**Create a Powerful and Practical PR Strategy for Your Small Business**

Thank you so much for having me on and thank you for attending. To date we are going to talk about how any of you can create a powerful and practical PR strategy for a small business. Just a little bit about me, I am Jasmine Powers and also known as the marketing fan girl and I have been obsessed with marketing and doing it for over 11 years. I have worked in an agency setting with clients like McDonald's, Epson, and if you want to get in touch with me, feel free to reach out to me via Facebook or instagram@JasminePowers.com Parker -- Jasmine, not -- Jasmine Powers.com. So many people have and sensationalism, but PR according to the definition of the professional maintenance is the professional maintenance of a favorable public image by company or other organization of a famous person. It is going to be everything that you do to shape the perception of your brain. It doesn't have a big sensational thing in the media per se, but it can be things that are related to the event that you do, charity, are you giving back in how do you handle crisis? How do you treat your customers? All of those things should be a part of a PR strategy. If you have horrible customer service, you can guarantee that will spoil how people perceive your brand. But today what we are going to focus on, and it is just a part of PR is what is called media relations. That is going to be kind of how you think of traditional media, your news stations and things along that line. So what opportunities do you have with media relations where you can get your information about your businesses for the news? Although there is social media, there is still very much value in traditional media outlets like radio, television, magazines, newspapers, and print is still in. We still watch television and we still check the midnight news, and we turn on the radio in our cars. Having placement there, and being featured there still will hold a great amount of weight. But not to be ignored is your blogs, podcasts, twitter chats, live streams where people are doing Facebook and instagram and live interviews. Not only are we looking at traditional media, we are also consuming information using new media and new media outlets, and they would definitely allow us to connect and communicate value about our brand. If you are like most people, and you don't know how to call up a journalist or how to pitch a story or how to get placement on TV, how do you get on television? How do you get a podcast? This is what we are going to talk about for the rest of the program,

we will go over some actual high two steps so hopefully you can approach the media with confidence and be able to to promote your brand. More people will get into the media, but they may not have real news. What I mean by real news is it might be exciting to you or exciting to your friends, but your information on what you are trying to pitch may not be important to every publication. Here is how we can make sure that we have the best success with pitching our story and our news to the media. Our news should be useful to the media publication or we will call it out let. What that means is that if you are teaching to ladies home Journal, the readers of ladies home Journal are women, mothers, ladies, stay-at-home moms, and that information that you pitch should matter to them. If you have a story about the latest Uber technology or you just launched a brand-new act, don't pitch it to ladies home Journal. If you have something that can help moms out or help with housekeeping, it's that type of news to ladies home Journal. Make sure that your news is useful to the audience of that outlet. That news should be timely. Another word for timely is trending. When we think about what is trending, what is relevant now, a couple of stories that might sound familiar to you is the yesterday Facebook and instagram out if that happened yesterday and cost an uproar. That is timely, and the college admission scandal, that is timely. If you have news like how to get your kids into college the legal way, that is a story that you can pitch the media because it is something that is trending and timely and relevant is something that is on the minds of people already. Of course celebrity news is always important. If you can spend something to say this beauty parlor will give you hair like Kym Kardashian, that is always trending, celebrity news. We want to make sure that our news is right on time and something that we are already interested in. We want to consider whether or not the angle is relevant. You may of heard people say I need another angle. What that means is that there is a spin to it that makes

this particular piece of information matter right now. So what we could do is something like by foods to eat if you want to lose weight. These can reduce weights -- the weight by 30%. The security system, how do we turn that into a story that matters as the safety locks can reduce the burglary rates by 87%. We take our information about our business and turn it into something that matters to other people. Our pitch should have practical takeaways. How will they buy or how would they register? How can they take advantage of whatever you are offering? This should also be included as part of your pitch in making it newsworthy. Then, you can simply be awesome and end up in the news.

