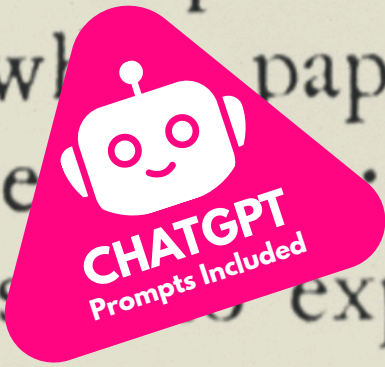


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THE SME
MARKETING GUY



**GET YOUR
BUSINESS IN
IN THE PRESS
(FOR FREE!)**



Quick Intro...

Getting your business in the press isn't about hiring expensive PR agencies or waiting for someone else to notice you. It's about learning how to tell your story in a way that matters and putting it in front of the right people. Whether you're running a local pizzeria or an ambitious tech start-up, this eBook gives you practical, proven steps to build your own media presence, raise your profile, and grow your business through the power of free publicity. PR isn't complicated, it's simply your story, told the right way, to the right people...

The 3 Things You'll Learn...

01 Find Your Angle



Learn how to uncover the human, relatable story inside your business. The one that journalists and readers care about, so your story stands out in a crowded inbox.

02 Write Like a Pro




Master the structure and style of a professional press release, with headlines, opening paragraphs, and quotes that make journalists want to copy, paste, and publish your story today.

03 Build Real Media Relationships



Stop sending cold emails to generic addresses... instead, learn how to find the right journalists, pitch your story with confidence, and build ongoing relationships that keep your business in the press for months and years to come.



PR isn't just for big brands... it's YOUR fastest route to earning trust, raising your profile, and putting your business in front of the people who matter, without spending a penny on ads

WHAT IS PR & WHY IS IT GOOD FOR YOUR BUSINESS...

Public Relations, or PR, is all about managing the perception of your business. It's how your business communicates with the world outside your four walls. Whether that's your customers, your community, or the wider industry. Unlike advertising, PR is earned, not bought. You don't pay for space in a newspaper or publication... you earn it by being newsworthy, relevant, and valuable to the audience.

PR covers **media coverage** (press releases, interviews, features), **thought leadership** (articles, speaking engagements), and **reputation management** (responding to crises, managing your public image). For micro and small businesses, PR often starts with simple, proactive steps: sending out a press release, building local media contacts, and getting your story into places your potential customers trust.

Why PR is Good for Your Business...

PR helps your business by giving it credibility. When a respected news outlet writes about you, it's far more powerful than you saying the same thing about yourself.

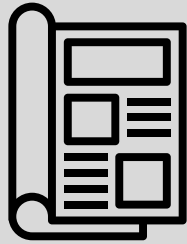
- **Brand Awareness**
 - **More people see your business and start recognising your name.**
- **Trust and Credibility**
 - **People trust what they read in the press far more than an advert.**
- **SEO and Website Traffic**
 - **Online press coverage with a link back to your site boosts your Google ranking.**
- **Lead Generation**
 - **A great article in the right place can drive direct customer enquiries.**
- **Talent Attraction**
 - **Press coverage positions you as a leader, helping attract staff, partners, and investors.**

The UK Media Landscape for Micro Businesses & SMEs

The UK has a rich and varied media ecosystem that caters to every niche:



Local Newspapers:
Yorkshire Post, Manchester Evening News, The Scotsman... great for regional awareness



Trade Journals:
Retail Gazette, Construction News, Food Manufacture... essential for industry credibility



National Media: The Guardian, The Times, BBC... harder to reach, but immensely powerful



Digital & Niche Outlets:
Startups.co.uk, SME News, Business Matters... perfect for micro and SME profiles

Unlike paid advertising, these outlets don't want your sales pitch. Instead, they want your story. What are you doing that matters to the local community, your industry, or your sector? What's new, innovative, helpful, or inspiring?

Misconceptions About PR - Let's BUST a few myths...

