

Public Relations For Coaches — More Tips

Do-It-Yourself PR: 8 Ways to Get Your Publicity Machine Goin'

1. GET A GOOD CONTACT DATABASE.
2. START COLLECTING MEDIA CONTACTS WITH WHOM YOU WANT TO BUILD RELATIONSHIPS.
3. SEND A LETTER OF INTRODUCTION, FOLLOWING THE 14 COMPONENTS OF A SUCCESSFUL MEDIA PITCH. SEND A PRESS KIT IF YOU CAN AFFORD IT.
4. WHAT GOES IN A PRESS KIT: FOLDER STUFFED WITH PRESS RELEASES, YOUR BIO, YOUR PICTURE, ARTICLES YOU'VE WRITTEN OR THAT HAVE BEEN WRITTEN ABOUT YOU OR YOUR CLIENTS' SUCCESS, TESTIMONIALS/SUCCESS STORIES, BROCHURES, MARKETING MATERIALS, MISCELLANEOUS ITEMS, YOUR BUSINESS CARD...
5. STAY IN THE FOREFRONT OF THE JOURNALIST'S MIND BY STAYING IN TOUCH. EVERY 2-3 MONTHS, SEND THEM SHORT, USEFUL THINGS YOU'VE WRITTEN THAT THEY CAN PUBLISH OR READ ON-AIR.
6. SEND LETTERS INSTEAD OF PRESS RELEASES TO ADD A PERSONAL TOUCH.
7. GET A PROFESSIONAL PHOTO TAKEN FOR USE BY THE MEDIA.
8. LEVERAGE YOUR MEDIA COVERAGE. WHEN A STORY COMES OUT, BUY REPRINTS TO USE IN YOUR PRESS KIT OR MARKETING MATERIALS. HAND THEM OUT AT PRESENTATIONS, SEND TO CLIENTS AND PROSPECTS.

10 Steps to Getting Your Coaching Article Published

One way to see your name in print is to offer to author an article for a publication. This is a wonderful marketing tool that helps establish your credentials as an expert and gives you far more editorial freedom than an article about you written by someone else. Here's how to get started:

1. Make or buy a list of your target publications. Choose those that would be the most interested in your particular coaching niche (e.g., Wine Business Monthly if you coach enologists) or those whose audiences you have something in common with (Coastal Living if you moved to Malibu to coach).

2. Prioritize them. Which do you want to appear in first? Look at your marketing plan to help you decide.
3. Call and find out if the publications have "writer's guidelines" you can request. If so, they often ask that you do so in writing and include a self-addressed stamped envelope (SASE). Be sure to include an SASE in every piece of correspondence to a publication when you are proposing to be the author of the article.
4. The writer's guidelines should indicate if the publication does indeed accept submissions from non-staff writers like you. If so, read 6 to 12 months' worth of back issues to familiarize yourself with all the publication's nuances. Find the column or section that repeatedly uses the type of article you're planning on submitting and study the style, voice and format.
5. Sometimes writer's guidelines are unclear or too brief to be helpful. If this is the case, call up the publication and ask to speak to the managing editor. Ask them to clarify how they like to be approached for an article submission by an expert (as opposed to a freelance journalist). Have several story angles prepared to pitch them. Find out if they want a "query letter", which is a one- to two-page proposal of the article you have in mind, or if they prefer to see the completed manuscript first. Find out to whom you should address the pitch and how to spell their name.
6. Send your query or manuscript only after having a superliterate friend or writing consultant scrutinize it.
7. Enclose your resume or your marketing materials with copies of any other high-quality published work of yours, articles about you or others that pertain to coaching and are relevant to "sell" the editor on your idea.
8. If you send the full manuscript, don't forget to include a cover letter telling the editor briefly what you are sending them and for what section or column it is meant. Include a brief background about yourself and the relevance of your piece to the editor's audience.
9. Don't forget your SASE with the proper amount of postage!
10. If the publication is not interested in your article, you'll probably only get back a pre-printed form letter indicating such. Otherwise, the editor will most likely call you with the good news!

How to Leverage media Coverage

- ▶ Announce to everyone you know that the publicity is coming out and when and where
- ▶ Make tapes/clips of it and send it to other media and prospective clients
- ▶ Put reprints of articles in your press kit
- ▶ Be prepared for a lot of new business so you're investment in publicity won't be wasted
- ▶ Use reprints of articles as powerful marketing tools:
 1. As an insert in your company's media kit
 2. As a third-party endorsement incorporated into your sales presentation
 3. As a handout at trade shows, conventions and conferences
 4. As a direct mail piece to help increase market share
 5. As a tool for informing and inspiring your team.

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