Let me give you an example of doing awesome things and getting in the news. If your company just fed firefighters in California, that is awesome and nobody necessarily pitches that to the media, but because you have done something amazing, you got featured in the media. People like feel-good stories and stories about impact. They like that somebody is celebrating and they like to celebrate how somebody is breaking new ground. So if your story can change the lives of people, definitely pitch it. Let's see how. How do we do that? Here are a couple of opportunities to actually get our news to the media outlets. We first can pitch it, we can respond , respond to journalist and editor's outreach. Sometimes journalists and editors reach out to experts, so we can respond to those clearly. Then, we can distribute our own press releases and media advisories. But if you are going to take advantage of that first one which is pitching , you are going to need to know who to pitch. We want to target a list of very [indiscernible] media outlets so that we can start by finding people that are local and on a local news station, our local newspaper, local bloggers , and we can even target local associations that they have a blog, industry, specific publications. For example if you live in a residential area like I am near an area in Louisiana where there is a lot of fishing and farming, so there is farm publications and fishing publications, you can pitch those outlets, even though they may seem small, they are powerful because they are reaching the very people that you want to target with your news. We can also pitch blogs, podcasts, and maybe let ! Not someone that has 1 million followers, but maybe someone that has 5000-10,000 followers, especially if their followers are people who ideally you want to put your products and services with. A little-known secret is that a brand , a software brand will usually have a blog or newsletter that they feature experts. Don't overlook the blogs of other companies. So if you are a pet brand and you want to get your news out in front of people who are social media users, you might want to reach out to hub spot . You might want to reach out to something like elegant things. They have a very fruitful blog with millions of subscribers, and you can pitch those types of blogs and get your news in front of them. What were you pitch? You can either pitch that you are an expert who can add value to an article they have already written or propose something they can include a quote of yours in a new feature. You can write an entire article was they will Cawley byline article. If you see people that are featured

in Forbes or they have written for business insider and have written an entire article, that is what you will call an byline article where you are the actual author of this piece. In order to do either the expert interview where the journalist will write an editorial piece, and include comments from you, and whether or not you use a bylined article, you will use the same pitch process, and that is where you are going to research, you are going to relate, you're going to highlight benefits,

and then, you are going to suggest a way to follow up. So keep those four in mind as that four step pitch is how you will approach media pitches. We are going to go into that right now. Research, relate, highlight benefits, and suggest follow-up. The first thing that you are going to want to do is research, and this is singularly the most important thing that you should spend time on as a person who is new to PR and doesn't have any relationships with writers, editors, journalists. You will need to find out who those people are and who the right person is for you to reach out to so that you can have the most success. What you are going to do is you are going to research the article of people within your industry. You are going to use tools like Google, new sites, you're going to look at LinkedIn, you're going to use Twitter, and you can use whatever means to find what information that you have. What you are going to want to do is to start a wish list of publications you would like to be featured in. Identify the writer that covers the news stories about people in your industry. The products like yours , and pitch that particular journalists. What you would want to do is use the information that you research, I'm sorry, let me back up a second. One of the things that you can do is get a handful of information by going to Google, and you can search your industry so maybe if it is the beauty industry, you can do beauty news, and click on the news tab, and see what publications pop up for you. That might be cosmopolitan, essence, some other publications, but when you go there, you can go to the actual website and find out contact information through a beauty editor, and you are going to use that information to start to compile a meaningful media list. You also want to find the contact information, the social media information, their email, and read other articles they have written because that will help you to actually reach out and contact them. So then when you go to the second step, you are going to relate. But first you research and get all of the information you can about the journalist that cover the news that matters to your industry and to your product line. But you want to relate to them by having thoroughly read stories they have it covered before, and when you do that, you can say something along the line of I firmly enjoyed the news that you covered when you wrote the article about hairbands that do not cause [indiscernible], and I think satin cover hairbands are useful and prevent breakage on colored or treated hair. Your boarding read something that they have written in the past, and you can relate that and share that when you write your pitch. What this will do is make sure that it is a personalized pitch