MYTH 01

→ **"PR is only for big businesses."** Not true. Local journalists are desperate for stories about real people running real businesses.

MYTH 02

→ **"I need a PR agency."** Helpful, but not essential. You can start your own PR right now.

MYTH 03

→ **"Journalists will laugh at my story."** If it's human, helpful, or genuinely interesting, they won't.



The Power of Storytelling

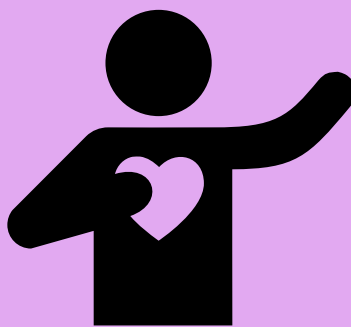
People connect with people. PR isn't about how good your product is, it's about the story behind it. Has your businesses invested in robotics to streamline a manufacturing process? Did you launch your bakery because your grandmother inspired you? Are you helping the local community during the cost-of-living crisis? Have you overcome adversity to start your business? These are the stories that journalists and readers want to hear.

Good storytelling creates:



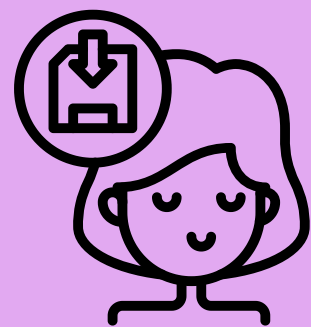
Emotion:

It gives your audience a reason to care.



Relatability:

It shows the human behind the business.



Memorability:

People forget facts, but they remember stories.



Your story
won't land
everywhere...
target the right
publication
where your
audience
already trusts
the headlines

WHERE YOUR STORY BELONGS

Not every story belongs in The Times, and not every business needs national coverage to succeed. The UK media landscape is full of opportunities, from small local papers to specialist trade magazines to global news sites. Your first job in PR is to match your story with the right audience.

#1 - Local Press: Your Community's Voice

Examples: Yorkshire Post, Manchester Evening News, The Bristol Post, The Scotsman.

Local newspapers and online news sites are some of the most accessible places for micro and small businesses to start. Journalists at these outlets are constantly looking for stories that matter to their communities. These include success stories, job creation, local events, charity work, or inspiring personal journeys.

**WHY
01**

→ Builds your reputation within your region.

**WHY
02**

→ Shows you're active in the local economy.

**WHY
03**

→ Local radio and TV (e.g., BBC Local Radio, ITV regional news) often pick up stories from local papers.



Local newspapers love celebrating small businesses that make a difference in their communities... start here to build trust close to home.



#2 - Trade Journals: Speaking to Your Industry

Examples: Retail Gazette, Construction News, The Grocer, Food Manufacture, TechRound.

Trade publications cover industry-specific news, trends, and product launches. Their readers are suppliers, competitors, and potential partners... people who live and breathe your sector.



→ **Positioning yourself as a leader in your niche.**



→ **Reaching industry buyers and influencers.**



→ **Building credibility with investors and stakeholders.**



Trade magazines give your business credibility in your industry and help you reach buyers, suppliers, and partners who actually understand what you do.



#3 - National Media: The Big Stage

Examples: The Guardian, The Times, BBC News, Sky News, Financial Times.

Getting coverage in the nationals is harder, but the payoff is massive. National journalists look for stories with broad relevance.... economic impact, unusual innovations, human triumph, or significant public interest. Your business will need a strong hook that resonates beyond your sector or region to get into these publications.



→ **Your story touches on wider economic or social issues.**



→ **You're disrupting an industry or launching a world-first.**



→ **You've won a major award or secured high-profile investment.**



National coverage puts your business on the map, but only if your story has wider relevance or solves a problem people care about.



#4 - Business Publications: Reaching Decision-Makers

Examples: Business Matters, City A.M., Startups.co.uk, SME Today, Yahoo Business

These sites and magazines focus on the business ecosystem itself, covering funding rounds, leadership stories, entrepreneurship journeys, and growth tips for micro businesses and SMEs.



