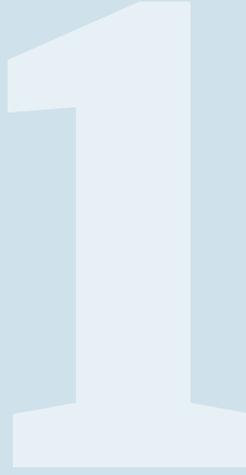


Odette & Co

Where strategy and storytelling collide



3 SIMPLE STEPS TO NAIL YOUR NEXT PITCH



WHAT'S AT THE HEART OF GOOD PR? BEING A GOOD PERSON.

5 reasons why editors, producers and journalists don't give a fluff about your 'news'.

Understanding the factors that are competing with your press release will mean you're unlikely to get blacklisted or ignored. These are the five things you absolutely must have your head around:

1. The massively decreasing staff in media
2. The CRAZY volume of pitches, invites + emails
3. Daily, weekly and monthly deadlines
4. A teeny bit of ego
5. And...maybe...your pitch sucks

Thankfully, there are five easy things to solve those problems:

1. Romance the relationship
2. Link to a broader trends
3. Offer a little flattery
4. Make their lives easier
5. Know thy deadline

And if you really want to totally nail it...try these 16 easy tips. →→→

1. Understand that good PR takes time (6-12 months!)
2. Be prepared (speaking points, facts and stories to tell!)
3. Bake storytelling into your product or service
4. Be patient
5. Know your why
6. Be generous
7. Understand your outlets
8. Be kind
9. Know why your outlet will be important to your brand
10. Speak the same language as the media
11. Be easy to work with
12. understand exactly who you should pitch to within your ideal outlets
13. Be creative + thoughtful
14. Send flowers
15. Know your sh*t
16. Be gracious

UNCOVER YOUR STORY

Media is driven by storytelling. And the best story is yours!

What's unique about you and your business story?

To launch into the media realm you will want to identify how your story is unique and how it links to relevant, broader conversations.

But first, shake off that doubting voice in your head that says your story isn't unique—cos here's the secret. It is. You are. And the best way to communicate that to the world is by identifying your story—the one only you can tell.

WHAT SPARKED YOUR FIRE?

Use one or several of these questions to start writing some bullet points about your story. This story will become the cornerstone of your pitch. Here are a few questions to spark your memory and inspiration to tell your story. Choose one or weave a few together:

- What was the moment that your life changed forever?
- What was the trigger that inspired your business as you now know it? The newsflash? The turning point? Your inspiration? [These two may well be the same story!]
- What is the story you tell your friends about your business? [Note: while you edit yourself with investors, you probably don't with friends and often those are the stories that the world, the media and even investors want to hear.]
- What is/was the most challenging moment/interaction/phase you've had in your business? [Was there a breaking point? Did you nearly give up?]
- What is the most colourful moment/interaction/phase you've had as a business owner? [Have you felt overcome with pride, joy or elation?]
- What have you uncovered/discovered through your business that no one else knows?

THE ART OF THE PITCH



A good pitch ticks all of these boxes:

- 3-4 short paras OR 10 sentences (or less!)
- Address the journalist or editor by name.
- Complement them on recent articles or features.
- Introduce yourself and your brand in a sentence or two.
- Offer evidence of why you're an expert/your product/advice is the solution
- Link to broader trend or statistics that are relevant to the outlet's audience.
- Explain how your product is a good fit for the editor's magazine or blog. If they've featured something similar in the past, mention that!
- A call to action to trigger the editor to respond to you. This could be a question or a personal note.

EXAMPLE:

Subject line: Financial literacy expert comment/op-ed on females business maths anxiety

Dear Odette, (personal!)

Loved (flattery) the piece you recently wrote about the government's crack down on big businesses late payments to SMEs (specific/relevant). I've seen firsthand the pain and struggles of businesses crippled by cashflow. In fact, it is why I've written a cashflow management and financial literacy program for women (evidence and why statement).

Through my work as the founder of Cash Full Stop and the Love Your Money program working with thousands of female clients (who/evidence/relevance to angle), I've found on average female business owners between the age of 30-40 years old, throw away \$10,000 per year due to maths anxiety and poor financial literacy (unique insights).

In the lead up to EOFY (time sensitive), I would love to discuss why this problem is so pervasive and how it can be solved through three key tax planning steps and financial literacy education (how you can help: the angle and solution).

I'm also keen to discuss why equal parts empathy and a firm touch are the key to getting invoices paid on time (back up angle) and I have written several blogs on the topic (link) (evidence of capability/credibility),

I'm a confident writer (link: examples here) (proof) have some beautiful high res images here (link: Google drive/Dropbox) (making their life easier!) and if it suits, I'm available for interview any time this week (time sensitive, flexible).



WANT TO LEARN MORE?

JOIN ODETTE'S 9-WEEK PR MENTORING PROGRAM

- 9-week online PR coaching program designed for small business owners
- 4 x theory sessions with an intimate group of business owners delivered by PR guru, Odette Barry
- Plus 4 x 90-minute brainstorming and problem solving sessions: we're talking practical, sleeves rolled up, strategic sessions tailored to your business
- 3 x 20-page workbook loaded with examples and templates
- Available online, from wherever you're located!

To register visit
odetteandco.com.au/hackyourownPR
or email odette@odetteandco.com.au