and you care about them as an individual journalist and their audience more than you care about promoting yourself. So understanding your writer, your author, your news producer and understanding what kind of news they cover will help you very much in the relating process. Then, you are going to want to highlight audience benefits. How you highlight the audience benefit is that you find three minus find -- 3-5 ideas that can appeal to your audience. If we are using the same example of a hair band, you can say my hair band uses advanced technology to create BPA free ways with the hair product so that it can easily comb out the hair without breakage. It also is useful from children and also small and it doesn't break, so you can take it with you without fear of it breaking or something like that. You highlight

three benefits, three ways your product is beneficial or superior to what is already on the market so that they say this is something our audience may really like. This may solve a problem for them. You are more likely to get your story picked up if you can clearly show that your product or service is really going to benefit the audience they serve. The last thing that you are going to do is suggest a way to follow up.

Let's just say your story idea works. What you are going to want to do is recommend that you jump on a call or asked them something like what are the best days and times, or give me three days and times that will work with you or for you for a phone call. Or say something like if the story works for you, can we schedule a time to hop on a phone call? There is a call to action involved with your pitch and don't leave it open to say my product is great and you should know that you need to reach out to me. You really want to be clear on what you want and what you ultimately want if an interview. So ask to follow up. So let's see how that is done. This pitch example and let me see if I can blow that up for you. I think you can see it a little bit better. So here is a pitch for a book. The reason why this pitch will work is at it will highlight, and just ignore those because they was notes to myself. What we are pitching is a workbook about search engine optimization. In this first paragraph, because of research, we can say in the last article or episode, there was a great point that we share for small businesses looking to grow. What I'm finding is that many are focusing on the wrong things and are not leveraging advanced tactics like search engine optimization to drive interest and grow their business. So they refer back to a previous article. So how do we highlight benefits? Where as African-American female led businesses grew 322%, they are still finding real growth of problem. So what this book will show the audience is how to start publishing content now and how to leverage their relationship to share content, and how to repurpose content so they can boost their SEO ranking . There is three very clear reasons why this news will help a small business owner who wants to grow on line, and [indiscernible]. Then following and sharing some background information about yourself or in this case about the writer, she let Thompson Robinson. If you are listeners and would like to know how to share what they know and to come to their site, I would love to be a resource and let me know if this is a good fit for your audience and there is still some time for a call. You want to try and see if you can book a follow-up call or if you can meet in person or other rise ! Otherwise -- otherwise connected sure you're featuring get featured in their media publication. Is go to the previous slide again. Research. Use Google to your benefit and go to the actual publication and nobody can find on the contact page information about the editors that you want to reach. You can usually on articles within the section of the paper or blog site, that will refer to your industry whether it is beauty or business, and when you click on the article, there is normally going to be author information where the email is , what the twitter account is, and you can start to create a spreadsheet that has very valuable information that you can use to contact them. You are going to want to have a spreadsheet outlet contact information, website, email, phone, or whether or not it is local or national news. This is the type of information that you want to have when you create your media list. Let's say that is too hard, and you don't want to pitch them, and you don't want have to -- to have to purchase a media list and pay $10,000 to access a list of journalists all over the country. There is an easy way to get media as well, and that is responding when journalists are looking for stories. There are journalists that have stories that have deadlines and they don't have an expert for , and you can fill that need. If you could, take a moment and take out your cell phone and take a screenshot of this particular page, and here is some resources or ways you can find journalists to comment on their stories because they are not experts. You are the expert, so they might write about something they sought research, but they need somebody in that space or zone who will live, eat, or breathe a specific problem in the industry, and really provide expert information, and they will use a couple of different resources to find people like you. Help a reporter or HARO, and they will send you emails three times a day with a ton of opportunities for stories you can pitch and say I am an expert in the beauty space, and I am an expert with fishing, and I can comment on these problem areas or ways you can solve it. You would want to subscribe to be able to be on that email list to find out when journalists need experts like you. There is a very similar service called radio guest list which is more for podcast or radio programs where you can respond to new shows that are looking for experts like you to enter in the same premise. You signed up and they send an email, and you can say I am available to talk about this subject. If you are on Twitter, you can search the hashtag Journal request . You run a search and you will see people within the last 24 hours who are saying I need an expert in Ohio who can speak about the benefits of skin cream, or an expert who can give me a marketing message to use if the Facebook and instagram goes down. So you want to search set on Twitter and then respond and reply to the tweet and say I would love to talk and I am an expert in this area and when can we jump on a call ? You're going to respond to people who basically are putting out a call and saying I am looking for someone like you, and you respond to that. Here is a couple of other really awesome places where you can find journalists who are looking for stories and looking for people like you. There are Facebook groups like bloggers supporting bloggers, or for writers or broadcasters or PR professionals who are looking for people to interview. There is another Facebook group called the podcast movement. If you are a member of those types of groups, you will see request for people to interview, but what makes the value of those groups really important is that you would also want to be a media Creator, so maybe you will have a block or a podcast, and you create your own buzz, but when you are in that group because there they are bloggers and the whole purpose of the group , and when you are a blog or a podcast or, you get insider information to find out about those opportunities. In my case since I block and do live stream, and since I have had a podcast in the past, I am a member of those groups, and then I find out when those opportunities arise, and then I can pitch myself or my client. This gives you some behind-the-scenes opportunities to find people who will cover your story. So, what would those queries look like? This is a screenshot of what a query will look like. They send the email, not industry,

