

Three ways to get
publicity during a
pandemic!

First of all, welcome to my first webinar, I cannot believe it's taken me this long to do one, I've attended so many!

So, please be kind, I'm a bit nervous!

Thanks so much for your attention here today, even if on the replay, I really appreciate it.

I will email you all the recording of this and these slides for your reference, so do not worry about taking notes, unless like me you just feel the need!!

My commitment to you during this webinar..

1. I will help you to be less Blonde about publicity during a pandemic by sharing with you 3 ways to get publicity during a pandemic -yes really!

2. Do a live demonstration of my skill on Twitter, yes really!

Fingers crossed this works!

3. Take questions you might have!

4. Share with you details about my forthcoming 'How to spring yourself softly and less blondely into the media this Spring,' course.

And that's it!

Before, I get started let me know introduce myself..

Hi I'm Carrie Eddins, I'm the Blondepreneur and I help ambitious, rebellious business owners just like you get media coverage that you dream of...

To raise your profile, grow your business and yes even get you

more clients, even during a pandemic!!

I admit I do work very differently to many publicists..

Part of this is to do with my dyslexia, so I naturally think very differently and part of this is that I love to play with rules and see how I can break them!

This has meant that I have developed strategies on Twitter where I spend most of my time and where new stories literally in a matter of seconds break, to get the media to head-hunt my clients repeatedly!

One, Annabel Kaye was even head-hunted whilst she was on

the other side of the world, I
kid you not!

My different approach:

I use soft-skills with my
communication, every tweet,
every email, and even every
phone conversation with the
media, and with everyone, as I
believe soft is strong, and

that's is my approach with
Publicity too!

So, today I am going to share
with you 3 ways that you can
get publicity to grow your
business!

But first let me share with you
a recent result from one of my

long-standing clients Sally
Baker.

Sally is a Therapist and she
was head-hunted by the
Independent just after Easter
and within hours was quoted in
this feature below:

later she was featured in the
Independent:

<https://>

[www.independent.co.uk/life-
style/easter-bank-holiday-
blues-sad-depressed-
lockdown-happy-motivated-
a9464156.html](https://www.independent.co.uk/life-style/easter-bank-holiday-blues-sad-depressed-lockdown-happy-motivated-a9464156.html)

Now, let's set the scene...

During this pandemic, more people are going to extremes in their consumption of the media...

They are either switching massively off and listening to things like podcasts at record levels or netflixing it..

Or they are going nuts for media coverage, not just the news but consuming online news sites, listening to the radio, watching television...

The works.. they have an insatiable appetite.

What this has done is actually,
in my own professional
observation is change the
media landscape..

How?

Well not only is there more
thirst and hungry for the
media...

With more people paying attention to, more people are craving positive news stories..

Captain Tom? What a hero, he deserves a Knighthood!

Joe Wicks making into the Wall Street Journal... yes really this week!

For example, every day BBC Breakfast have #HeroesHalfhour where they share for an entire thirty minutes inspiring stories about people around the country doing amazing things right now.

Yes really!

Right, now we have a bit of context let's quickly go over a quick definition of publicity in 2020, my own one.

“ Publicity is part story-telling and part opinion-sharing! “

In the past publicity used to be just purely story-based but now due to the interactive

nature of social media, the media love to have experts just like you weigh in about their thoughts and feelings about things such as :

- * How to work from home without getting a divorce or ditching your kids
- * How to do your first Zoom whilst remaining professional.

* How to develop a sustainable daily routine which includes a daily walk.

They are interested in your thoughts and feelings about non-work related issues too!

For example: I was quoted recently in my thoughts about dating a vegan like me..

Would I actually go on a date with a guy who loves bloody steak, for Grazia magazine.

I said er yes maybe, but it would depend how it developed, if it was every meal a bloodied steak then it's a no!!

Here's the link to the piece:

<https://graziadaily.co.uk/life/real-life/vegan-dating/>

Right, so, let's get going.

The first strategy I have to share with you is for you to raise your profile during this pandemic is...

1. To contact your local radio station and ask if they are looking for experts to discuss

what you do, or if they are looking for opinions for one of their 'meaty' discussion.

Just ring them up, and say:

" Hi, I'm Jane and I help people develop resilience and I wondered if you might have a

list of names and contact details, that you could add me to, to contact when you need help for one of your discussions or features? "

or

" Hi, I'm Dave, I run a Manchester-based Networking group, if you ever need

someone to weigh in on a discussion about how businesses can get through this time, give me a shout, I'd be happy to help."

I'd go for your local BBC Radio station, or your nearest BBC Radio Station?

Why? Well, quite honestly, it is really easy once you are known to your local BBC Radio to get known regional and then nationally!

As they have this magical database and you can just ask to have your name and contact details added to the list- I know right, so cool!

That is not say if you have any community radio, or if you fancy ringing up your local Heart FM, to not do it!

It's just that it works out a better investment of your precious time to go for the BBC first.

Why not do both though hey!

You've nothing to lose!

2. Get into Twitter!

24/7 journalists are posting
all around the world media

opportunities which you can respond too..

Yes really!! Exciting!

All you need to do, is have a Twitter account, if you do not have one get one after this session, or during!! LOL!

