

How to be your own PR Machine



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WHAT YOU'LL GET OUT OF THIS SESSION



A greater understanding of your strengths and the importance of emotional connection



How to build a media profile



How to promote yourself externally and to the media

BENEFITS OF GOOD PERSONAL PR



- Better promotion – your share of voice will be greater than others
- Creating visibility for your future career – a more attractive hire
- Personally rewarding ...





INTRODUCTION

MENTORS

- The importance of mentors cannot be underestimated
- Allows you to talk honestly with someone that has been there and done it already
- Look to see what qualities you admire in someone
- Associations such as Bloom, International Advertising Association and others hold mentoring and speed dating sessions
- Could be internal – a senior member of staff you admire
- Be brave and just ask ... one hour a month



CREATING A PROFILE

The basics

- Audit yourself: What is your current profile internally and externally – LinkedIn, Twitter, attendance at conferences, etc.
- Good professional headshot
- Set KPIs – where do you want to be this time next year, 2 years, 5 years ... review regularly



CONTENT CREATION

- Trial out your writing skills – for your business, for a blog
- Content calendar – be realistic on volume
- Medium.com, LinkedIn, Twitter are all good platforms for posting
- Comment on stories on LinkedIn; follow influencers / potential clients on Twitter and comment on their posts



A person is sitting at a wooden desk, typing on a laptop. The desk is cluttered with various items: a blue mug of coffee, a yellow book, a small potted plant, and a white decorative object. The background is a textured wall. A large, semi-transparent white circle is overlaid on the left side of the image, containing text.

WRITING: HOW TO ENGAGE YOUR AUDIENCE

Introduction

- Clear idea of your purpose, simple and catchy

Body

- The volume of the argument with at least three supporting points. The main information is given here

Conclusion

- Repeat the main points and do not introduce anything new

HOW TO WRITE A BLOG

- Between 400 and 650 words
- Plan your content – aim to write a structure of 50 words in bullets
- The power of three – try to write points in three sentences
- Ask a question to lay out what issues you'll be answering in your blog
- Try to connect the first and last sentence so readers feel like there is a tight start and end to the story



NETWORKING

- Events calendar – book it in your diary! Ask others what are the best ones to attend
- Research who is going along in advance. Link up on LinkedIn.
- Is there a list of attendees you can research in advance
- Don't stand with people you know, make sure you introduce yourself to new connections
- Bring business cards or add new people to your LinkedIn right there and then



AWARDS

- Amazing for recognition of your achievements
- An award that you can showcase throughout your career ... always used on profiles
- Research awards you could enter or talk to your marketing or PR team. Always talk first about how it benefits the business and their profile rather than the benefit to you



CREATING A MEDIA PROFILE

THE BASICS ...

Define your goals ...

- Be on the radar of journalists
- Have regular pieces published
- Become a thought leader
- What are your strengths – interviews, live pieces? Or written?



WHAT ARE JOURNALISTS LOOKING FOR?

- Topical – of the moment, timely, new, something that people are talking about
- Relevant – to a specific audience
- Unusual – not what people know or expect. Is it a first? Something that will surprise reader and make them click through to the story
- Trouble – show how you're solving the problem ... if you're not clear enough or strong enough in your argument the journalist may look for the conflict angle
- Human Interest: What's in it for individuals and what impact will it have on key stakeholders
- The latter is most important – needs to answer the 'so what' question in your storytelling
- Use research





PITCHING TO JOURNALISTS

- What are your main industry publications
- Read the stories most relevant to you ... which journalists are writing them
- Get to know the journalist – meet at events or invite for coffee
- Look at the type of stories they are featuring. Style, content.
- Do you have strong views or opinions on breaking news stories?
- Details are in the ‘contact us’ section. They will respond to emails or tweets
- Short pitch with your idea in the first sentence – come to the point immediately and outline what they’ll get out of it

INTERVIEWS

- To camera or in person?
- 5 Ps – what are the areas you want to promote / that you would rather not discuss
- Think about it as a game of rugby – run with the ball until you're tackled
- Practicalities: Clothing – blend in with unobtrusive jewellery; Matt lipstick not lipgloss and powder for shine!



Thank You!
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