



HOW TO PITCH TO THE MEDIA

WITH LISA MESSENGER

episode six: workbook one

LEVERAGING COVERAGE

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You made it! Your story is in print,
whether it's in a magazine, online, on
a blog, or a brochure. You've done it.

But your hard work isn't over yet ...

To really make your coverage work to
your advantage you need to AMPLIFY IT,
MULTIPLY IT and make sure it reaches
as MANY people as possible.

- ✓ Amplify, multiply & drive reach
- ✓ Spread the Word
- ✓ Ask for online coverage
- ✓ Mix your media
- ✓ Send your gratitude



AMPLIFY, MULTIPLY, DRIVE REACH

To really make your coverage work to your advantage you need to AMPLIFY IT, MULTIPLY IT and make sure it reaches as MANY people as possible.

Once you have approval to share the story, share it loud and proud.

Of course, social media is the easiest way to share your story. Don't forget to email a link to existing clients, share the story on your Twitter feed, add it to your future press releases. If you have your own blog, then blog about the coverage on there too.

Use the content amplification checklist on page x to make sure you've covered all basis.



ASK FOR ONLINE COVERAGE

If your article appears in a print magazine, that can slightly limit the reach of the coverage. Collective Hub is published in 37 countries so stories featured in our magazine get read in every corner of the world.

However, many magazines are only sold in one country, which can restrict your reach if you want to attract global attention. This is when it's worth asking the editor you're dealing with – politely – if there's a chance your article can also run on their online platform as well.

UPDATE YOUR PRESS/ ABOUT PAGE

Once you have at least two or three pieces of coverage, it's a great time to shout about them on your website. You can do this in a few ways – either add a dedicated 'MEDIA' tab or a smaller 'AS SEEN IN...' section at the bottom of your ABOUT page.

View worksheet x to view some examples of press pages we love.

MIX YOUR MEDIA

If your story has been published, think about the other types of media you can leverage.

For instance, the week your story either hits shops or goes live online, reach out to relevant TV programs, radio shows or podcasts who might be interested in featuring you. Television producers and researchers are the first to read magazines and blogs searching for the 'next big thing' and stories that will get people talking.

You can usually find TV, radio or podcast contacts just by Googling.

Here are additional resources:

Mumbrella An Australian marketing and media industry news website. A popular source for news, analysis and commentary on the advertising, PR, and media industries.

Social Diary A subscription-based service that give you access to media contacts.

Source Bottle A free website that connects media to journalists.

**your content
amplification checklist**



ITEM	YES / NO
your website / blog	
website	
press page	
blog post	
personal outreach	
People to contact (media contacts, clients, friends and family).	
twitter	
date to start promoting	
people/companies to credit	
hashtags to use	
tweet copy (140 characters)	
facebook	
date to start promoting	
company page to tag	NOTE: You can only tag company pages from company pages.
people to tag	
is there a video or photo to share?	
status update copy	
linkedin	
date to start promoting	
personal status update	
post to groups	
post to company pages	
google+	
date to start promoting	
circle to tag	
person to tag	
company to tag	
instagram	
date to start promoting	
company to tag	
person to tag	
short URL link for bio	
hashtags	

ITEM	YES / NO
instagram story	
date to start promoting	
person to tag	
company to tag	
URL link to feature	
pinterest	
date to start promoting	
tags	
board to post to	
press release	
date	
URL of release	
email signature	
details	
email newsletter	
date(s) to run	
description	
include as a link/call to action	

SEND YOUR GRATITUDE

Finally, remember to send a thank you to the editor who commissioned your story. That means more to us than you could ever imagine! I LOVE getting emails from people we've featured in the magazine saying how THRILLED they were with the coverage. I also love to hear updates a few weeks or months later – how that article impacted your sales or tripled your social media followers!