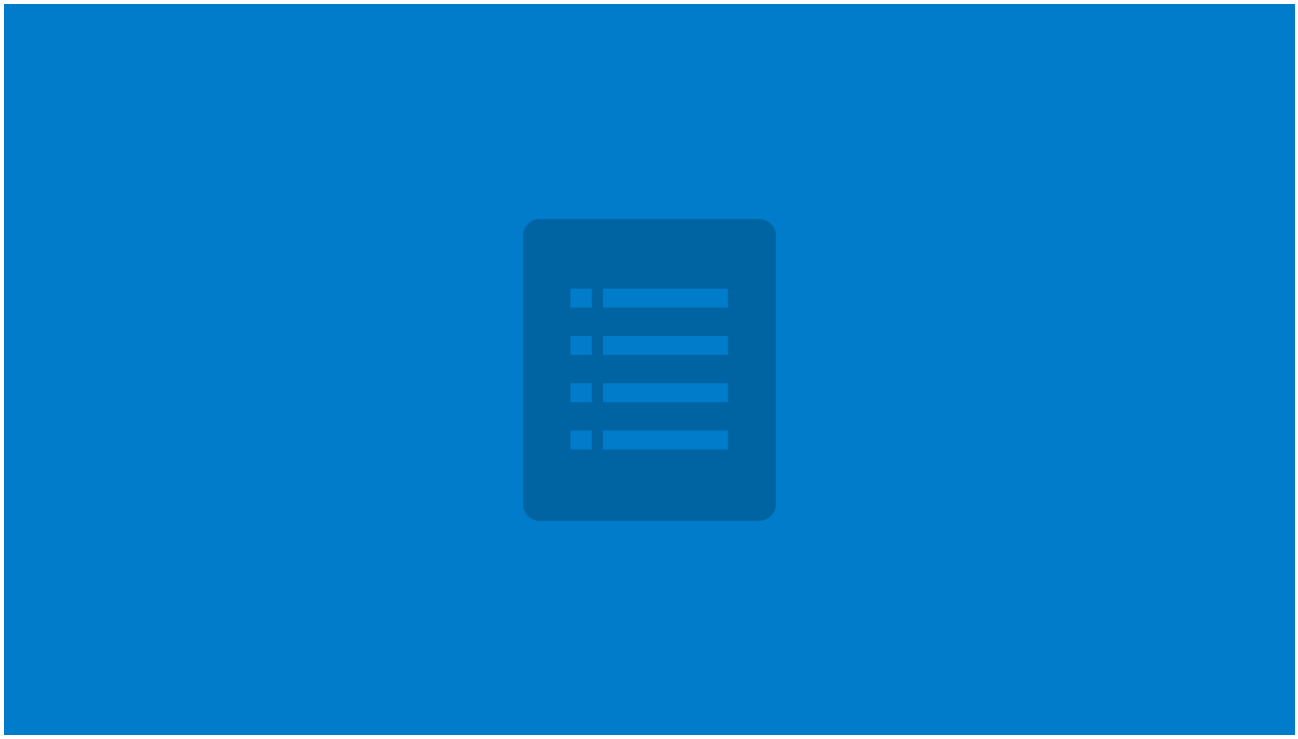
5 steps to master Public Relations.

Steps include- Understand the media, know how to spin your story, approach journalists, do fieldwork, and be committed



1) Understand the media

- [ ] Which medias you would like to work with?
- [ ] What do the reporters specialize in?
- [ ] What stories have the done?
- [ ] Other significant info, like who have the interviewed?

2) How to spin your story

- [ ] Why should a journalist bring your story
- [ ] How can a journalist benefit from your story
- [ ] Evaluate if you can contribute to any trending stories

3) Approaching journalists

- [ ] Press releases
- [ ] Relevant stories
- [ ] Attach pictures, graphics, charts +

4) Fieldwork

- [ ] Consider which relevant events there in your community:
  - [ ] Chamber Of commerce
  - [ ] Business networks
  - [ ] Organizations
  - [ ] Online communities
  - [ ] Institutions Of education

5) It is a long term commitment

- [ ] Keep reminding the press you are out there, write press releases:
  - [ ] About a new product
  - [ ] About success stories with customers
  - [ ] About new hires you have done
  - [ ] Keep reminding the press, what your company does

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