but I guess you say the industry business of finance and they are looking to write a story on how female entrepreneurs are celebrating international women's day and the journalist is Stephanie Taylor, and what she is wanting is quotes from female entrepreneurs on how they plan to spend international women's day. That is all she wants to know, and I need to get quotes from a female entrepreneur on how they spend international women's day. So what I did is I replied and shared I was doing an event with a mindful lead up to international women's day, and it is as simple as that. They put out a request and you acquire an answer the question. I have learned that so much media in [indiscernible], and a series of other publications will usually help a reporter out in responding to a journalists request. So make a practice of checking that every day and if not everyday, pitch it 3-5

times a week so you can increase your chance of getting picked up by the media. Lastly, the last way that you can get media attention is through distributing your own press releases. That is an official statement that is issued to media outlets that give information on a particular matter. You are going to want to send it to that same media list you have compiled, and that you are going to send that press release to your own email subscribers, and you can post it on your own blog. Then you are going to use a newswire service. We will not go into heavily how to write a press release, but I do want to talk a few minutes own a newswire service. A newswire service is a service that writers, editors, reducers subscribe to so that when you put your press release on it, they get it in there email box. So today if you wrote a press release and you pay for the releases to submit your press release on their newest wire, hundreds of thousands of journalists will get that press release in the email box. If you're press release is the kind of story they want to cover, then they will reach out to you, the press release will have your contact information on it, and they will know how to contact you about your news. You can take the power of the media back in your own hands by crafting an expert press release and distributing it using a newswire service.

So here is some pictures of an actual press release. You are going to be writing relevant editorials. Let me talk about editorial. Editorial is like you are telling the story and it is in the third person and it is not an ad . Press releases are more informational than trying to sell. So you might create a press release on why

