speakermarketingsuccess

Identify a Media Angle or Hook

Identify a Media Angle/Hook

Choose a Topic

- Confirm your media objective
- Decide which media to target
- Familiarise yourself with your target media

Do this by:
- Note the different sections
- Read articles
- Note active journalists
- Note the style of stories they publish

You MUST be able to establish **relevance**

Check your library of ideas

- Research what is trending in news related to your field
- Explore how you can tie your POD/USP to current events/news
- Choose a topic

Optimise Your Topic Value

- Review your topic to confirm relevance
- Does it fit? — No → Tweak it? — No → Select different topic? — No → Select different target? — Yes
- Does it fit? — Yes
- Tweak it? — Yes → Tweak your idea to make it fit
- Select different topic? — Yes
- Select different target? — No → Keep story notes for future use

Store your notes in a folder for future use

- Brainstorm how you can make your media angle newsworthy → List take-home messages to include in a release

You're ready to write your Media Release

You've Added to Your Library of Ideas