

#TCTDESIGNFIRM

# YES...YOU NEED *Publicity!*



A QUICK START GUIDE BY THE TCT DESIGN FIRM



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The past is your reason,  
the future is your  
purpose..

NOW is the time to  
promote your business  
using publicity.

#pressforward to be the  
*Entrepreneur*  
you dream about (period).



## Dear Entrepreneur,

Gaining publicity for your small business is not as hard as you may think. With consistency and dedication you will find the process exciting. There are a few things to remember:

- Have Fun
- Be Authentic
- Build relationships not just transactions
- Don't give up

It's really that simple. In this guide we will share our tips and hints with you. Feel welcome to send questions to [tct@tctdesignfirm.com](mailto:tct@tctdesignfirm.com) and our team will be happy to assist you.

*We know you're here for help, and we want you to have the resources you need...*

Wishing you continued success,

*The TCT Design Firm*



# WHEN SHOULD YOU ISSUE A PRESS RELEASE?

Here is a concise list of business milestones and initiatives that you should issue a press release to gain publicity for your business.

- New Products
- Conferences
- New Professional Services
- Website Launches
- Public Speaking Events
- Collaborations
- New purchase channels
- Partnerships
- Hiring/Internships
- Community Service
- Grand Opening
- Product Launch
- Film Screenings
- Charity Events
- Charity Drives/Auctions
- Additions to your Team
- Achieving milestone
- Receiving an award
- Mergers
- Acquisitions
- Legal Statements
- New Office/Relocation
- Plans for the future
- New Lines of Business
- Launches & Product Releases
- Book Releases
- Best Selling Products/Books/Services
- Awards & Achievements
- Celebrations
- Podcast/Blog Appearances

BRAINSTORM YOUR IDEAS HERE:

# *Get Prepared for* **PUBLICITY**

Before you prepare to launch your PR campaigns, here are some of the essentials you should work on to ensure you present a strong brand identity:

- Social Media Posts with Calls to Action (Book, Learn More, Hire Us, etc.)
- Social Media Videos featuring you, team members & testimonials
- Profile photos and avatars with logo and cover photos (Facebook, Instagram, etc.)
- Identify your target audience (shopping persona, social media platforms used, price point/affordability, etc.)
- Social media strategy (15-30 days)
- Use relevant Hashtags
- High quality images of your work/services or Stock Photos & Video. You can find free resources here:
  - [Unsplash.com](https://unsplash.com)
  - [Nappy.com](https://nappy.com)
  - [Pexels.com](https://pexels.com)
- Welcome new followers with custom message
- List Building (coupon or offer to entice new clients)
- Lead Capture (ebook, worksheets or journals that educate or create a buzz)





**YOUR BUSINESS**  
*Belongs Here!*  
**Share your gifts**  
**with**  
**the world.**

# Press Release **MUST HAVES**

Before you prepare to launch your PR campaigns, here are some of the essentials you should work on to ensure your present a strong brand identity:

- **Confirm Topic is relevant and newsworthy**
- **Links to social media profiles, registrations pages**
- **High Quality photos and videos (professional if available preferred)**
- **Logo (high quality PNG, JPEG, etc.)**
- **Provide mission & vision statement of initiatives (if any)**
- **Company biography (1-4 sentences)**
- **Provide attention grabbing quotes**
- **Link to website(s)**





# Road Map to Success

*Wondering how things will work? Here's a snapshot of what your process should look like. Feel free to add steps to help you best manage your press releases.*

I

Always draft your Press Release in a Word or Google Doc so that you can ensure spelling and grammar are correct.

Need help with Grammar, try <https://www.grammarly.com/> for free!

II

There are two ways to share your Press Release:

- Directly to a publication (newspaper, magazine, blog, etc.) by email.
  - Always attach the word document and paste the release within the body of the email.
  - Be sure to include your contact information and invite the individual to meet with you to discuss in detail if desired (build relationships).
- Upload to Press Wires (see attached listing).
  - Maintain a nominal budget per release when there is a cost (i.e. \$20-\$40) depending on the size of the event.
  - If a large event where you would like to gain national recognition and sell a large number of tickets, adjust your budget accordingly.

III

Be sure to place a Google alert for the businesses and keywords involved in the release (your name, business name, event name).

Use a spreadsheet to track when you submitted the release and when you receive verification of publishing. Typically PR wires will send you a verification.

Follow up by email with anyone that you sent a Press Release directly to by email. You can also send these individuals your Press Kit.

# Press Release TRACKER

## TOPIC 1:

## TOPIC 2:

## TOPIC 3:

DATE SUBMITTED

**SITE/  
COMPANY**

**FOLLOW UP  
DATE**

**PUBLISHED**  
(YES OR NO)

**EX.**

1/1/2021

HUFFPOST  
BLACK VOICES

1/18/2021



# Press Release PLANNER

## TOPIC:

---

ex. New Professional Workshop aimed at empowering Baby Boomers and Millennials to work together

ex. Faith Based ministry launched merchandise

ex. Local business donates meals to the homeless

## MEDIA SOURCES I WANT TO SUBMIT TO

☐  
☐  
☐  
☐  
☐

ex. Industry News Sites, Local Newspaper, Health/Wellness magazine

## ITEMS TO INCLUDE IN SUBMISSION

☐  
☐  
☐  
☐  
☐

ex. Headshot, Images of book/merchandise/products, quotes from speakers

## NOTES

# Press Release Template

## PRESS RELEASE

CONTACT (Contact Name & Title)  
COMPANY (Company Name)  
PHONE (Phone Number)  
EMAIL (Email Address)  
WEBSITE (Website Address)

**INCLUDE YOUR COMPANY LOGO  
(CENTER OR RIGHT ADJUSTED)**

**HEADER [BUSINESS NAME/INDIVIDUAL NAME]  
LAUNCHES/ISSUES/RELEASES/PUBLISHES/OFFERS (Action taken)  
(70 Characters)**

*[SUBHEADER: Insert brief appealing line i.e. [Name of Company] offers free workshop for women of color centering around Entrepreneurship]*

**[FIRST PARAGRAPH]** [CITY, STATE, DATE] —[Introduce the topic with two or three short sentences. Explain its importance to your audience.]

