

Welcome to Taboo

With a new financial year upon us, business planning, sales and marketing efforts are back on the agenda. And so this month we look into the business side of DIY PR.

Kate Mills, editor of *BRW* sheds some light on getting a story in the esteemed publication. And, business author and mentor, Rhondalynn Korolak, tells us why DIY PR is the most effective form of lead generation in terms of return on investment.

Working in the Gardening or Education industry? PR Guru has released new media lists priced from \$175. Visit: <http://www.prguru.com.au/Lifestyle-and-Business-4>

And, due to popular demand, PR Guru is running another DIY PR Mentor Program starting in September. See below for details....

Yours in the media,
PR Guru



Time in lieu: 2 minutes with ...

Kate Mills, Editor of BRW

What sets BRW apart from other business publications? At *BRW* we focus on success stories and entrepreneurship - instead of falling for the tall poppy syndrome, we celebrate success and ask how they got there.

What are your readers interested in? Our readers are sharp and savvy, they want information that is going to make them fitter, quicker, smarter and sharper.

The best stories are... exactly that, it's always about story-telling which needs a great narrative.

If you want to pitch me a story idea... keep it short and snappy.

People always say I am... optimistic.

What's the best part of your job? A fabulous team and the ability to touch and feel what you've made every week.

My guilty pleasure is... bad television

The entrepreneur in me wishes... I had set up TimeOut Sydney when I first arrived here and saw the space for it.

The expression overused in interviews is... it's been a wonderful/amazing/incredible journey (yawn)

The best piece of advice given to me by my mother was ... in life, men should look after romance and women should look after finance.



DIY PR – the best ROI for lead generation

Rhondalynn Korolak is the author of business books "*On The Shoulders of Giants*" and "*Imagineering Your Destiny*" and an expert on motivation, leadership and peak performance. When it comes to PR, she advocates doing it yourself. You only need to look at her results to understand why.

Through DIY PR she has appeared in a range of national media from *Cosmopolitan*, *Dynamic Business*, to Virgin Blue's in-flight magazine, *Voyeur* through to television programs such as *A Current Affair*. Here are her thoughts on success...



Why DIY PR and not an agency?

Many business owners and author/speakers think they have to hire a PR agency to get exposure. It costs a fair bit of money and there is no guarantee of success. [PR agencies] make sense for large businesses but they're not practical for smaller enterprises.

What's your secret to getting your business into the media?

You need a combination of persistence and relevance. The media doesn't care about you, your product or your service. You need to react to what is in the news today. How does what you have to sell relate to the latest footy sex scandal, celebrity melt down, internet scam or politician who has accepted a free flight on Qantas? Does it fix a major problem that listeners/readers have today? And, learn the art of brevity. If it is longer than 500 words, it's too long.

What impact does your media coverage have on your business?

It is our primary source of lead generation. Other than the cost of our website, writing and PR, we don't spend a dime on traditional marketing. It has personally afforded me most of my speaking engagements and all of the invites that I have had to contribute regularly to major publications like CNN, Yahoo and bNet.

How much time do you dedicate to DIY PR? Are the results worth it?

5 hours per week. On an ROI basis the results exceed anything else that we have tried in terms of marketing (except of course referrals and word of mouth from our own customers). There are some upfront costs and time however that need to be done in terms of set up and preparation – collateral materials, website etc. In order to be taken seriously, you need to do your homework and be prepared.

How is dealing with TV media different to print media?

TV is much more headline and time sensitive. They want it right now. Also, you need to learn the skill of talking in sound bytes. You do not have five minutes to get to your point. You have 30 seconds. Rarely will TV put you on air if you have no media training whatsoever. They may come out and film you but you will not get a live appearance opportunity without media training. Knowing how to present yourself and your brand on TV is critical.

Complete this sentence..."To get the most bang for your DIY PR buck you need to....follow the news and respond to what is happening in the news. Stop sending out pitches about you and your product and START sending out pitches that respond to what is happening each day.

Taboo or not Taboo?

How much would you pay for a celebrity to be part of your DIY PR media campaign?

Who you have involved in your PR campaign can have a huge influence on the level of media interest you get. Someone with an established media profile can be a big draw-card leading to priceless publicity.

But unless you have a personal relationship with the person, getting a celebrity to an event can set you back anywhere from \$3,000 - \$6,000 and upwards in appearance fees.



Here are our tips on booking a celebrity for your DIY PR campaign:

- before you contact their agent, be clear on what you want the celebrity to do (e.g. be available for interviews, photography, speak or make a presentation or a combination of)
- check the fine print and ask about any other out-of-pocket or travel expenses you might be expected to cover.
- ask for a promotional photograph to include in your press release
- celebrity appearance fees can be negotiable, particularly for not-for-profit ventures, so if you have a budget constraint, make an offer. If your campaign appeals to the celebrity, they might accept

Media debuts and departures

- Jo Wiles is the new Executive Editor of *Woman's Day* - joining Editor Fiona Connolly on the publication. Prior to this, Wiles was Deputy Editor of *The Australian Women's Weekly*
- A new breakfast TV show to rival Sunrise and The Today Show is rumoured to be on the cards for Channel 10. Watch this space.
- Geoffrey Newman has left his job as editor of *The Australian's* Wealth section for a role in the private sector.



PR Guru's DIY PR Mentor Program kicks off in September

Need help getting results from your DIY PR effort? Join PR expert and founder of PR Guru, Julie Morgan as she takes you through a six part webinar series covering the secrets to getting priceless publicity.

Topics include writing a newsworthy press release, pitching to the media, integrating your online media strategy, using social media, compiling a media kit and more. Book before 15 August to take advantage of the 15% discount.

Visit: <http://www.prguru.com.au/Mentor-Program-7/PR-Guru-Mentor-Program-Live-Webinar-series-63>



Calling all Melbourne-based small business owners...

The Small Business BIG Marketing expo is on again in Melbourne on August 25. Come meet the PR Guru team at the half-day event jam-packed with inspirational speakers, exhibitors and workshops. Registration is only \$40. More information is available at: www.business.vic.gov.au/festival

About PR Guru: PR Guru provides a press release writing and review my press release service, up-to-date media database lists of Australian media, a DIY Publicity Guide and a Mentor Program. PR Guru is a Registered Consultancy Group Member of the Public Relations Institute of Australia. For more information visit www.prguru.com.au and follow us on [Twitter](#) or [Facebook](#)

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