Mastering the art of public relations

JOURNEY

18 years of experience in marketing and business development.

Originally from Hungary but lived in 6 other countries before moving to California.

"Extensive travel and exposure to different cultures and people taught me to be exceptional at connecting with others."

Being good at connecting with people is a vital skill in Public Relations because it's all about Human Relationships.

Had a dream of working with high-level entrepreneurs.

Didn't know what kind of service to offer. She knew marketing but nothing about publicity.

TURNING POINT

Started a podcast with her friend to give influencers a platform to share their message in a bigger way.

She discovered that she could grow her business relationships by connecting her guests with other podcasters and getting them on TV, radio, etc.

Then someone approached her to help book some public appearances. And it became her first paid gig.

Over time, it evolved into a full-fledged business, and she was able to land big clients such as Ryan Levesque and Gary Vaynerchuk.

She helps strategize for these public appearances by examining the person who is sharing the message and deciding what stories they should be sharing on those interviews to maximize conversions.

Exposure from the public appearances must then be leveraged to bolster existing sales and marketing campaigns.

> "It comes down to having a level of empathy for your ideal client and understanding what kind of message would help move their story forward."

TELL THE BEST STORIES

Dissect your stories and leverage them to spread your message and deliver it with a greater emotional weight.

Unlike sales presentations, interviews cannot be redelivered in the same way again and again.

Think from the perspective of "How can I help this audience?" rather than "I want to promote my book."

Dial in on your message by asking yourself the following questions:
1. What is your ideal target client?
2. What do they need to hear and believe in order to want to take the next step with you?
3. What specific stories, examples, and case studies would be relatable to the audience and fits the media?

KNOW YOUR AUDIENCE

It's about relationships: Connect with people and make friends... long before you pitch yourself.
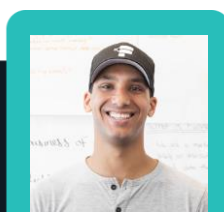
Connect with people on social media.

If you want TV or Radio, your expertise must be relevant to a mainstream news story that the media is already interested in.

"How-to" type articles or interviews where you're offering tangible advice are more suitable for magazines or podcasts.

Here are some simple questions you can ask to begin a dialogue with hosts of media platforms:

- "What inspired you to start writing for 'Forbes' magazine?"
- "What kind of stories are you working on?"
- "What would really be helpful for your audience?"

> "If you really think that it would be good for that audience, you can still make it work as long as you prioritize and respect the person's relationship with their audience."

//////// KNOW YOUR AUDIENCE (cont.) ////////////////

Find out what they're looking for, and if you have something that you can contribute, it's time to make your pitch.

Establish rapport by saying "Hey I enjoyed this specific episode because..." This shows that you applied their teachings into your own life.

Research about your target interviewer/podcast to help position your pitch better.

Start by saying "I think your audience would really benefit from doing an interview or having an article about these topics". Then, list out some points that you want to speak about.

Ask their thoughts about your proposal with a simple "What do you think?" Have a genuine interest in the host.

Your content needs to be analogous to the content they're providing to their audience.

//////// CUSTOMIZE YOUR APPROACH ////////

For High Profile Podcasters, you'll need to come up with an angle to grab his or her attention.

Having mutual friends would also help significantly.

For an editor on Forbes, you can pitch to the writers directly. They won't turn down good content.

Build a relationship over time and after a while, say "Hey, I have this topic. I think it would be really helpful for your column." If you don't have authority yet, you can do more how-to type articles.

Ingredients for a good interview:
1. Good Story
2. Examples
3. How-To.

//////////////// FOLLOW UP ////////////////////////////////

Make sure you seed your content in your initial pitch so that you can give them additional information when you follow up.

Example: For a newspaper or magazine, you might say "Hey. I was interviewed on this topic on this podcast." Or, "I just did this TV interview on the same topic." Or, "Here is some B-roll that we could include."

Don't hammer them with follow ups every day... but once a week, once every three/four days depending on your relationship with them.

"Build relationships or be ignored."

CAPTIVATE ////////////////

Think back to the time when you were just starting on your journey.

What questions were you thinking about?

For example, if you were trying to improve yourself physically, you might've asked these questions: "How do I have more energy?" "How do I lose more weight?"

Those are the same questions that your audience will want answered. Structure your content around answering those questions.

A common mistake in Podcast interviews: Being too dry and educational.

Build rapport, have some good back and forth with the host. Always look to move the conversation forward. Have Fun!

"You want to be a little bit entertaining, and trying to connect on a heart level, connect energetically with the person."

Have a call to action. (Prompt them to opt in to your Freebie or Lead Magnet!)

Podcasts are better for generating leads and sales. Big shows, big podcasts, and big business publications are used to build your credibility.

Understand that it's not about you. Leave your ego at the door and don't chase money or fame, because it will show in the way you present yourself. Put the emphasis on the audience.