

Switchboard

Public relations checklist for startups

- Storytelling:** Fill a need and tell a story: generate content that's relatable to your audience. A story angle is newsworthy when it either has conflict, celebrity connection, human interest & empathy, timeliness, newness or unusualness.
- Media relations & public speaking:** Anticipate media inquiries by preparing messaging in advance and be clear on who the spokesperson is going to be. Practice in front of colleagues or book a session with an expert.
- Legal:** Make sure the technicalities of the product or service offering are set in stone before developing in-depth written content or doing press outreach.
- Target reporters:** Understand your goals for getting mentioned in the media – identify the reporters that are best positioned to help you meet those goals and contact them individually. The “shot-gun” approach doesn't work!
- Know the difference between ads and stories:** Pitching unpaid articles without an angle will do more harm than good with the press.