

Launching a Publicity Campaign

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Getting Publicity Means Delivering What the Media *Really* Wants

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What you place in your news release can make a real difference to whether you get publicity or not. Content is king. Copy is everything.

To get noticed, you have to create a news release that will meet the media's needs. Ask any editor! Most news releases end up in the trashcan or recycling bin because they simply lack the essential elements for publication. **So, how do you prepare and transmit an effective news release so that it will actually achieve the publicity results you want?** You can minimize the hassle and help yourself to a great news release by using the "3 I Technique."

Strategic Preparation

First, start by asking yourself a few crucial questions:

1. Who are my customers?
2. What do they read, watch or listen to, particularly when they get information that motivates them to buy the product or service that you offer?

What you need to do now is go and find and study these media.

Specifically, you need to locate the articles that clearly are motivating people to take action. These are your models for success.

Next, realize that if you want to be there, you need to produce something that fits within this defined realm of publishability. Now ask yourself – "What can you offer to match the readership and editorial interests you have identified?"

The answers to these questions establish the information about your business that you need to have ready.

Use the 3 I technique

The 3 I Technique is actually quite simple. **It is a mechanical process that allows you to use the very media you want to be in, mimic what you see, and create the content using your own data and information.**

You select the facts you need about yourself based on what you see published about others in the articles you find. The 3 I's in the 3 I Technique stand for:

1. **Identify** a successful story or model.
2. **Imitate** the structure and content of the success model.
3. **Innovate** with your own information.

You do this line by line, start to finish. **Your goal is to develop news release copy that you can present to the media you want to be in**, whether it is your local newspaper or *The Japan Times*. Of course, you can use this technique to write news releases for any individual publication or a target group of publications.

You decide which one you are aiming at.

Here's what to do at each step:

Step 1: Identify a successful story or model.

Select your top media or publication and find an article you wish could be about you. Study it carefully. What you are looking for is an article that is just like what you wish would be written about you. Look at and analyze a few articles. Then settle on one.

Evaluate this article's writing structure and glean ideas about what the editors want and publish for their audience. From now on, analyze how each article you read is written. Look carefully. Identify and review the number of words in each article. Identify the number of words per paragraph. Identify the number of sentences per paragraph. Identify the number of paragraphs. These are your writing metrics.

Step 2: Imitate the structure and content of the success model.

Study the article and develop a real understanding of the structure and purpose of each sentence and paragraph in your chosen success model. Do this so that your own article will parallel the outline of the successfully published article. Then start at the headline. If they have a five word headline, you now write a five word headline. Then go on to the first sentence, then the second, then the third, and so on.

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“They see that it is really close or even absolutely ready for publication.”

This may seem very mechanical, but you are learning what editors want. **You are getting as close as you can to what they publish** so that when you select and then present your information, it is designed to match what you see and find in the media you are using as a guide.

Seek to achieve a real understanding as to what the editor or writer has done. Understand what each sentence is all about and what the editor is writing, and how he or she is communicating with his or her audience. Now you can write each sentence of your news release and know it is as close to what the editors like and want you to produce.

Step 3: Innovate with your own information.

Now, using the success model as a guide, write the sentences in your news release, one at a time. Match the length, tone and function of the sentences and paragraphs you see in the article you are using as a model. Bring in information about yourself. Bring in your facts and your news and information. Tell your own stories. Add in the color and personal facts and human interest.

This is a very powerful technique. It may seem mechanical, but it really works. As you do this, something very interesting and magical will happen.

First, you will come close to matching the editorial interest, the readership interest and the style of the publication you are using as a model whether it is your local newspaper or *The Japan Times*, or whatever publication you are aiming at.

Second, you create an article that the editor knows has been written just for them. They see and realize that you have done your homework. They see that it is really close or even absolutely ready for publication. This makes it very easy for an editor to use as is, with very little revision. You make a very good impression when this happens.

Localize it

The real clincher for getting in to most publications is to **give the editor a local news angle**. More than anything else, what most editors look for is that tangible physical and human tie-in to their local area.

What media decision makers want to establish in a local news tie-in that will carry the day better than anything else is this: People, people, people.

Identify the names and locations of the people who are involved. Provide their phone numbers so that they can be contacted for questions and interviews.

Incorporate human interest and emotion

To capture the editor's attention, you need to push the media's hot buttons.

Here's how:

Tell me a story, give me a local news angle, hit me in the pocket book, teach me something I didn't know before, amaze me or astound me, make my stomach churn, or turn me on.

