

## The 5 Steps

# The StoryPress Technique

### 1. Develop a hook that turns ha-hum facts into irresistible PR storytelling.

- Find a description or phrase that frames your story.
- Take an ordinary story and dress it up with some emotion.
- Avoid being self-promotional.
- Exploit a hot news topic, with a CONTRARIAN opinion.
- Take your time to BRAINSTORM.

### 2. Give journalists and bloggers everything they need to make a story come alive.

- Offer free access to your product or service.
- Provide photos, an infographic, or a video.
- Share a fact sheet with statistics and other meaty information.
- Provide a ready-to-publish summary.
- Offer customers for interviews.
- Provide interviews with experts, such as academics, analysts, and other influencers.
- Offer at least three story ideas for a guest post to outlets that take them.

### 3. Reach the Right Media

- Check who has written about your competitors and offer a novel angle about your company.
- See who has written about peer companies.
- Google topic to see who has covered it.
- Check relevant hashtags on social media.
- Find industry associations that curate articles.

### 4. Coach Your Spokesperson

- ENVISION your ideal headline and first paragraph.
- Use memorable, easy-to-understand language.
- ANCHOR your message with stories, stats, and soundbites.
- Prepare, prepare, and prepare some more.
- STEER the interview using bridging phrases.
- LEAD with key points and repeat them throughout the interview.

### 5. Create Measurable Assets

- Awareness: Number of people who see your earned media
- Share of voice: Portion of overall press in your industry that your company receives
- Sentiment analysis: The extent of your press that's positive and hits on your messages
- Qualified web traffic: Number of referrals from earned media
- Search rank: Boosts in search position from earned media mentions
- Target terms and hashtags: Use of target keywords and hashtags on social media
- Leads: Number of downloads, registrations or form requests via earned media
- Sales: Number of leads PR generates that are converted to sales

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