→ Great for telling your founder story.




→ Sharing lessons learned from your business journey.



→ Get rapid online coverage (sometimes same day).



Business-focused media are where entrepreneurs, investors, and decision-makers find inspiration, making them perfect for sharing your founder journey and growth story.

Two men in business suits and high-visibility vests stand in front of a blue corrugated metal wall. The man on the left is smiling and has his hands in his pockets. The man on the right is also smiling and has his hands in his pockets. The image has a blue tint and a semi-transparent text overlay.

Journalists don't rewrite
your story. Create a
powerful headline and
opening paragraph
yourself to grab attention
and make publishing your
story effortless

THE IMPORTANCE OF AN ANGLE (AND HOW TO FIND YOURS)

If there's one thing that turns a boring business update into a press-worthy story, it's your angle. Journalists aren't interested in your product launch, award win, or office move unless it has something new, surprising, or relevant to their readers.

The angle is what makes your story stand out from the noise. It's the hook... the thing that makes someone stop scrolling, open the article, and read on.



An angle is the unique perspective or newsworthy element of your story. It answers the unspoken question every journalist is asking: "Why should anyone care about this?" Think of your story like a gem, the angle is the facet that catches the light.

The 5 Common Types of News Angles

- **Human Interest: A personal story behind the business.**
 - Example: "Yorkshire engineer builds life-saving invention after family tragedy."
- **Trend Tapping: Linking your business to something already in the news.**
 - Example: "Local café cuts energy bills by 50% using AI during UK energy crisis."
- **Milestone Moments: Major achievements or milestones.**
 - Example: "Start-up celebrates 1,000th customer after just 6 months."
- **Community Impact: How your business benefits your local area.**
 - Example: "New app helping Leeds charities boost donations from shoppers."
- **Innovation & Disruption: Doing something new or challenging the status quo.**
 - Example: "UK's first zero-waste online bakery opens in Manchester."

How to Find Your Angle

Finding your angle starts by looking at your business from the outside in. Here's a step-by-step approach:

STEP 01

→ Ask Yourself the Journalist's Favourite Question: "So what?"

You've launched a new product. So what? You've hired two new staff. So what? You've won an award. So what?

STEP 02

→ Look for Human Stories

Why did you start your business? Who have you helped? What struggles have you overcome? Is there a personal story?

STEP 03

→ Tie Into Trends

Are you the first in your region to do something? Are you the best at something niche? Are you offering a service in a way no one else is?

STEP 04

→ Be First, Best, or Different

You've launched a new product. So what? You've hired two new staff. So what? You've won an award. So what?

STEP 05

→ Look at the Calendar

Are there awareness days, seasons, or anniversaries you can tie into? National Apprenticeship Week, Earth Day, Back to School etc.