**[SECOND PARAGRAPH]** This paragraph should use the 5 W's of Journalism to quickly explain the importance of your topic:

1. Who was/is involved? 2. What will/already happened? 3. Where (location) 4. When did/will it happen? 5. Why will/did that happen?

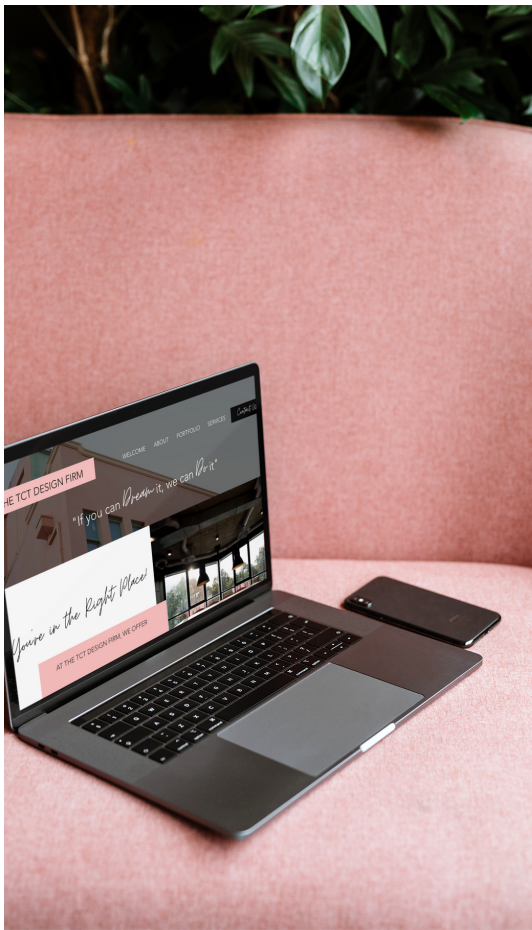
Be sure to add calls to action (register, sign up, book a consultation, learn more, request information, etc. and links.)

**[THIRD PARAGRAPH]** [Provide information to show need for this event/launch/release, etc such as proof of a problem, statistics, number of purchases/downloads, number of customers, size of audience. This paragraph should briefly illustrate how your product/service is solving a problem. When possible, explain how you differ from your competition (offering freebies, virtual classes, satisfaction guarantees, etc.).]

**[FOURTH PARAGRAPH]** [Insert quotes from your company's founder, speakers or stakeholders. This should be an inspiring quote to reiterate the importance of your topic.]

**[BOILERPLATE PARAGRAPH]** [Insert three to four statements describing your company/organization (Date founded, mission statement, website, etc.)]

###



# PRESS *Tips*

## RELEASE

### BEST DAYS TO SUBMIT

TUESDAY, WEDNESDAY &  
THURSDAY ARE THE MOST  
POPULAR DAYS TO SUBMIT  
PRESS RELEASES

### THINGS TO INCLUDE

INCLUDE HIGH-QUALITY IMAGES  
SUCH AS:  
YOUR LOGO, COMPANY FOUNDER,  
PHOTOS OF PRODUCTS (BOOKS) OR  
SERVICES (CLASS/WORKSHOP  
INSTRUCTION)

### MOST IMPORTANTLY

KEEP YOUR HEADING PRECISE & ATTENTION GRABBING  
ENSURE CORRECT SPELLING AND GRAMMAR  
DON'T USE INDUSTRY JARGON, ENSURE RELATABLE TO ALL  
MAKE SURE YOUR PRESS RELEASE IS NO LONGER THAN 2 PAGES,  
IDEALLY 1 PAGE



# HIGH QUALITY *Images*

BRANDING IS KEY

## INTERESTING *Info*

Be sure to include your Freebies,  
Facebook Groups, Seminars,  
Clubhouse Groups and other  
avenues to contact you of interest  
to your audience



## *Capture Attention*

SHARE HOW YOU:

HELP YOUR COMMUNITY  
COLLABORATE WITH OTHER  
BUSINESSES  
SPECIALTY/NICHE MARKET  
EDUCATE  
INNOVATE





# Press Kit Vs. Press Release

## PRESS KIT

- Multiple page document with all the necessary information for media to cover a business, on-going workshop/conference, author, speaker, etc.)
- Long-term document which can be improved upon
- Images and links can be included within the document and not as an attachments
- Usually a PDF document

## PRESS RELEASE

- 1 page document with quotes, date, time, and information on a particular topic, release or initiative
- Once submitted cannot be edited, only reissued with additional information/updates.
- Images must be attached to submission on PR wire or email
- Usually a word document \* submitted within an email body

**Both documents should be placed on your website, we recommend placing recent press releases and press kit links within your social media (linktree, etc.) when possible.**



A white ceramic cup filled with a dark brown liquid, likely coffee, sits on a light-colored marble surface with grey veining. The cup is partially visible on the left side of the frame.

# Thank You

**We hope you enjoyed this guide.**

**Please note this information is a brief, interaction  
introduction and not a comprehensive guide.  
It should be used as a friendly guide.**

**Distribution of this information is prohibited without the  
permission of The TCT Design Firm.**

**We appreciate your support.**

**To work with us, learn more or schedule a free consult visit:**

**[tctdesignfirm.com](http://tctdesignfirm.com).**

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