the SCO -- SEO matters and how it can help the general public. Now is not the time for big claims and now is not the time to say by this now and this is so amazing and it is not an infomercial, and it is not a big giant ad with bells and whistles. So you are going to write a more like a story and in the third person meaning there is no me and know you. This is information about this product that is valuable to this audience. The objective should be clear and singular. You don't want to cram a lot of information into your press release. The press releases about one product, and one service. Also one event and one launch, and not everything you have ever done. So make it very clear and include quotes. Quotes from yourself or a spokesperson for your company, and again, include a call to action. So why is an call to action important? It is going to be the start of your funnel. You want a lot of media and to be featured in the news, but the total purchase and focus of the media attention should be to drive sales. To get people in touch with you and to get them to purchase your product. So what you want to do is have one call to action, and to find out more information, register here. To attend the event, go to 123 Jackson Street on Saturday. Make that call to action clear. Don't say to do this, show up here, visit there, click here, don't have 15 things they need to do, just make one call to action. If this is an online press release, make your press release to a sales page on your site, or a product own your site. This way they are going directly from the news release directly to where they are going to make a purchase , where they are going to sign up . They are going to otherwise contact you and do business with you. Now, you also want to automate yourself an email so if they sign up for something, make sure they are able to find out about the upcoming things. Make it where they can get ongoing news when they reach out to you, so that way they have gone from the publication to your website to your email subscription so that you are able to keep in touch with them and nurture them as potential clients until they make a sale or a purchase or otherwise engage in business with you. As a bonus, make sure on your website, and most of you will probably be sending people to websites, make sure that your Facebook and Google analytics pixels are installed on your website. That is a totally different subject, but if you are going to do any advertising, or if you are going to do any monitoring of your marketing, make sure you have the pixels installed because what that will empower you to do is to take that traffic that came to your website from any news that you generated , to say that you was featured on ABC, and you got 10,000 clicks to your website, you want to be able to advertise to all 10,000 of those people. So of Facebook pixel being on your website will allow you to do that. If you need more information on, feel free to reach out to me and I will have a link on how to contact me at the end of the presentation. Definitely make sure that you make the most of any media attention by following the strategies. So let's say that you are famous now. You have gotten press. You was featured on the news. You was interviewed, and Opera -- Oprah Winfrey had you on. What you are wanting aspect going to want -- going to want to do is feature those people and they did not have to expose you to their millions of followers, so take a time to send an thank you note and maybe send a basket of fruit or something or send a gift. Be very grateful because a lot of PR is about relationship. So thanking people and contacting people on a regular basis, and sending a gift to remember an important date in their life, you can neuter those relationships so that when you get more news you have another opportunity that you want to get covered in the media, then you have or to let them with a great taste in their mouth and they are more likely to cover it. Share the article. If you was featured and there is a social media segment, share that article or video. Share those tweets and instagram and share it on your LinkedIn. Get more exposure and they make their money a lot of time from clicks and views. Share your information with your audience so you can get more clicks and views and in exchange, you'll get more traffic to your business. It will also build your credibility, so make sure you share your news. Make sure that you blow yourself up. You are really letting everybody know that I was featured, and this is where you can watch it. You also want to give social proof because sometimes a link may change or some type of other way, your new story will disappear off-line, and how you make sure that you always have proof that you was featured in, and if it is an web article or video or something like that in your browser , you want to say that article as a PDF. So you will go to your print setting and print and do save as PDF. What that will do is capture that page and save it as a document on your computer. Always do that so that if anybody says I went to the link but I didn't see anything, you can produce an electronic file that shows the article as it appeared when it first showed up on line. If it is actual video clippings and you was in a new station, reach out to the editor that had you come out and ask for a clip. As for a recording of your segment. There are services where you can pay to have those news clippings, but the cheapest way is to reach out and say can I get a clip of my interview and that we can put it on your website or posted to YouTube or have some kind a way that you was featured on line. That also post icons of the publication on your website. So have the icons featured on your website also. So what if you was featured and they found rats in your restaurant or you was accused of discrimination? Something that was really bad that happened. You got news but it wasn't a good look for your company. One of the most important things that you can do to please the public is acknowledged there is a problem. Don't brush it under the rug and ignore it. Acknowledged there is a problem and offer a solution. If that solution is paying damages, sure that with the media that we are going to pay damages for fighting glass in your potato salad. We are going to do this to solve a problem, and then, generate new positive news. People forget.