Weak Story

Strong Angle

Local business wins small award

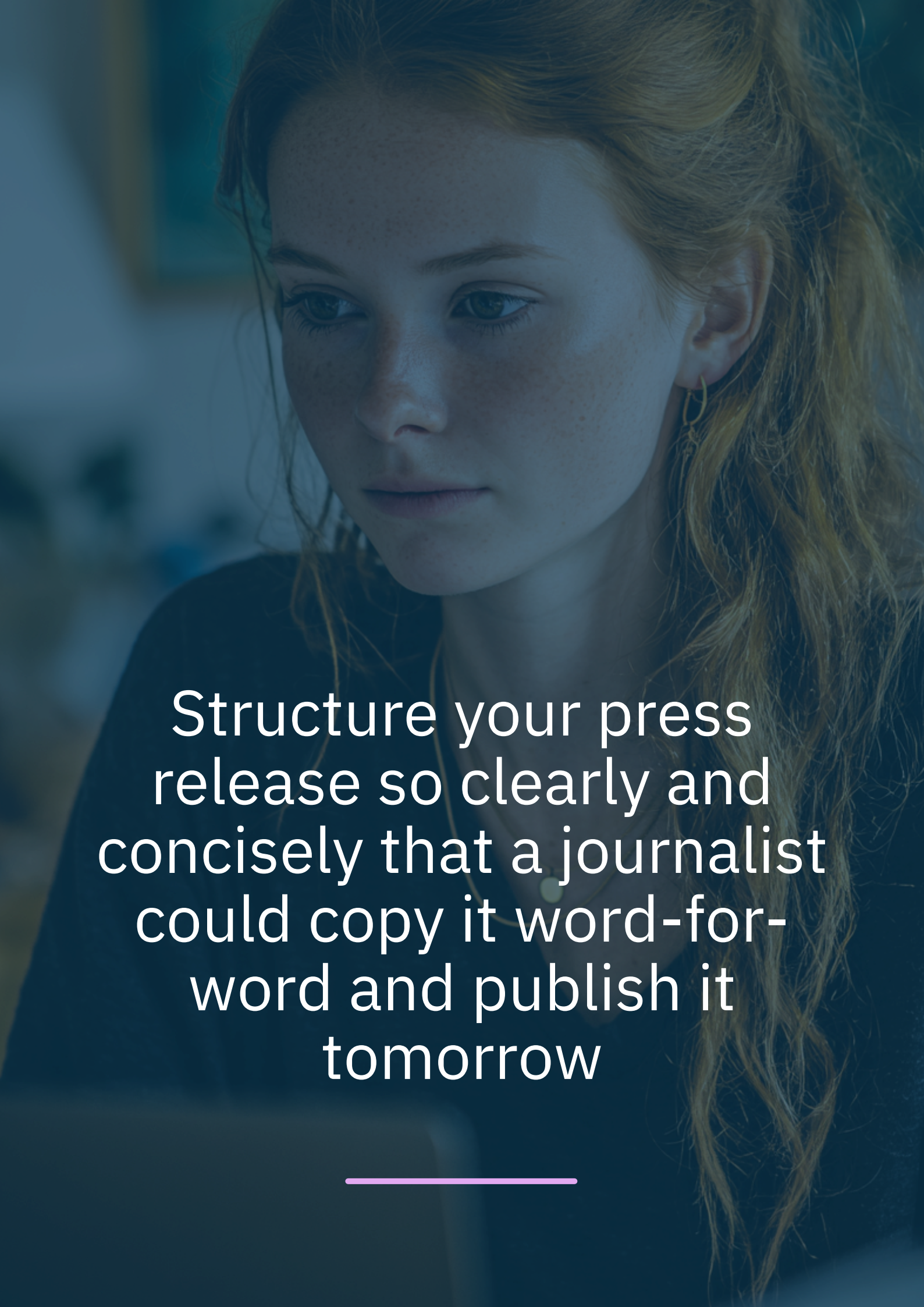
Yorkshire firm named 'Best Place to Work' after staff vote