What media people really want turns out to be what most people wants – ***Stimulation!***

This should come as no surprise. People want an emotional experience that takes them out of their boring, humdrum lives and temporarily takes them away – transcends their reality. You can boil it all down to one simple formula:

DPAA+H

These letters stand for **“Dramatic Personal Achievement in the Face of Adversity plus a little Humor.”**

Why News Releases Fail

1. You wrote an advertisement. It's not a news release at all. It fails to offer solid news, real live human interest, value-added information, education or entertainment.
2. You wrote for a minority of people in the media audience. You simply lose out to other news releases that interest far more people in the media subscriber base.
3. You focus on yourself, not the media audience. You focus on your business and marketing, instead of the needs of the editor and his or her audience.
4. You didn't clearly say why it is important and of interest to the audience. You don't explain the real significant impacts your story has on people.
5. You fail to present a local news angle.
6. You include too much hype, self-laudatory praise, pithy quotes, useless testimonials, jargon or gobbledygook. Get rid of it.

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Paul Krupin is the President of Direct Contact PR. This article captures the lessons learned from over 25 years of doing publicity for clients in America and around the world. There are many more articles, PR Success Stories, and news release example downloads, even a free pdf file ebook download of Krupin's 244-page book, *Trash Proof News Releases*, at his website www.DirectContactPR.com E-mail Paul directly at Paul@DirectContactPR.com or call 509-545-2707. Direct contact: 1-800-457-8746.



“It galvanizes our attention. It rivets us to our seats. It captures our attention and our hearts.”

This is where you make it easy for them to know exactly how to look at what you are proposing.

This is where you also give them incentives that make it even more attractive and easy for them to do their job. Invite the media to ask for and receive free media kits and review copies, high-resolution color photographs, questions and answers for interviews and feature stories, along with the statement that says very clearly “available for interview.”

You are now finished. Now you can transmit your news release. You can send it to your specific target media and every other media in the similar and related categories of potential interest.

Uncover Critical Business Intelligence

You can uncover some very interesting and crucial data and information once you start using the 3 I Technique frequently.

Very simply, this tool and analytical writing process helps you evaluate how any given publication or media provides media coverage on the topics it presents to its paying audience.

You will learn HOW and WHAT the editors or producers choose to publish as they present their selections to their audience. This is crucial because this is how they make their living, since their income is based on selling subscriptions or on advertising.

You get to learn what the editors want. They know what they need to do to survive and thrive. The technique allows you to acquire this **CBI – “Critical Business Intelligence”** and use it to your advantage.

It is up to you to decide how to use this data and information to design your own PR materials so that when they are sent and received they do not end up in the trash can.

Use the 3 I Technique to assess the best way to design a news release and adapt your approach to any publication you want to be in or any radio or TV program you want to be on.

Use the 3 I technique to evaluate the style, editorial interest and readership or audience interests and the nature of the information your target publication needs. Factor what you uncover into your news release and approach. This technique can help anyone create a really great news release.

You’ll give the editors exactly what they want and they in turn will give you what you want – **free publicity.**

NOTE: You can use the 3 I Technique on anything – media publications, interview shows, advertising, sales letters, and competitor marketing materials. The technique can be used to help you create all sorts of very effective materials.

If you look at almost every media around you, you will see this is what the public wants, desires, and craves.

As a culture, we crave to see the human spirit triumph in matters of the heart, and in trials of hardship and tragedy.

We ask to be uplifted right out of the humdrum of our everyday reality into the exhilaration and extreme emotional of those who are living life on the edge. It galvanizes our attention. It rivets us to our seats. It captures our attention and our hearts.

And this is what the media seeks to provide. This is what works.

And this is what you need to provide if you want to get publicity.

The Call to Action

At the top of the release, place the words “News Release” or “For Immediate Release.” Below that, place the word “Contact” and add the name and phone number and e-mail of your primary point of contact.

The final thing to add to the news release is something I refer to as “The Call to Action.” This is a special little add-on section that goes above the contact information. This is a sentence or two that calls out and tells the media exactly what you want them to do with your news release.

Best types of news releases for home-based businesses:

- Local human interest
- Major news events
- Problem solving tips, articles
- New book, products or services
- People announcements
- Letters to the editors
- Radio & TV interviews requests and show proposals
- Book, product, service reviews
- Small feature stories
- Full feature articles
- Internet/website traffic generator articles

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- Corporate & publicity writing/editing
- Corporate & business newsletters
- Business promotion throughout Japan’s foreign community
- Business biographies

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