

Public Relations For Coaches — Speaking With Reporters

When a reporter contacts you about a story they're working on, or you receive a publicity lead, make sure you put your best foot forward in responding to them:

1. BEFORE RESPONDING, BE CLEAR ON THEIR TOPIC, QUESTIONS AND THE TYPE OF EXPERTISE THEY SEEK. ONLY RESPOND IF YOU FIT THE BILL.
2. DON'T DILUTE THE POWER OF YOUR RESPONSE BY ADDING EXTRANEOUS INFORMATION - STICK WITH TOPIC.
3. BE CONCISE AND USE COMPELLING LANGUAGE.
4. TELL THEM SOMETHING THEY DON'T EXPECT TO HEAR, BUT MAKE SURE YOU CAN BACK UP YOUR OPINION WITH FACTS AND ANECDOTES.
5. TEACH THEM SOMETHING NEW ABOUT THEIR SUBJECT - BE A RESOURCE.
6. BE BRIEF, BUT GIVE THEM JUICY MORSELS OF INFORMATION. THIS IS NOT AN INTERVIEW YET - AT THIS STAGE, YOU'RE JUST TRYING TO WHET THEIR APPETITE SO THEY ASK FOR AN INTERVIEW.
7. PROVIDE YOUR CREDENTIALS IN SHORT FORM...E.G., "I AM A FULL-TIME BUSINESS PLAN WRITING COACH WITH 20 YEARS OF EXPERIENCE AS AN ENTREPRENEUR AND CONSULTANT. I HAVE WORKED WITH TEAMS AT MICROSOFT, 3M AND PAINE WEBBER. I DIRECTED THE WRITING OF THE TURNAROUND BUSINESS PLAN FOR TACO BELL." ONLY INCLUDE ELEMENTS GERMANE TO THE REPORTER'S TOPIC - DON'T TRY TO BE ALL THINGS TO ALL PEOPLE. FOCUS YOUR AUTHORITY IN THEIR AREA OF INTEREST AND YOU'LL BE THE MOST APPEALING EXPERT FOR THEM TO INTERVIEW.
8. INCLUDE ALL YOUR CONTACT INFORMATION: NAME, TITLE, COMPANY, ADDRESS, PHONE NUMBERS (WITH TIME ZONE AND BEST TIMES TO CALL), FAX AND E-MAIL ADDRESS. IF YOU HAVE A GOOD PROFESSIONAL WEBSITE, INCLUDE THE URL.
9. SPELL CHECK!!!! GRAMMAR CHECK!!!! PROOFREAD!!!! BE PUNCTUAL IN YOUR RESPONSE - GET BACK TO THEM WITHIN 12 HOURS OR WELL WITHIN THEIR DEADLINE.

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