Building brands, one story at a time®
Where to Start

What are your goals?

- Customer acquisition?
- Driving web traffic?
- Partner development?
- Reaching Investors?
- Making mom happy?
Create the Plan

Key Elements

- Strategic Goals
- Key Messages
- Assets
  - Graphics, Videos, Customers, etc.
- Target Publications
- Target Influencers
- Timeline
Execution

Key Elements

■ Read! Read! Read!
■ Interact
  – Twitter, Instagram, comments, whatever
■ Use Muckrack
  – $199 per month for 1 user
■ Write Your Pitch
  – Use your assets
Execution

The Pitch

■ Use Your Knowledge
  – Reference their Work
■ Offer for the “Now”
  – Why does this matter today?
■ Go for the Interview
  – The story will come
■ Speak to their audience
"Your story is boring until proven otherwise."

- Lora Kolodny, WSJ
Execution

The Pitch

- Keep it Short
- Use Yesware
  - Don’t abuse it
- You Don’t Need a Press Release
  - You do need a news narrative
- Be Prepared for the Interview
  - Know your messages
Dating Rules Apply:
Don’t be desperate
Things to Avoid

Don’t…

- Do 9-1-1 PR
- Blow off meetings
- Pay for Placements
- Blast Pitch
- Expect the perfect story
- Expect PR to lead directly to sales
What is your story?

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Seeing The (Northern) Light: A Temporary Arctic Retirement
by CURT NICKISH
May 20, 2013 3:01 AM

By all the laws of anything, Winston Chen should not have quit his well-paying, mid-level job at a software company at age 40. But one day he was watching a TED Talk, one of those popular online video presentations, delivered by a New York designer.

"He presented this absolutely irresistible idea," Chen says. "He said, 'Why don't we take five years out of retirement and spread them throughout your working life?'"

So Chen told his wife, then 59, about it. At first, convention held them at bay.
Plenty of good ideas, but restaurants are a tough sell for tech start-ups
January 20, 2013

... An MIT spin-out called Locu helps restaurants keep menus up to date on their own sites and on others like OpenTable, Facebook, and TripAdvisor. Last year, the company raised $4 million. Locu highlights an Italian restaurant in Brookline Village, La Morra, as one of its early users on its website.

But when I spoke with La Morra co-owner Jen Ziskin, she told me that she's using the service for free, as an early customer. Ziskin says she is extremely wary of signing up for anything that adds expenses to her business. "The margin of profit is just so small when you run a restaurant," she says.

Ziskin acknowledges being a fan of the Starbucks mobile app, which lets you pay for coffee by flashing your phone. But she's not exactly an eager listener when pitched on new technologies -- usually about once a week. "I have a folder on my computer where I put the e-mails," she says. "I used to meet with people, but then I decided I don't like to waste anyone's time."