Bakery launches a new cake

Harrogate bakery creates Jubilee cake in honour of Queen's reign

Office opens in new location

Start-up creates 50 new jobs in post-industrial part of town



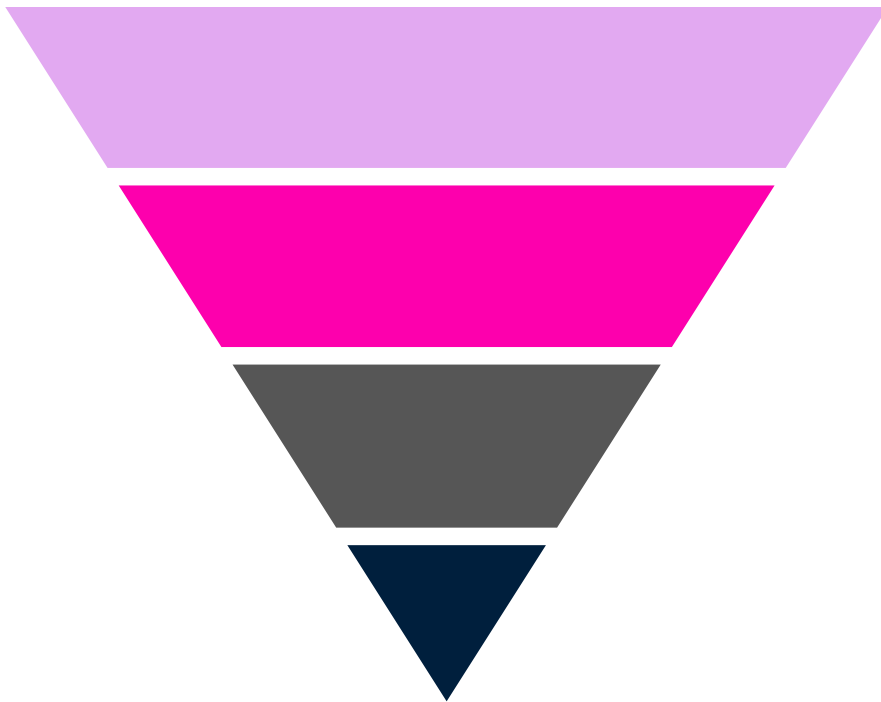
Structure your press
release so clearly and
concisely that a journalist
could copy it word-for-
word and publish it
tomorrow

THE STRUCTURE OF A GREAT NEWS STORY

Structure matters. Journalists are busy people. If your press release is long-winded, vague, it will be deleted in seconds. A well-structured story makes their job easy, and makes you far more likely to be published. A great news story has a clear, recognisable structure. It grabs attention in the headline, delivers the key facts in the first paragraph, and expands with supporting details in the body.

The Inverted Pyramid

Journalists use a structure called the inverted pyramid, meaning the most important information comes first. Here's how it works:



Headline:

The hook. This grabs attention fast.

First Paragraph:

The key facts... who, what, where, when, why, how.

Body Paragraphs:

Additional details, quotes, background info.

Boilerplate:

Your business summary at the end (covered in the next chapter).



Journalists want the key facts first. Lead with what matters most or risk your story being overlooked. Never forget the “who, what, where, when, why, how”.



#1 - The Headline: Your First Impression

Your headline is what will make a journalist open your email or delete it. It needs to be simple, clear, and intriguing. Think like a news outlet, not a marketer.



→ **GOOD: "Manchester-based Pizzeria Opens UK's First Zero-Waste Delivery Service"**



→ **BAD: "Pizza & Co. Ltd Proudly Announces Its Latest Delivery Service"**

A Simple Formula...

Your headline is the first and only chance to grab a journalist's attention. If it's dull, self-congratulatory, or confusing, your press release will be skipped without a second thought. A great headline makes the story clear, relevant, and impossible to ignore.

[Who] + [What happened] + [Who it helps or Why it matters]

Who - Don't use your brand name! Never "Pizza & Co. Ltd", rather "Manchester-based Pizzeria"

What & Why It Matters - Ask yourself: "Why should anyone outside my company care?". No one cares if you've launched a new delivery service. Few might, but more may care if you've got an angle: "... Opens First Zero-Waste Pizza Delivery Service".



#2 - The First Paragraph: Tell the Whole Story in One Go

Your opening paragraph should be a self-contained summary of your story. Imagine it's the only thing a reader will see. Include:

Who: Your company's name.

Where: Your location.

Why: Why it matters to readers.

What: The product, event, or news.

When: The timing.

How: Any key method or innovation.

Example:

A Manchester pizzeria has launched the city's first eco-friendly pizza delivery service, using a fully electric Citroën Ami to cut emissions, whilst delivering its pizzas in biodegradable boxes . Based on Albion Street, Pizza & Co. introduced the service this week to help local pizza-lovers enjoy their favourite takeaway sustainably.

