



# Boost Your PR

## QUICK FIX:

## 3 things you can do in 1 hour to boost your PR



## 1. Do a quick search on Twitter

Use #journorequest and your topic in the Twitter search to see if any journalists have issued any media requests relevant to your business. Some journalists use this more than others. It's a way that they can reach out to people for help with research that they're doing and articles that they're writing. They may want to interview people or get an expert's opinion on a particular matter.

For example, type in the Twitter search bar “#journorequest #health” and something like this will appear:



If you see something that is relevant to your business, follow the journalist and answer their request. Even if they don't need your help this time, it's worth keeping in touch with them for the next time when hopefully they will want you. So keep following and engaging in conversation.

You can also use these search terms to look for other PR opportunities:

#journalistrequest

#prrequest

#bloggersrequest

#bloggersrequired

#editorialrequest

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## 2. Start planning your PR calendar

Using a yearly planner, schedule in the key events in your industry. If you are keen to speak on stage, identify at least three events you would like to speak at and find out the contact details of the event organizers. Get in contact with them including your bio, profile photo and a summary of your keynote talk.

If you have a video of you talking at a previous event include a link to it so they can see you in action. Event organizers will want to verify that you are a credible expert and speaker so provide the best overall picture you can. This is not the time to be bashful.

Also on your planner, you should make a note of special dates that are relevant to your business. That could be Easter, the Budget day, Mother's Day, etc. Could you write an article or blogpost hooking your business to that particular day?

Eg, if you're a parenting expert, for Easter time, you could write an article giving top tips for parents on how to make healthy Easter snacks to avoid chocolate Easter egg overload. Or, if you're a fitness expert, you could write an article for spring time with your top tips on how to get fit ready for the summer holidays.

### PR Annual Planner 2017

Jan-17	Feb-17	Mar-17	Apr-17
Monday Tuesday Wednesday Thursday Friday Saturday Sunday	Monday Tuesday Wednesday Thursday Friday Saturday Sunday	Monday Tuesday Wednesday Thursday Friday Saturday Sunday	Monday Tuesday Wednesday Thursday Friday Saturday Sunday
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### 3. Create a hit list

Make a note of three target publications you want to be featured in. Think carefully – choose those that you strongly believe or know that your target audience are reading.

Then try to identify the specific journalist or writer of that publication that would be most interested in your story/business. Have they written about your industry/field/subject matter before? Check in the magazine or online site to if they give their contact details (email or twitter handle ideally). Otherwise you'll have to do your own research and look them up on Google or Twitter.

Use this example template to store the contact details of the journalists you get in touch with and keep track of your interactions with them.

It's useful when you look back in 6-12 months time and go back to those who have not featured your product or story and touch base with those who have.

Name of Journalist	Type of Media	Outlet	Email	Telephone	Contact Date	Action	Follow Up	Result	Link
JohnDoe	Monthly women's magazine	Cosmopolitan	jdoe@cosmo.co.uk		23.01.2018	Send logo and article	Call on the 09.02 to check they received their information.	Article in the June issue.	<a href="http://www.cosmo.com/xxx">www.cosmo.com/xxx</a>

## For more advice on kick-starting your PR in 2017:

I would like to invite you to join my private Facebook group 'The PR Hub for Entrepreneurs', a dynamic group for business owners who need help and support with PR.

We regularly post helpful tips in the group and once a week have an open Q&A session where you can ask me anything to do with PR.

To gain access, please click on this link and my team will approve your application as soon as possible.

<https://www.facebook.com/groups/ThePrHubForEntrepreneurs/>

## About Alison Shadrack



Alison is the founder of Adia PR and the torchbearer behind some of the UK's most disruptive and trailblazing entrepreneurs including the GBEA Young Entrepreneur of the Year.

Listed as one of the UK's Top 100 Media Influencers in the entrepreneurial space, her clients are regularly featured in the crème de la crème of the media world, like The Times, Forbes, The BBC and Sky News and they're frequently winners of coveted industry awards.

Alison has over 20 years experience in marketing and PR having worked in the UK, Europe and USA. A serial entrepreneur herself – Adia PR is her third business – Alison practices what she preaches and each business has been grown to a successful level using the power of PR.

## Contact

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