
QUESTIONS TO HELP YOU WORK OUT YOUR STORY

The questions below are intended to help you work out if you have a story or not and if so, what that story might be.

WHY?

Why do you want PR? Is it to get more customers, to raise your profile, develop trust and credibility for your brand, attract investment or to outshine your competitors?

WHO?

Who is your target audience? Your target audience is generally the people that buy your product or service and the people that influence those people in their purchasing decisions.

Is it your current customers or is it new customers?

Is it the general public or are you selling to other businesses?

What do you know about your customers? Do they fall within a certain age bracket or live in a particular area? Are they typically male or female?

If it's not more customers you're after, who is it that you want to reach? Is it potential investors or retailers to sell your product for you?

What kind of media coverage do you want? Do you want local press so people come into your shop? Do you want coverage in the small business or your trade media to reach other businesses that buy your product? Or is it the general public you want to reach through mainstream media e.g. papers, radio and TV?

Have you got media coverage on your business already? If so, which media and when? What was the story topic they ran? Has your product been reviewed by the media already? If so, which media and when? Were the reviews positive? [You can only go back to the same media if you have something new to tell them or show them].

CONSUMER STORY ANGLES

Considering the problem your product or service solves, is there an issue or a discussion in the press that relates to what you do? Could you comment on this issue and give a different perspective?

Do you have any interesting research, stats and/or data that you can share?

Do you have any usage data that could signal a trend or a change in the norm?

Is there anything unusual or quirky about your product or service? Is there anything about that would make people say, 'Really?' Eg. You notice that people are not using your product in the way it was intended but instead use it to do something unexpected. Or maybe your product or service is unusual in itself.

Is there a seasonal angle you could push? Are you releasing a new variant with a Christmas theme or doing something fun for Father's Day? Eg. Our client Hawkes beer did a Father's Day promotion and gave everyone with the name Bob a free beer.

BUSINESS STORY ANGLES

Have you just received funding?

Is anyone high profile or with an impressive track record joining your company?

Are you about to expand into another country?

Can you reveal impressive growth figures? Are you willing to share your turnover and projections?

Would you be willing to talk about your business journey? Eg What was your biggest learning setting up your business? What was your greatest hurdle and roadblock? How did you overcome it?

OTHER OPTIONS

From reading the PR Overview, you will have noticed there are other options for securing media coverage that don't rely on having a news story. The next few questions will help you determine what those options might be for you.

Do you have a product that could be sent out to journalists for review?

Does your product make a good gift? Is it for kids, men or women? Is it a luxury item or for someone that has everything? Could it be a good gift for a colleague? Is it for people with a particular interest such as fitness, wellness, food, drink etc?

Are you an expert in your field and do you have something to say about a particular issue that relates to your category?

Could you write a blog post on your expert area that could help others in a similar position? Could you draft top five tips, or top five mistakes, in your chosen area?

Are you holding an event this year? Could you use that event to showcase your product or what you do?