Who: Pizza & Co., a Manchester pizzeria

What: Launch of a zero-waste pizza delivery service

Where: Albion Street, Manchester

When: This week

Why: To help residents enjoy pizzas sustainably and reduce waste

How: Using an electric Citroën Ami and biodegradable boxes

Your first paragraph should tell the whole story clearly... don't save the key details for later or the reader may never reach them.



#3 - The Body: Add the Detail and Colour

Once the basics are out of the way, expand your story with:

- **A quote from your founder or director.**
 - Example: “We wanted to change the way people think about takeaway,” said Tom Richards, founder of Pizza & Co. “Pizza is one of life’s simple pleasures, but it shouldn’t damage the environment. By switching to electric delivery and biodegradable packaging, we’re proving that even fast food can be sustainable.”
- **A quote from a customer, partner, or industry expert if possible.**
 - Example: Emma Hughes, a Manchester resident and loyal customer, said: “It’s brilliant to see a local pizza place taking sustainability seriously. The pizza’s delicious, and knowing it’s delivered in an electric car with packaging that won’t harm the environment just makes it even better.”
- **Supporting information (e.g., market trends, problem solved).**
 - Example: The UK takeaway sector generates billions of pieces of single-use packaging waste each year, much of which ends up in landfill. With consumers increasingly prioritising eco-friendly options, Pizza & Co is rethinking every step of the delivery process. Deliveries are made using a fully electric Citroën Ami, chosen for its compact size and zero emissions, while pizzas arrive in 100% biodegradable, compostable boxes made from recycled plant fibres.

Bring your story to life with real voices... quotes from your founder and customers add personality and credibility journalists can’t resist.



#4 - Keep It Concise and Professional

Aim for a total word count of 300–500 words... enough to tell the full story, but not so much that it feels padded. Journalists have limited time, so make every sentence earn its place. Use short paragraphs and plain English. Write like you're speaking to an intelligent reader, not trying to impress them with jargon or technical terms.

Remember: journalists don't want too much. They want clarity, quotes, and a story their audience will care about.

#5 - Finish With A Boilerplate

The final section of your press release is called the boilerplate. It's a short, factual paragraph about your business... who you are, what you do, and where you're based.

Every press release includes one so journalists quickly understand your background. It's not part of the story itself, so keep it neutral and professional. Avoid salesy phrases and write it in the third person.

Example Boilerplate:


"Pizza & Co is an independent pizzeria based on Albion Street, Manchester, specialising in handmade sourdough pizzas and sustainable food delivery. Founded in 2019, the business champions local sourcing, eco-friendly packaging, and community initiatives."

Boilerplate Tips:

Write in third person (e.g., "Pizza & Co is..." not "We are...").

Keep it under 75 words.

Include your business name, location, founding year, and what you do best.



A well-formatted press release makes it easy for journalists to copy, paste, and publish your story...so present it clearly, cleanly, and professionally

FORMATTING YOUR PRESS RELEASE

Journalists don't just care what you say, they care how you say it. If your press release looks messy, confusing, or difficult to copy and paste, it creates more work for them and makes them less likely to use it. A well-formatted press release IN WORD (not any other format) is clean, clear, and easy to work with. Think of it as a ready-made article they can lift straight onto their website with minimal editing.

#1 - Tell the Journalist It's Good To Go

If it's for immediate release, then write "FOR IMMEDIATE RELEASE" in bold-faced CAPS at the top of the document.

#2 - Clear, Bold Headline at the Top

Your headline should sit at the top, in bold, ideally font size 11 (we use Arial).

#3 - The Date and Location Line

Below your headline, add the release date and your location so journalists know when and where the story is relevant. Example: Manchester, 4 July 2025

#4 - Use Subheadings for Easy Reading

Break your content into sections with clear subheadings, like:

- Introduction
- Quotes
- Industry Context
- About Pizza & Co

#5 - Keep the Format Consistent

Readable paragraphs, left-aligned, and written in plain language, with a clear flow from top to bottom. Keep the font and size of font the same throughout (we like font size 11 Arial). When you finish your press release content, centre these symbols under the last line, "####" (without the quotation marks). This lets the reader know you're done.

