

Browser Media's PR / Outreach Cheat Sheet

1. Know your publication/website
 - a. Circulation/visitor data, readership, frequency of publishing, specific columns and regular features, whether they accept guest posts and infographics, Domain Authority, Page Rank

2. Know your journalist/blogger
 - a. Do they cover news, features, both?
 - b. Do they have a specialist subject, expertise/knowledge in an specific area from a previous job?
 - c. What have they written about recently?
 - d. Is this their full time job or are they hobby bloggers?

3. What's your angle?
 - a. Genuine news, trends, industry issues, case studies, thought leadership, gossip, interviews
 - b. Are you asking them to use your press release or are you pitching an article, guest blog or an idea for them to consider?
 - c. For articles/guest blogs, a catchy headline is not enough – a thorough outline of a story is required. What are the three key messages about your story that you'd like your target to know?

4. What's your back-up offer?
 - a. What if the journalist or blogger doesn't like your idea? Whilst you've got their attention, what else can you sell in/what's your alternative story angle?

5. Why are you a credible source for the story?
 - a. What facts can you present to demonstrate that your organisation is a credible, knowledgeable and trustworthy source?

- b. Also highlight why the propose author is a credible, knowledgeable and trustworthy source (link to their Twitter feed/LinkedIn/CV)
 - c. Highlight where the author has been published elsewhere - including the company's own blog
6. The specifics
- a. What is the word count?
 - b. What is the deadline?
 - c. Will there be a byline, quote or link? Follow link or no-follow link?
 - d. When will it be published?
 - e. Will it be shared socially?
7. Other things to consider...
- a. Journalists/bloggers may be on deadline so always ask 'Is now a good time?' if you're doing a verbal sell in
 - b. Politely ask if you prefer your content to appear on the web or in print
 - c. Advertising very rarely equals editorial
 - d. Forward features lists are useful but not set in stone
 - e. Morning is best for news sell in/outreach
 - f. If you want a news journalist *and* a features journalist at the same publication/site to see your story, send it to both. They are far too busy to forward your email
 - g. Don't call to check whether they've received your email – add value by offering something new/extra if they didn't reply the first time
 - h. A picture speaks a thousand words and long articles don't always work online. Could a picture/graph/infographic tell the same story in a more immediate way?
 - i. Does the subject line in your email demand attention?
 - j. Rome wasn't built in a day – build up credibility. Don't nag or hound a blogger or journalist - just gently send good ideas over a period of time and they'll build up a mental picture of what you do and how you could help them.