



9 TIPS TO GET ON THE NEWS

Check out our 'Insider's Guide to Becoming a Media Darling' and commit to the following ...

1. Be consistent

Journalists will happily accept your tweets, emails, and even phone calls if you consistently feed them unique and fascinating stories. Don't waste their time.

2. Get personal

Demonstrate how your story's personal aspect is crucial to the plot. Essentially, create a 'mental' storyboard for them.

3. Get everyone onboard

Ensure that if a journalist contacts your office, everyone understands what to do.

4. Think as a news producer

Before proposing a story or idea, picture the best way they could relay the message in the form of b-roll or supporting images and pitch that.

5. Include stats and numbers

Statistics give depth and credibility to a story.

6. Build a strong personal brand

Engage with people on social media, especially those in the media who cover the topics and "beats" that are most relevant to your industry.

7. Stay ahead of the news

Stay informed and have a point of view that helps others consider the implications, choices, and directions to complex news and trending topics.

8. Pave your own path and own the category

Work towards building buzzworthy appeal and become a thought leader in your own category.

9. Continue the story with your own angle

Regularly 'hook up your caravan' to current events that have story potential and a strong and obvious connection to your own story. (A process also known as 'Newsjacking'.)

For the full story: [9 TIPS TO GET ON THE NEWS: AN INSIDER'S GUIDE TO BECOMING A MEDIA DARLING](#)