

# The StoryPress Technique has 5 key steps:

**Step #1.** Develop a hook that turns ho hum facts into an irresistible story

**Step #2.** Give journalists everything they need to make a story come alive

**Step #3.** Pick the right media

**Step #4.** Coach your spokesperson so they know how to provide sound bites and key messages for the media

**Step #5.** Create measurable assets to track your results