

Session 8

Building a press list

Getting your name in print is a great way to be visible – but most companies struggle to get their press releases published. This might be because:

- Their story isn't strong enough
- They're approaching the wrong publications
- They aren't written well-enough to get the editor's attention

LinkedIn won't solve these problems for you – but having a relationship with a journalist or editor is the first step to finding out how to deliver what they do want.

LinkedIn has THOUSANDS of editors and journalists with profiles – and they're all looking for stories and articles.

Get prepared

Know who you should be looking for and what they want.

- If your target market has industry journals, they're ideal – as they're often run on a tight budget and getting articles written for them saves them 'legwork'.
- If you want to get into the national press you'll need to be up with what's topical – and see where you can hook your 'story' to something that's going on right now.
- Don't think that a 'story' is the only option. Trade journals and specialist magazines are always looking for knowledge-based pieces too.
- If possible, take a look at previous issues to get an idea of what type or article they publish and also the style of their copy.
- Have a biography (very short) and a good headshot available (the professional one you use on LinkedIn is ideal) ready if asked.

If you make contact with a journalist and they are interested in what you do – the first thing they'll do is check out your profile.

Do you look professional?

Have you got material they can look at (articles posted, documents uploaded)?

How do you find them?

Back to the search function!









Search by:

Job title e.g. editor, journalist

Job title + key words for the industry you want to reach

e.g.

People results for Editor The Telegraph • 4,732 results [Filter these results](#)

	Allister Heath • 2nd Deputy Editor and Deputy Director of Content at Telegraph Media Group London, United Kingdom  2 shared connections	Connect
	Belinda White • 2nd Luxury Editor at Telegraph Media Group London, United Kingdom  2 shared connections	Connect
	Matthew Bayley • 3rd Assistant Editor, Daily Telegraph London, United Kingdom Current: Assistant Editor at Daily Telegraph	Send InMail
	Chris Holland • 2nd Business Editor at Telegraph & Argus Bradford, United Kingdom  2 shared connections	Connect
	Matthew Fearn • 3rd Picture Editor - Telegraph Media Group London, United Kingdom	Send InMail

Once you have your list:

- Explore each profile
- Check out which groups they're in

Make contact with those who are editors or journalists – finance managers and business development executives are unlikely to be interested in your aspirations (but might introduce you to the right people if all else fails)!

Be up front – ask whether they would ever be interested in articles or stories and how they'd like to get those.

Offer to connect them up with your network if they're looking for something you're not an expert in. Your networking contacts will appreciate it, the journalist will appreciate it and you'll get a reputation as someone they can go to for help.

Never pretend to know about something when you don't – you'll ruin your credibility!

Assignment

- Do a search for editors or journalists and see how many potential connections you can contact.*
- Contact at least three good press contacts.*