



PR: How to Get Featured

*For us, PR =
Reaching out to
Appropriate Media to
Build Brand
Awareness*

PR is Simple



- Send a quick, informative email to folks that you think might like what you do.
- Magazine/blog editors; social media influencers; journalists.



Don't be shy!

*Their job is to find
awesome content.*

*Your job is to GIVE
them awesome
content.*

*Make it Easy for
Them!*



- Do your research.
- Use their name – and the publication's name.
- Include a link to your shop.
- Include 2-3 low-res photos (less than 300px wide)
- Keep it succinct.



- Use social proof – have you been featured elsewhere?
- Be professional.
- Tell them how they can contact you.

*Here's an
Example...*

Hi Sarah,

I came across your blog, ____name of blog____, recently, and it stopped me in my tracks – I really love your posts on ____category/style of post____. I dig your eye for design!

I actually make eco-friendly sterling silver jewellery for everyday wear under the Epheriell label, and based on what you've shared on your blog in the past, I thought you might connect with my work. My jewellery is modern yet classic, and is effortless to wear – perfect for the modern, busy woman who appreciates a minimalist, clean style aesthetic.

I've attached photos of a few of my pieces, and if you like the look of what I do, you can see more of my work in my Etsy shop here: <http://epheriell.etsy.com>. I'd be happy to send you high-res photos and answer any questions you might have about my work if it appeals to you.

Thanks for taking the time to read my email, I really appreciate it!

Best,

Jess

The image features a background of horizontal wooden planks with a warm, brown, and slightly weathered texture. The planks vary in color from light tan to dark brown, with visible wood grain and some darker spots or knots. Centered on this background is the text "And another..." in a white, elegant, cursive script font. The text is slightly shadowed, giving it a three-dimensional appearance as if it's floating or resting on the wood.

And another...

The pitch: Jess Van Den approaches Peppermint Magazine with her latest Product

Hey there Kelley and Co!

I wanted to send you an email to let you know about the new set of wedding bands I have just released under the Epheriell label.

This beautiful set of wedding rings are made from 100% recycled sterling silver – perfect for the eco-conscious couple. I source my raw sterling silver from an Australian company that harvests silver from old scrap jewellery and industrial applications (like old photographs - imagine, you'll be wearing silver that may have once been part of a photograph, or another beloved piece of jewelry long ago).

I've given them a brushed, rustic finish in line with that ethos. The men's ring is 5mm wide, and the women's ring is 3mm wide.

Already married? These would make a gorgeous set of 'holiday' rings – replacement wedding bands to wear when you go away on an intrepid holiday and want to leave your expensive and sentimental rings safely at home.

I thought they might be perfect for Peppermint readers. You can see more [here](#), and I have high-res photos available. Thanks so much for your time, and for featuring Epheriell jewellery in the mag in the past!

Jess :)



The result...

SESSLE B

Vintage fashion may be synonymous with one-of-a-kind finds, but good vintage doesn't always have to be a waist-hugging statement piece - it can be comfortable basics too. Sessle B's Vintage is an online emporium with the best of both worlds - unique finds like high-waisted wool skirts are matched with loungey counterparts like slouch shirts, leather loafers and fleecy pull-overs. For the lads, cotton button-ups in classic plaids, paisleys and polkas.

sesslebvintage.etsy.com



we do!

Epheriell wedding bands are made with 100% recycled sterling silver harvested from scrap jewellery and industrial products. Their brushed and industrial alludes to their history while still looking shiny and new!

epherielldesigns.com

fu
If you'
boot, h
your alle
and hist
each pai
durable,
monogram
more uniq
when you
them, they'l
andrewmed

Some Don't's...



- Don't ramble.
- Don't go off-topic.
- Don't use a woe-is-me story.
- Don't send huge photos.
- Don't send a generic 'press release'.



- Don't add them to your mailing list.
- Don't email the same thing in bulk.
- Don't take it personally...

*Once you've sent
your first pitch...*



- Don't pitch someone else straight away with the same angle.
- Wait 1-2 weeks before following up.
- Next contact in 3-6 months.
- Keep a spreadsheet.

*If they reply with a
'no'...*



- Thank them for their time.
- Reference any feedback they gave you.
- Don't complain or be negative.
- Note them down for a follow-up in future if appropriate.

*If they reply with a
'yes'...*



- Have press-ready photos ready to go.
- Have a bio and headshot ready.
- Have any further details of your story ready.
- Reply in a prompt timeframe – they'll be on a deadline.

*Create a Pitch
Calendar.*



- Think seasonality and occasions.
- What holidays does your item go well with?
- Lead time is important.
- Track who you've pitched and when.



*How do you Find
Publications?*



- Search 'your item roundup' on google.
- Similarly – 'top 10' or 'best'
- Use descriptive keywords and 'blog' – so 'modern design blog' or 'eco wedding blog' – same for magazine.



- Browse the newsagent!
- Ask around + check out your competition.
- Search bloglovin'
- Search mag subscription services.

Are you PR-Ready?



- A clear story.
- A 'hook'
- Fabulous-quality images – preferably some with a white background.
- Confidence.

Questions?

