

mei-ster:
Suffix denoting
a professional
practitioner

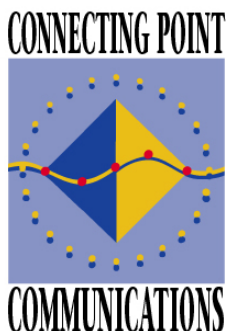
ProfitMeister TIP SHEET

“This process is very helpful for me. It’s a regrouping effort. It helps me stay focused, take action and be on task.”

Suzette
Lindemuth

Center for Ageless
Living

www.agelessliving.com



P.O. Box 3523

Albuquerque, NM

87190-3523

505-280-9772

www.ProfitMeister.com

Do-It-Yourself PR: 5-Day Project

“PR” seems so BIG it can stop you cold. In the midst of running your business, doing what you do best, self-promotion can take a back seat to sales. And yet, promotion can maximize sales. This vicious cycle leads many entrepreneurs to overwhelm, worry and finally, analysis paralysis. I worked with one artist to tackle perceptual problems and make PR a realistic part of her week. We developed a five day, one hour per day calendar to put PR in perspective.

Day One: Identify three print and three online targets. List your own website as #4 online. Research to discover your best contact at each target.

◆ *Check every target’s website and download editorial calendars where appropriate. List deadlines.*

◆ *Note the reporter covering your industry. Google them and read their work.*

Day Two: Develop a paragraph – three to five sentences about you, your event, your reason for seeking publicity.

◆ *Change this paragraph slightly for each target outlet.*

◆ *Re-write the same paragraph for your website.*

Day Three: Prepare a background sheet about your event.

◆ *Answer each of the five W and one H questions: who, what, when, where, why, and how.*

◆ *Edit each answer to a short bullet. Elaborate only if necessary.*

Day Four: Contact your six targets via email.

◆ *In a simple statement, make your request. Include your contact information in each email: name, phone number, email and address. Paste your fact sheet in below your signature line. Do NOT add an attachment to your email.*

◆ *Post your fact sheet on your website in your online media room.*

Day Five: Evaluate your daily efforts on a scale of one to 5, with one being the strongest and five the weakest. Note where you might increase your effectiveness.

◆ *Begin to formulate your next “story.” Focus on an upcoming event, product launch, anniversary or other opportunity.*

◆ *Consider why this story is of interest to each target. (HINT: Think about that target’s audience.)*

Busyness and overwhelm aside, get your public relations project moving with this simple, one-hour-per-day calendar plan and let me know how it works for you.

To learn more: www.ProfitMeister.com