!

Part IV

YOUR PRESS RELEASE

Now you've defined your image, know who you are and figured out your audience. All of that is wonderful but now you have to go out and get the media which brings us to your press release.

Your press release must grab them fast! The media has a short attention span, so your press release must be unique and stand out in order to grab their attention!

A press release is a one-page document that clearly defines your story. It sums up all your information. The first paragraph is the most important part because it contains the "catch" phrase that will grab them quickly. There are many techniques which can help you come up with the perfect phrase. I suggest the following:

Statistics - If you can, give them a statistic that will prove that other people need this information too!

Repositioning - Take your story and spin it around.

Use what you've got - what's unique about you.

The next step is to take this information and create your press release. Following are a few guidelines to use when writing your release:

1. On the top left-hand column, put **FOR IMMEDIATE RELEASE** in capital letters;
2. On the upper right-hand, put the word **CONTACT** and give the name and phone number of your publicist, or an assistant who will field the calls.
3. Your press release should be no more than four paragraphs.

Begin constructing the press release by use the following format:

1. The lead paragraph should contain the who, what, when, where, why and how. The city and state where the story originates come first. For instance, San Francisco, CA. If it is an event, state how much, what date, the address of the venue, the time and whom to call for tickets. Always end the first paragraph with "for further information, please call." The media may use your press release verbatim or edited, so say what you need to in the first paragraph.
2. The second paragraph expands on the first. It gives a quote, and three solutions to the problem that you solve.
3. The 3rd paragraph should tell your story in the press release. Use a 4 sentence bio.
4. The 4th paragraph will include your contact information.

Now that you know how to construct a press release, begin putting your information down by using the template on the next page. Make sure it is 100% accurate in terms of grammar, facts, punctuation, spelling and names.

Press Release Template

FOR IMMEDIATE RELEASE

<Contact Name>
<Contact Phone Number>

HEADLINE / TITLE

(City, ST...) **Paragraph 1.** <Begin the body of your Press Release with the Who/What/Why/Where/When.>

PARAGRAPH 2. <expand on the first paragraph. Consider inserting a quote, a short biography or additional information >

Paragraph 3. <Insert your 4 sentence bio here>

Paragraph 4. For more information, contact <insert your contact information here including your phone number and website>

###

Important Notes:

Your press release should be no more than 4 paragraphs, and should not exceed one page.
Use Double Spacing

Once you have completed this activity, distribute your press release to your local media, or by using a press release distribution service. By using all the tips in this chapter, you will be well on your way to starting an effective media campaign.

Part V

HOW TO CREATE A “MEDIA FRIENDLY” IMAGE

If you are going to create a positive impact with the media, you must consider your image. As discussed previously, you must have a media "hook." Think back to what you listed earlier as your story. Rewrite and then review it again.

When thinking of your image, go for the guts! Go for the heart! The media loves heartfelt stories, don't you? A great story requires two elements:

- That it is personal so the audience can put itself in your shoes by making them laugh, cry, get angry, etc...
- And that the audience can identify with your story and apply it to their lives.

Remember, your story must give **value and benefit** to your audience. What is that element that gives value and benefit to others? How do you help them? Take a few moments and answer these questions:

2. What value do you give to others? _____

2. How can others benefit from your story? _____

Margo, a client of mine developed a newsletter for sexually abused women. Tough subject! When Margo began her letter, we interwove her poetry about her experience at the hands of her prominent attorney father. We placed her poetry into a press release which created sympathy in reporters. It gave people something to focus on. It was hard-hitting and heartfelt –and **it worked!** It not only got her story into one of the largest newspapers in the San Francisco area, but it was then syndicated nationwide. USA Today picked it up and placed her under Oprah Winfrey as a resource for women who have been involved in this situation! That is called **making the media work for you!** Sometimes you have to ride the wave, and sometimes you get to make the wave! I always say that we create the waves of publicity.

