

CREATE YOUR DIY MEDIA OUTREACH STRATEGY

Polish Your Story

BY STARTUP FASHION

There's a lot of discussion about what your story will really do for your business. Something to keep in mind is that there is more to media coverage than making sales.

In fact, media coverage does a much better job at creating brand awareness, generating attention, and demonstrating expertise, than it does in generating sales.

Your story takes time. It has to be close to the core of your company. It's all about communication. Your goal is to get people to fall in love with your brand.

LET'S GET STARTED!

Let's do a little exercise. Write your story as you tell it now.

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Now answer the following questions: What do you do?

Why are you doing it?

Who is the person who's talking to the world about this brand? (who are the people interacting with?)

What is it that's different about you?

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Now review the story you wrote above. Does it answer these questions? If not, rework your story to incorporate your answers to the questions above.

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Next, plan to read this to people and collect their feedback. You have to talk to others, listen to what they are getting/assuming/thinking when they hear your story.

List 3 to 5 people you'll read your story to and ask for impressions/feedback:

What did you learn?

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Now, rework your story to incorporate changes based on what you learned.

Pro Tip: Remember that this is an ongoing process. As you become better at communicating, as you learn from your customers, and as you fine tune your message, your story can and should be updated.