

CREATE YOUR DIY MEDIA OUTREACH STRATEGY

Tips for Building Relationships with Journalists

BY **STARTUP FASHION**

The most important thing you can do when it comes to getting media coverage is to build relationships with members of the media. These relationships are what coverage is built on.

When you have a relationship with a journalist, when they move around to new jobs, they take you with them, giving you the opportunity to be featured in new publications by someone who already knows and likes you.

LET'S GET STARTED!

Here's how you can do that:

- Share the content via Twitter or FB of a journalist you hope to connect with
- Ask yourself "Is there anything I can do to make this person's job easier?" (data/insight)
- Go to events (trade shows, holiday markets, pop-ups, conferences, summits) where they are and introduce yourself. Say..."Hi, I really wanted to meet you, here's my card."
- Look up who has covered these events in the past and then say to them "If you're covering it this year, I'd love to meet you and introduce you to some other designers who could give you some insight if you're working on any stories. Here is my booth number."
- Once you have the relationship started, make introductions between them and others. You become a trusted connection. Then you can pitch when you have news.
- They're people. They have a need, which is eyeballs on their stories. Find ways to be a help to them.