Sometimes you are lucky and your area of expertise happens to BE the news! Once I worked with seven disabled comedians. A year later the Government passed the Americans With Disabilities Act. I got a call from some of the television and radio shows that I had previously contacted and the media invited the comedians to come back and comment on the new Act.

Can you name some places where your comments on current legislation or current trends in the media might be appropriate?

1. _____
2. _____
3. _____
4. _____
5. _____

What is it about your business that can provide solutions to people and give them new ways to look at a situation? Can you give them help and inspiring words that take them to new levels? These are examples of a media hook. This is called a good story. You always have something to contribute to the news. You just need to look deeper inside about who you are and what it is about your image, your gut-felt way to reach people and your way of dealing with a crisis that can touch them!

Part VI

CREATING A MEDIA LIST

Once your press release is finished, your press/media kit is ready to be sent out. Where to send it will depend on who "you" are and who your intended audience is. Once you have answered these questions, you are on your way to preparing your media/press list.

You must determine what sources are appropriate for your audience. Begin by answering the following questions:

1. Are you local? Regional? National? International?
2. What is your specialty?
3. What is your industry?

There are many avenues you can use. Below are some source suggestions:

Newspapers - local and/or national may apply
 Trade magazines - depending on your industry
 Media list services
 Public Libraries
 Television Stations - local and/or national
 Radio stations - local and/or national
 Bloggers
 Podcasters

These are good jumping off points. Take a dive and do your own research. Do not rely completely on these lists. They are just a place to start. Here are just a few publications that you might use for contacts:

1. Trade magazines specific to your audience
2. Magazines such as *Entrepreneur*
3. Newspapers
 - a. Local
 - b. National – i.e. The New York Times

- 4. Associated Press (Wire Service)
- 5. Major National magazines
 - a. *Newsweek*
 - b. *Time*
- 6. Hobby publications if appropriate
 - a. Sewing magazines
 - b. Home & Beauty magazines
 - c. Travel magazines

When you have determined which media should be on your list, categorize them into radio, print, television, podcasts and blogs, and alphabetize.

List below some of the media venues which could be most helpful to you:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

After you compile your list, you should follow certain procedures to ensure that your press kit gets to the appropriate person.

- 1. Newspapers - Your local list might include the calendar, lifestyle, business, features and city editors as well as columnists, Sunday sections and friendly reporters and writers who follow your specific industry.
- 2. Television and Radio - Producers of radio and television talk shows are generally a better contact point than the hosts. You should also include the public service announcement director for both, especially if you are a nonprofit or are involved with non-profits.
- 3. Magazines - Send your press kit to the editor of the publication.
- 4. Contact Person - It is very important to spell the name of this person correctly and know whether this person is male or female because names are often misleading. Be able to pronounce the person's name correctly in the event they call you.

5. There are many sources for purchasing media lists.

6. Please read *Guerrilla Publicity*. (available on Amazon) for additional fabulous resources.

The number of contacts you have on your list depends on whether it is a local, regional or national campaign. For a local/regional campaign, a hundred people on the list is not too small. However, for a national campaign, two to four hundred people is more in line.

This media list is your gold mine. These are the people who will help the public know of your existence. The media changes minute by minute and you never know where they will end up working, so keep on top of your list and update it at least every three months.

Part VII

FINDING YOUR POT OF GOLD

Once you have created your pot of gold, you are ready for the magic formula, which is follow-up, follow-up and more follow-up! You have sent out the press releases and spent a lot of time and energy on your press plan. Not following up is like waiting at home for a date on a Saturday night. The phone may never ring! **It is up to you to place the calls.**

One of the most important aspects of the follow-up call is what you say. Here are a few tips:

- Start your conversation with "Hello, my name is... You don't need to give your last name.
- Start your pitch within 10 seconds.
- Remember your hook. Tell them in 30 seconds or less why you are the news.