They have been scandal in the past, with your favorite brands or favorite media personality, but when they generate something new, people only care about the right here and right now. What you want to do is generate a new [indiscernible] of news. A case in point is there is a beauty brand that makes body products and hair products. Date was involved in an advertising [indiscernible], were people viewed their ad is tone deaf racially. As a result of that it generated a lot of buzz and bad press as people wanted to boycott and find other products because they feel like their favorite brand abandoned them at the community. But what the moisture company did is that they acknowledged that the ad was tone deaf and maybe they did not understand the loyalty of their audience. So he acknowledged the problem and then what you started to see was a new versions of the ad being generated. You got to see new Roman ads that people appreciated, and another thing is that sometimes later, they offered an entrepreneurial pitch contest where they gave out $100,000 to black female entrepreneurs. The debacle happened, but people are not thinking about that anymore, and right now, they are focused on new voices is funding black entrepreneurs and purchased a campus to cope an accelerator for female entrepreneurs, so the bad news when away. So if you get bad press, acknowledged the problem, offer the solution and generate new positive news. In summary, three ways, you have three ways to get your news. You are going to pitch, and write a few paragraphs after researching your editor and creating a media list. You are going to respond to queries where

journalists and editors are looking for an expert like you and you help a reporter out or twitter or a radio guest list to respond to inquiries for experts, and your last opportunity is going to be for you to distribute a press release via a newswire. You have all of these resources available to you, so it doesn't have to be hard and it will mostly take time for you to research the right people who write to your audience and write about your industry who has covered stories about people like you in the past, small business owners like you in your local area or national area, and pitching the right people and personalizing your pitches is going to make a world of difference in the success of your PR strategy. I know that I shared a ton of information, but I am here to answer questions for you. If you have questions, let's talk about them .

Okay. So we will go ahead and move into the Q&A portion of our webinar. We will do our very best to address as many questions as we possibly can in the time remaining. We do typically have more questions asked than time allows us to answer. So if we do not have an opportunity to address your question during this life -- live webinar today, I would like to encourage you all to connect with the SCORE mentor who can help you to apply the strategies that have been talked about today. With that, let's jump into these questions, and Jasmine, we have been receiving a lot of great questions from a lot of folks today. This first question comes to us, asking when using these PR strategies, how important is it to have an official website?

I was say that when you are pitching the stories, it is important to have an official website so that you have a place to drive traffic to. But if you do not have a website right now, you can definitely point people to a Facebook page, an instagram page, or provide a phone number or some type of other way for meteor users to contact you and follow up with you or to do business with you.

Next question. This comes from Tiffany who is asking if it is important to have a media kit before pitching your story?

Awesome question Tiffany. You can definitely have a media kit and for those who are listening and want to know what a media kit is, it is like a marketing brochure that includes a press release, a biography, previous news clippings or previous news features, that is usually combined in usually a physical comedy, or something that is electronic they can be on your website. So Tiffany, you can have a media kit and it is good if you did, but if you didn't and you only had a press release, or you only had your pitch, in that case, you'll want to make sure that your website,

make sure that it is media ready and sharing that same relevant information in another place, and usually your website will suffice as long as it has key information about you, your product, and the ways that people can purchase.

Our next question comes from Liz who is letting us know that she is developing a product, and she is in the process and in the manufacturing prototype stage and ready to take preorders coming up in May. She wants to know if she you think it is too soon to be interviewed. She had identified a local quarterly publication, but wanting to make sure she gets the timing right.

I think that you can always pitch media a little early as long as there is a founder story. People are looking to find out about you as an entrepreneur, and there are ways that you can still get media about yourself or your brand before the product is actually ready. I would say go ahead and pitch, but here is where your angle and whether or not it matters to the audience, and it matters right now , where that comes in. So I would say yes, you absolutely can start pitching right now.

Our next question comes from the Layla who would like to know if a press release should be sent prior to an event only or if there is a window of time where you can send something after an event is over?

You can definitely send post event press coverage or release, and what you would do is that instead of announcing the event is happening, you can announce the event has happened and was successful, and include images and how people was benefited. You can do that and I would definitely recommend at least the first couple of days after the event, and I have done it in the past and maybe I did put on the newswire, but I updated my blog and emailed it to my audience, but you can definitely do a post event press release. Is just you are writing about it in the past context.

This next question we have is asking

if there is any particular concerns that come to mind when doing PR to reach prospective corporate sponsors with strong or developing corporate social responsibility campaigns.

