



ARE YOU PRESS READY?

CHECKLIST



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Do you want you or your brand to be featured in the media? If so, listen (well read) closely. Not everyone is ready for press. Why? Well with journalists and editors being pitched by thousands of professional publicists each and every day, there is a standard set of assets that press outlets have come to expect. If you don't have these critical components ready to hit an outlet's inbox ASAP, then it's an easy "next", and your pitch will likely end up in a virtual garbage can. So, are you wondering if you're press ready? Review the following checklist to find out!



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I HAVE...

- Made my business legitimate**
 - o i.e. Business license, legal ducks in a row, trademarks etc.
- A Bio and a Bi-line for myself, my brand, and each product**
- Professional photos (300 dpi)**
 - o Product shots, lifestyle shots, headshots
- A high-quality logo (300 dpi) | JPEG, Vector, PNG**
- A complete and functional website or landing page connected to my owned domain and aligned with my brand**
- Thoughtfully curated social platforms**
 - o Twitter, Instagram, Facebook, LinkedIn, Youtube (as it applies to your business)
- Available inventory set aside to give to press for free**
- Available inventory that can sustain an influx of buyers**
- A defined target market**
- Established my POD (Points of Difference)**



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I HAVE...

- Researched my target outlets**
 - o Downloaded editorial calendars; reviewed writer/submission guide lines
- Researched and defined my target writers**
 - o I have read through their body of work and made note of their personality and beats
- Created a media list complete with:**
 - o Target outlets
 - o Target writers
 - o Writer's emails + notes
 - o Editorial Calendar notes
- Thought about how I am going to establish a relationship with my target writer list**
- Flushed out what makes me "newsworthy"**
- Scheduled out my pitching timeline thoughtfully**
- Combined all of my downloadable press kit assets into a sharable link such as Dropbox**



ARE YOU PRESS READY?

Once this entire list has been checked off, **you ARE ready for press.** If the entire list is NOT checked off, you still have some work to do.

Want help getting press ready?

[CHECK OUT THEPRBAR PRE-GAME](#)

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