

**PRESS  
MATTERS.  
EDUCATION**

PRESSMATTERS.EDUCATION

# HOW TO GROW YOUR BUSINESS

THROUGH ONLINE PRESS



# **JUST GET STARTED. THAT'S ALWAYS GOOD ADVICE!**

In today's digital age, press coverage is no longer limited to print newspapers or television. Online media has taken a pivotal role in shaping public opinion. Companies and individuals alike are now actively seeking online press coverage to promote their products, services, or causes. Here's a guide to securing better press coverage through online media articles, and how we at [pressmatters.education](https://pressmatters.education) can be instrumental in the process. We can do all of this for you!

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# 1. CRAFT A COMPELLING STORY

a. Identify Your Unique Value Proposition (UVP): What sets you apart from others? What is your story? Identify the core of your message.

b. Humanize Your Story: People relate to personal stories. Share experiences, challenges, and successes that resonate with the readers.

## 2. TARGET THE RIGHT MEDIA OUTLETS

- a. Identify Relevant Outlets: Not all media outlets will be a good fit. Pinpoint those which cater to your target audience.
- b. Study Their Style: Each media outlet has its own style. Ensure that your story aligns with their type of content.

# 3. BUILD RELATIONSHIPS

a. **Connect with Journalists:** Follow and engage with journalists and editors on social media platforms. Share their articles, provide valuable feedback, and become a recognized name before pitching.

b. **Attend Industry Events:** Webinars, conferences, and seminars can offer networking opportunities with media professionals.

# 4. WRITE A KILLER PRESS RELEASE

- a. **Headline Matters:** Capture attention with a compelling headline.
- b. **Use the Inverted Pyramid Structure:** Start with the most important information, followed by details and background.
- c. **Add Multimedia:** Including high-quality images, infographics, or videos can make your press release stand out.

# 5. PERSONALIZE YOUR PITCH

When reaching out to journalists or editors, personalize your message. Explain why your story is relevant to their audience and how it adds value.

# 6. BE RESPONSIVE

Once you've sent out your pitch, be available for follow-up. Journalists may have questions or need additional information. Being prompt and responsive can make all the difference.





# HOW PRESSMATTERS.EDUCATION CAN HELP



1. **Expertise in Crafting Stories:** The team at [pressmatters.education](https://pressmatters.education) understands the intricacies of crafting a compelling story. We can help identify your UVP and turn it into an engaging narrative.
2. **Vast Network of Media Contacts:** With established relationships across various media outlets, we can pitch your story to the right places.
3. **Tailored Press Releases:** Our professional writers know how to construct press releases that capture attention and resonate with journalists.

# HOW PRESSMATTERS.EDUCATION CAN HELP

4. Media Training: If you're new to media interactions, [pressmatters.education](#) can offer guidance on how to present yourself effectively, handle interviews, and more.
5. Monitoring and Analysis: We can track the effectiveness of your press coverage, giving insights into what's working and where improvements can be made.

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INSPIRED!**

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