The Speakers Guide to Perfecting PR by Barbara Rozgonyi for SpeakerNet News

CPR PR
Compose Position Realize
Personality + Reputation

P-R-I-M-E-R
Publish Report Inform
Mediatize Experience Repeat

W-I-R-E-D
Words Intentions Routes
Experiences Design in 4D
Digital Direct Dynamic Data

Insure Success
Choose relevant keywords, be consistent, distribute news frequently, assess results and refocus strategies

News Release Services
prweb.com webwire.com prunderground.com prlog.org ereleases.com

Action Steps

1. Set goals: why are you doing this? Traffic, visibility, credibility
2. Story ideas: who, what, when, where, why
3. Images: pictures, logos, videos
4. Media outlets: where do you want to be?
5. Remember: Everyone is Media
6. Online distribution: outlets you'll choose
7. Research keywords: https://adwords.google.com/select/KeywordToolExternal
8. See who's making news for your keywords and topics
9. Write the release with a call to action
10. Distribute to diverse networks

About Barbara Rozgonyi, Creative PR [Personality + Reputation] Visionary

Google "How to write a press release for speakers" and your search will, most likely, lead you to wiredprworks.com. Barbara leads CoryWest Media and celebrates 12 years of publishing wiredPRworks.com, named a top 50 PR blog with over 1200 free marketing and PR articles. As a digital marketing pioneer forging new frontiers, Barbara co-founded Social Media Club Chicago in 2008 and led a team to produce over 60 events. A passionate educator, expert business developer, and humorous motivational business speaker, Barbara served as a 2018 NSA Illinois Chapter Speakers Academy Dean and developed a "Perfecting PR for Speakers" webinar for members. For more information about how to plug into WIRED PR into your business, visit http://wiredPRworks.com.

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33 Point PR Success Checklist

1. Character[s]
2. Issues
3. Timing
4. Event[s]
5. Location
6. Relevancy
7. Action
8. Headline
9. SEO
10. Subhead
11. Storyline
12. Hyperlinks
13. Contact
14. Images
15. Media
16. Logos
17. Hashtags
18. Landing page
19. Incentives
20. Pitch
21. Quotes
22. Benefits
23. Distribution
24. Tracking
25. Web Traffic
26. Follow Up
27. Formats
28. Social Networks
29. Results
30. Sender
31. Contact Info
32. Live videos

Month	Topic/Focus	Story/Images/Quotes	Channels/Media	Results
January				
Event				
News				
Theme				
February				
Event				
News				
Theme				
March				
Event				
News				
Theme				
April				
Event				
News				
Theme				
May				
Event				
News				
Theme				
June				
Event				
News				
Theme				