

# MY PROVEN 7-STEP PR GUIDE FOR WOMEN ENTREPRENEURS



**SUSAN YOUNG**

**AWARD-WINNING NEWS REPORTER, PR ENTREPRENEUR, STORYTELLER AND SPEAKER**



## **STEP 1: Understand the basics of how to use “free press.”**

The goal: Be everywhere. Get people talking about your stuff, in your “real” community and online.

You can create a buzz with PR and publicity in both traditional and social media.

**First things first.** Let’s set the table before you sit down to eat. Translation: Here are tons of ideas, and I’m just scratching the surface!

**Traditional media** is print, radio and TV news, such as a story—not an ad or anything that involves an exchange of money. In the print world, this can be scoring coverage in a weekly neighborhood newspaper, a daily newspaper (and website) or *USA Today*. It may also mean a guest column or editorial you've written. A calendar listing in the local business journal for an upcoming presentation or event you're leading counts as well!

**Broadcast** also reaches the masses and brings opportunities for cable TV and radio programs. You may be an expert resource for a news story. Or you might land a guest spot on a longer Sunday public affairs show.

**Social media: You can get publicity and increase your visibility and credibility—and revenues—by:**

- ✓ **Writing** a blog post that is shared by others. **PR Plus:** Expands your network and builds community with word-of-mouth and brand ambassadors.
- ✓ **Commenting** on someone else's post. **PR Plus:** React to a post from an influencer or mover and shaker who has a large following in your niche.
- ✓ **Creating** a video on YouTube, Vimeo, Periscope, Facebook Live, etc. that others share in their networks. **PR Plus:** People see and hear you. It's an opportunity to build fast rapport.
- ✓ **Being** a guest expert on a webinar or Twitter chat. **PR Plus:** Positions you as a trusted and credible authority in your niche.
- ✓ **Passing** along a link or resource in LinkedIn groups. **PR Plus:** This shows generosity and a willingness to share things that aren't perceived as self-serving. Post a resource or link because it's interesting, relevant and timely information that helps others.
- ✓ **Asking** questions in LinkedIn groups. **PR Plus:** Gets people curious about who you are and what you do...with a dose of humility. Remember: people love to give their opinions and talk about themselves. Ask good questions

and you'll get quality information, especially when probing into LI groups filled with your ideal clients and customers. Same with Facebook groups, Reddit and other channels.

- ✓ **Telling** stories on Snapchat and Instagram. **PR Plus:** Human beings by nature are drawn to stories. From President Franklin D. Roosevelt's first national radio address—or "Fireside Chat" in 1933—to storyboards on social media in 2017, use visuals, images and your natural creativity to share a fabulous message, lesson tip or story.
- ✓ **Posting** on Pinterest. **PR Plus:** Many of the women entrepreneurs I work with are incredibly creative and artsy. I'm not, but I SO enjoy seeing your talents! Whether it's Etsy, photography, candle making, crafts or cooking, use Pinterest to promote and share your lovely works. Include a link in your profile and pins that bring people back to your website (hub).
- ✓ **Generating** e-newsletters and content marketing. **PR Plus:** Positions you as an authority in your field and helps build inbound marketing lists, a CRITICAL asset to growing your business. Creating content also helps you stay on top of trends and news in your industry. It "forces" you to write.

**Step 2:** Have absolute clarity on who you want to reach. Who is your ideal audience? Know their challenges and concerns. Understand them like they are your sibling or best friend. This leads you to content.

**Step 3:** Identify the reporters, bloggers and influencers who cover this audience and your niche. Refer to No. 2 and get to know and understand their preferences, audience and communication style.

**Step 4:** Craft your pitch. Once you have a thorough understanding about who you want to reach (your ideal prospect) and the connection to this person (the reporter or blogger), you must think in stories. Storytelling—not logic and facts—connects people because stories capture emotions. Tell a memorable story that ties back to your ideal customer. [Here's a quick example](#) that got loads of views and comments on my blog.

**Step 5:** Flip your communication. Decision-makers—and people in general—want help in solving problems. They don't care about your need or desire for PR and visibility. When you craft a pitch and story that “helps” their audience, the gate to your ideal clients will open. Here's the secret: Approach all PR as a way to help people overcome their challenges. They have the pain and you have the remedy (solution) to make them feel better. Don't sell; solve problems.

**Step 6:** Write down on a sticky note at least five reasons your story or message is important and relevant to an audience or community. If a reporter shoots down your No. 1 reason, you must be able to think on your feet and come back with another relevant and compelling reason (No. 2 on your list) that they should pay attention to you. You must answer the question: “Who cares? Why should I run your story?”

**Step 7:** Go for one-liners. Write your pitch on the back of a business card. If it doesn't fit, rip it up and start again. You'll never be able to explain your idea in an email or on the phone unless you have absolute clarity. This will be the intriguing, subject line that piques someone's curiosity to learn more about your story and business.

### About Susan Young



*Susan Young—CEO of [Get in Front Communications, Inc.](#)—is an award-winning news reporter, PR entrepreneur, storyteller and speaker.*

*She works with women entrepreneurs who want a step-by-step process to create publicity and PR that increases visibility, credibility and revenues.*

*During her career, Susan has written and edited some 20,000 news stories, blog posts and articles.*

*Susan's latest achievement: Being named one of the [‘Top 75 Badass Women on Twitter.’](#)*