

Public Relations For Coaches — Your Press Kit

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:

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| <ul style="list-style-type: none">▶ Folder with pocket 9 x12 (8.5 x 11 paper will fit inside) with logo on outside▶ Business Card - to put in diagonal cuts in pocket▶ Bio
▶ Published articles you've written▶ Published articles written about you
▶ Brochures, fliers and other marketing materials
▶ Testimonials and success stories
▶ Cover letter or legible, personal hand-written note on Post –It | <ul style="list-style-type: none">▶ Envelope 10 x 13 - to mail it in
▶ Press release(s)
▶ Picture - printed on card stock with logo, phone number in margin▶ Unpublished articles you've written the media can use▶ Published articles supporting your cause or industry▶ Fact sheets - backgrounder on co., key points, topics you're an expert on, top ten lists, etc▶ Samples of your work - guides, workbooks, checklists, etc. |
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Make the News: 20 Practical Publicity Stunts that Work

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| <ol style="list-style-type: none">1. Conduct a survey or opinion poll3. Release a study5. Get some endorsements that lend credibility7. Gather success stories from your customers and tell a tale9. Offer opinions about growing trends11. Do something interesting and meaningful that benefits someone besides yourself13. Gossip15. Write a book
17. Report a significant business-related development within your organization19. Share an advance in understanding | <ol style="list-style-type: none">2. Report a finding4. Dig up statistics6. Self-publish a small, free guide/magazine/newsletter8. Share off-beat, informative and cutting edge ideas10. Make observations that signal trends12. Make predictions
14. Become an expert in something16. Offer a grant to a deserving someone in need18. Package your organization's news in the context of a national trend20. Point to a sign of the times |
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