Repeat that one more time. To make any concerns that come to mind when doing PR to reach perspective corporate sponsors having strong or developing corporate social responsibility campaigns?

I think the only thing is if you are using PR as a sponsorship strategy, what is the news that you are sharing? I think that is the first thing that comes to mind because sponsors are not the general market. Your general market is not always corporations unless they is pitching something like Forbes or business insider. But what is the news? I think that is probably the biggest concern I would have. I probably would just do an announcement or something else that is more general market, but I think that is my biggest concern. I would not necessarily say I am only going to put out this press release because I need funding for my event. As far as for the social responsibility, make sure that your brand aligns with your mission. I think the press release is not to do that, but I think that will be your sponsorship our strategy, and not your PR strategy.

Next question. This is from Bonnie asking if you think it is better to try and tackle all of this yourself, or do you suggest hiring someone to help you? >> I definitely suggest if you could hire a professional to hire a professional because you have a busy time. You have other operational concerns that are equally time consuming at the PR strategy. However, if you cannot do that at this time because a publicist can range between $1500 and $30,000 or more depending on the agency, and their ability to generate press for their client, you can use something like help of reporter out or some of the free methods where you could spend a few minutes a day pitching. It doesn't have to take all day and all night to do it. I think that anybody could do those things and write a press release, and I think anybody can research and find 10-20 editors or journalists to write. I think it is a matter of taking the time, if you have the time, taking that time to really market your own business. But if you have the resources to hire, you can, but I don't think it is rocket science where you could not do it on your own.

Jasmine, we have time for one more and maybe two last questions. The next question comes from Mike who is asking if you think it is easier to start with much smaller community type publications or newspapers?

My, that is an awesome question. I think smaller community type publications are better. One of the things is that when you are talking about national publications, these big publications and big magazines and news stations, you have to think about how many more people who are just like you who are pitching them and does your story get lost in the pile of these are people who want to do the same thing. But with the local audience, it has local appeal and the smaller amount of people who are probably pitching, and relevant to the local community or industry. That is why I mentioned local associations and local newspapers . Also, local industry. So if you are interested here in Louisiana, we have a large fishing and agriculture, and tourism, and those industries are big here. So pitching these publications locally will probably do much better than pitching a national publication, so I would say yes definitely do that and start there, and you can even take the coverage you have gotten from those publications to start an interest from bigger

publications that are featured in this local outlet, and this might be a good story for this national outlet. >> Okay Jasmine. We have time for one last question, and we will take this question from Charles who wants to know have you ever seen where the media is not wanting to use you as a source because you are a single person business and not maybe coming across as significant in their mind? Have you seen it happen and if so, how do you handle that?

I haven't and I think, and I would say I haven't, but that is only because most of my clients are so low entrepreneurs and or not with major companies with multiple employees. I think the time that you will have a challenge with that is if you are targeting a publication that is featuring corporate news, and they are looking for big business and looking for news about businesses that have this big operation, then you probably would not get featured, but again, I think it has to do with what your business does and how it impacts their audience. I definitely think it is going to be whether or not they will cover the type of stories that your news is about rather than the size of your company.

Okay . These are all of the questions that we have time for today. Ladies and gentlemen if we did not have a chance to address your question, I would like to encourage you if you are not already working with a SCORE mentor who can assist you further with the strategies that we presented today or further with your business needs, connect with a SCORE mentor after the webinar session today . Mentors can be found online or in a local chapter near you. You can go to SCORE.org to request a mentor. As a reminder a link to the recording of this session will be sent in an postevent email and we will include the slide deck that will be sent out in a couple of short hours. On behalf of SCORE, I would like to thank you all for attending today and give a very big thank you to 11 for presenting with us as well. Jasmine, thank you so much.

Thank you.

We hope that you can join us for the next life -- live national webinar . This event will be where certified CPA and small business tax expert Michael frame will dedicate the entire hour to answer your tax related questions and concerns. Thanks again everyone and we look forward to seeing you next time and take care. [ Event Concluded ]