

PR TO-DOS FOR SMALL BUSINESSES

Use this list to manage your DIY public relations effectively.

1. DEFINE YOUR PR GOALS

- What do you want to achieve? (e.g. media coverage, brand awareness)

2. WHAT'S YOUR STORY?

- Identify your unique angle or newsworthy event.
- Highlight what makes your business stand out.

3. WRITE A MEDIA RELEASE

- Use our [media release template](#)
- Start with a strong headline.

4. BUILD A MEDIA LIST

- Do your research to identify local journalists and influencers relevant to your industry.
- Collect contact information and preferred communication methods.

5. PITCH TO THE MEDIA

- Personalise your pitch for each contact.
- Explain why your story matters to their audience.

6. FOLLOW UP PROFESSIONALLY

- Send a polite follow-up if you don't hear back.
- Be respectful of their time and interest.

7. LEVERAGE MEDIA COVERAGE

- Share any published articles or interviews on your website and social channels.

8. BUILD LONG-TERM RELATIONSHIPS

- Stay in touch with key media contacts.
- Offer yourself as an industry expert for future stories.