And then type into the search bar..

#journorequest,

#journorequests, #HARO,

#sourcebottle, and look for

media opportunities which you

can respond to around the

world right now.

I admit... some are great. some

not so great!

So you will need to spend a bit of time going through them!

To begin with you could just do it...

once or twice a week, ideally in the mornings!

In the 'pre-Pandemic days,' the journal requests used to

start to be posted in the
mornings from 9.30am
onwards..

Er now it's from 8am!!

I know!

#HARO are mostly for
America and then Canada with

some opportunities for British people. And #Sourcebottle is largely for Australia, New Zealand with a handful of media opportunities for the UK and Europe.

Pro-tip !!

The approach with this, is that you need to respond **FAST!** You need to be polite, so do you Tweet the journalist...

For example:

"Looking to talk to experts in Resilience to help people during COVID-19 and would like to know their tips on how to build it."

DO NOT SEND...

" Hi, Sarah, I can absolutely help you, email me jane@icanhelpyouout.com and I will get back to you! "

Er, heavens now. They are providing you with an opportunity, you are chasing them not the other way around.

Journalists are supremely busy people, this Tweet sends the wrong message and a message which they are very likely going to ignore!

An approach which has worked for me and my clients repeatedly is the following:
First, check to see if you can just DM or Direct Message them privately, off the main Twitter feed, by looking to see if their in an envelope, if there is email do that!

If no envelope send the following Tweet.

" Hi Sarah, I might be able to help you, can you follow me back (obviously only if they are not following you, if they are, just DM them!) so that I can DM you? "

And then if they still need help with their piece they will DM you, and you can say something like, in a DM..

" Hi Sarah, I help clients with building resilience, here's my website

www.resiliencebuilding.com Let me know if you think I am fit and if so what you need and

by when and where it might be for. Thanks so much. Jane. "

This DM is gentle, open, and supportive. You do not know what the journalist's brief is until they let you know. So, never assume that you can help them, as you might not be able to!!

And a good 'pay it forward,' approach I love to use, which many of my peers feel is counter-intuitive, but I love doing it is.. to RETWEET and like their media request, as it is just feels right!

It's creating good karma and good feelings as you might not be able to help them but someone on your feed might!

Now let's see if I can do a live demonstration!!

And finally...

3. Sign up for a free trial for a media service, like Pressplugs, or HARO.

Both of these services offer a free trial, and could help at the very least you to get started in this area, even if it's an awareness-building exercise

where you see actually what is on offer and how you might respond!!

HARO, is based in America, and whilst the pay offs can be huge, so is the competition, so do bear this in mind. https://www.helpareporter.com/subscriptions/basic/?nav_location=main_menu

Pressplugs, is a UK-based service which offers a free-trial and a few years ago, I signed up for a free-trial and have never looked back. <https://pressplugs.co.uk/pricing/>

It is a company who I truly advocate and @Tracey Nolan and @Michael Nolan who run

it are just lovely, which makes a world of difference!

With Press plugs, I have secured not only repeated national coverage for my clients in places like BBC News, the Guardian, the Sunday Times, The Daily Telegraph, and on BBC Radio and BBC Breakfast, I have

built strong relationships with key journalists which is a skill which I teach during my online Publicity courses, using soft-skills causing them to come back to me and even head-hunt my clients.

And that's it short and sweet
a bit like me!

And now I'll take questions!!

Here's my offer in case you want to take this time to learn much more deeply about how to do PR to supercharge your visibility and your business.

I have a 6 week course starting this Monday, where I will go through in as much details as required to get you set up on Twitter, to help you

to understand how PR works,
what the rules are and how the
media works.

Nothing will get you my
attention unless you are a 1-2-1
client !

If you sign up today, I will
throw in a 1-2-1 session for
60 minutes, if you pay in full

today worth £300, and if you go for my payment plan I will offer 30 minutes with me worth £150.

Here's the link to my course:

[https://
www.theblondepreneur.com/
media-spring-2020/](https://www.theblondepreneur.com/media-spring-2020/)

p.s Here's another testimonial from Annabel Kaye a GDPR Expert, who I got onto BBC Radio 9 times and BBC news 4 times, during the week of the GDPR deadline in May 2018:

“ I asked Carrie to me 'a bit of PR'. The last time I asked someone to do that they got me two column inches in a hairdressers magazine (no disrespect to hairdressers but it wasn't my target market). Carrie went off and within a week she had me on Radio 4 Moneybox Live for a core subject. Then she got me on

Radio5 Live, then all over BBC radio including Radio 4 drivetime. Not content with that she got me on the TV for the Breakfast show and on BBC TV news (twice). All within a month. Exposure is great but apart from the fact we went National, she got me exposure to my target audience at the right time in the right way. We

had PR companies we know emailing us saying congratulations to your PR person - that was a case study in how to do it. She is tireless and diligent - and all of that is lovely - but she has moments of pure genius and intuition that take her above and beyond. Just be prepared to run with it. When she hits that

magic moment you need to have what you want to say firmly nailed in your head and your bags packed so you are ready to move quickly.”

And that's all folk!

much love, am off to hug trees
now!! X