

Turning Your Story into Visibility

Practical PR & Media Strategies for Small Businesses



Gemma Long
Gem PR & Media

WHAT COUNTS AS PR

PR Isn't Just Press Releases

PR is about getting other people to pay attention to what you do. It can mean:



Media coverage



Community partnerships



Speaking opportunities



Podcasts and interviews



Events



Expert commentary



Guest articles



Social media amplification



Strategic introductions

THE QUESTION I WANT YOU TO ASK

Why would someone else care?



NOT

“How do I promote my business?”



INSTEAD

“What do I know, see, or do that would be valuable to someone else?”

TIMING IS EVERYTHING

Find Your “Why Now?”

Why is your story relevant RIGHT NOW?

LOOK FOR:

- News
- Trends
- Seasons
- Community issues
- New laws or regulations
- Local events
- Holidays
- Economic changes
- Consumer concerns
- Breaking developments



FORMULA

What I know

+

What is happening now

=

A PR opportunity

Give the Media a Story, Not an Advertisement



ADVERTISEMENT

"Come to our business. We offer great service."



PR ANGLE

"Three things local business owners should know before making their next major investment."



ADVERTISEMENT

"We're the best roofing company in town."



PR ANGLE

"Five things homeowners should look for after a major storm."



ADVERTISEMENT

"I'm a financial advisor."



PR ANGLE

"What parents should know before helping their children buy their first home."

YOUR PITCH, DISTILLED

Your 30-Second PR Pitch

Make it easy for people to say YES.

THE FORMULA

I help **[WHO]** with **[WHAT]**.

Right now, **[WHY IT MATTERS]**.

I can provide **[3 THINGS]**.



EXAMPLE

"I help small businesses understand their insurance coverage. With many businesses reviewing expenses right now, I can explain three common coverage gaps that could leave a business exposed."

RELATIONSHIPS, NOT VOLUME

Build Your Own Media List

500

contacts?
You don't need them.

20

good ones is all you need.

CREATE A SIMPLE LIST OF:

- Local journalists
- News editors
- Columnists
- Radio hosts
- Podcast hosts
- Newsletter writers
- Trade publications
- Community organizations
- Chambers & associations
- Event organizers
- Local influencers



TRACK: Name • Organization • Topic • Contact • Last Outreach • Follow-Up

PERSISTENCE, DONE RIGHT

Follow Up

No response does not necessarily mean no. A simple follow-up can make the difference.

Initial pitch



Follow up



New angle



Follow up



DON'T

- Send the exact same email five times
- Take silence personally
- Follow up every day



DO

- Add new information
- Connect to a new development
- Offer a different expert angle
- Make it easy to respond

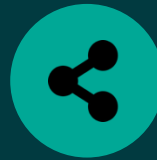
MULTIPLY YOUR COVERAGE

Turn One Opportunity into Five

Don't let the story stop at the interview. One piece of coverage can become:



Media interview



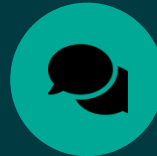
Social media post



Email newsletter



Website content



Sales conversation



Future pitch

START TODAY

Your Four Takeaways



1

Know your story.

What makes you interesting, useful or different?



2

Find the “Why Now?”

What makes your expertise relevant today?



3

Pitch the story — not yourself.

Give people something they can use.



4

Follow up and multiply the opportunity.

One story can create many visibility opportunities.

THE BIGGER PICTURE



Story



Visibility



Trust



Growth

- Your story gets attention.
- Your expertise creates credibility.
- Consistency builds trust.
- Trust creates relationships.
- Relationships create business.

Thank You

Questions?

Gemma Long

Gem PR & Media



Gemma@gemprmedia.com



217 210 1589

Story → Visibility → Trust → Growth