The time frame for initiating follow-up calls varies depending on whether you did national or local/regional. A good rule of thumb is:

- National - call within one week
- Local/regional -call within three days

Part VIII

TIPS AND IDEAS TO CAPTURE THE MEDIA'S ATTENTION

As you have learned from the previous chapters, creating powerful publicity is a 365 day a year job. In order to make your campaign successful, you must work at it continuously. If you follow the tips listed in this chapter, you will be well on your way to capturing the media's attention!

1. Make personal contact as often as possible - refer to part 6.
2. Don't over hype - too much information can be as detrimental as too little!
3. Always carry your business card. You never know whom you are going to meet or where.
4. Be prepared for interviews.
5. Know the medium you are pitching - always watch or listen to a show before you are on it.
6. Know your audience - read the newspaper to which you are sending your story - Listen to the radio program.
7. Don't try to create something out of nothing.
8. Make sure all your materials reflect the image you desire to project.
9. Always be truthful.
10. Don't ever say anything you would not want quoted or broadcast.
11. Be consistent in your imaging.

12. Know what is so special about you.
13. Send thank you and acknowledgment notes.
14. Participate in the social and civic community.
15. Help other people get business by networking.
16. Hire help when you need it.
17. Spend your publicity dollars wisely. Dollars wasted early will cost you later.
18. Be expansive in your thinking - don't limit yourself.
19. Remember that you are always representing your business.
20. Send articles out four to six weeks ahead of the publication's deadline.
21. Always be ready to send your information again if you are told that it had not been received.
22. Make a list of key points about you and your story so you will be prepared for any follow-up calls.
23. Update your media list every three months.
24. Send full press kits or other information only when necessary.
25. Do not be discouraged when you get a “no” from the media because it may not be “no” forever.
26. Advertise in local publications where you will be speaking or participating in a trade show.
27. Most importantly, if you don't like the news, go out and make some of your own!

About Jill Lublin

With 200+ speaking engagements each year, master publicity strategist and consultant, and bestselling author, Jill Lublin, consistently wows audiences worldwide with her entertaining and interactive keynotes, seminars, and training programs on publicity, networking, kindness and influence marketing.

Jill has shared her powerful networking and publicity strategies on the stages of Tony Robbins, T. Harv Eker, Jack Canfield, Mark Victor Hansen, Loral Langemeier, James Malinchak, Lisa Nichols, Richard Simmons, and many others. Additionally, thousands of people have attended her popular “Publicity Crash Course”, which she teaches as a virtual one-day class. Her popular home study system is used by clients worldwide who are ready to create greater success and revenues for themselves and their companies.

Over the past 25 years, Jill has worked with ABC, NBC, CBS, and other national and international media as a highly regarded publicity expert. She has been featured in *The New York Times*, *Women’s Day*, *Fortune Small Business*, *Entrepreneur*, *Forbes* and *Inc.* magazines.

Jill is the author of four bestselling books, including: *Get Noticed...Get Referrals* (McGraw-Hill), *Networking Magic* (Morgan James), and *Guerrilla Publicity* (Adams Media), which is regarded as the “PR Bible”, and her latest book *The Profit of Kindness* (Career Press), which went #1 in four categories. With four international bestselling books, Jill is acknowledged as the go-to person for building success through influence marketing, networking, and publicity.

She helps authors to create book deals with major publishers and agents, as well as obtain foreign rights deals. Jill is also the Producer and Host of the TV show, “Messages of Hope”, which inspires people to take positive action to improve their lives and create a better world.

In addition to her speaking engagements, Jill trains and consults with executives, sales teams and marketing departments in Fortune 500 companies, as well as in small-to-medium-sized companies. Her innovative influence marketing and publicity techniques consistently increase bottom line results for her clients.

RESOURCES

Publicity Crash Course with Jill Lublin–

Get MORE amazing, instant actionable tips and techniques from Jill Lublin at her virtual one-day **Publicity Crash Course**. This is a LIVE and INTERACTIVE event.

For more information and to register, go to <http://PublicityCrashCourse.com> and enter the promo code **takeaction**