#6 - Add Contact Information at the End

After your boiler plate, always finish your press release with a clear contact section so journalists can reach you quickly and end.

"FOR IMMEDIATE RELEASE"

Manchester Pizzeria Launches City's First Eco-Friendly Pizza Delivery Service

Manchester, 4 July 2025 - A Manchester pizzeria has launched the city's first zero-waste pizza delivery service, using a fully electric Citroën Ami to cut emissions. Based on Albion Street, Pizza & Co. introduced the service this week to help local pizza-lovers enjoy their favourite takeaway sustainably, delivering in biodegradable boxes by eco-friendly vehicle.

Quotes:

"We wanted to change the way people think about takeaway," said Tom Richards, founder of Pizza & Co. "Pizza is one of life's simple pleasures, but it shouldn't damage the environment. By switching to electric delivery and biodegradable packaging, we're proving that even fast food can be sustainable."

Emma Hughes, a Manchester resident and loyal customer, said: "It's brilliant to see a local pizza place taking sustainability seriously. The pizza's delicious, and knowing it's delivered in an electric car with packaging that won't harm the environment just makes it even better."

Industry Context

The UK takeaway sector generates billions of pieces of single-use packaging waste each year, much of which ends up in landfill. With consumers increasingly prioritising eco-friendly options, Pizza & Co is rethinking every step of the delivery process. Deliveries are made using a fully electric Citroën Ami, chosen for its compact size and zero emissions, while pizzas arrive in 100% biodegradable, compostable boxes made from recycled plant fibres.


About Pizza & Co.

Pizza & Co is an independent pizzeria based on Albion Street, Manchester, specialising in handmade sourdough pizzas and sustainable food delivery. Founded in 2019, the business champions local sourcing, eco-friendly packaging, and community initiatives.

###

Media Contact:

Tom Richards, Founder, Pizza & Co
press@pizzaandco.co.uk
07700 123456



Find the journalist who
actually covers your type of
story... targeted, personal
outreach beats sending
your press release into a
generic inbox every time

FINDING THE RIGHT JOURNALISTS

Start with the Publication's Website

Most publications list their journalists on a “Contact Us” or “Meet the Team” page. Look for the person who covers your type of story.

Search for Previous Articles

Google your topic and see who's written about it before. If a journalist has covered something similar, they're likely to be interested in your story too.

Keep Hunting those Journalists Down!

If a journalist's contact isn't listed, try working out their email using common formats or look them up on LinkedIn, Twitter, or free tools like Hunter.io.

Use Press Contact Databases (Optional)

For regular PR activity, paid media databases like Vuelio give access to thousands of journalist contacts, but for one-off outreach, manual research is usually enough.

Make a Target List

Create a simple spreadsheet with names, publications, and contact details to keep your outreach organised and help you personalise each pitch.

Keep It Legal and Keep It Respectful

Don't spam bulk lists or send irrelevant pitches. Build genuine relationships by sending your story to the right person, one email at a time.



How to Approach a Journalist by Email (and a Follow-Up Phone Call)

Journalists get dozens, sometimes hundreds, of emails every day. Most of them are irrelevant, boring, or too salesy. Your email isn't just a pitch, it's the start of a potential working relationship.

#1 - Write a Simple, Clear Subject Line

The subject line is the first thing they see. Keep it clear and newsy, don't try to be clever.

Example: "Manchester café launches city's first zero-waste pizza delivery"

✗ Avoid: "Exciting opportunity from Pizza & Co!!"

#2 - Personalise the Greeting

Always use the journalist's name.

"Hi Sarah,"

✗ Never use "Dear Sir/Madam" or "To whom it may concern."

Mention why you're contacting them: "I saw your recent piece on sustainable food trends in Manchester and thought this might interest you."

#3 - Get to the Point Quickly

Journalists don't have time for long intros. Your first sentence should say what your story is about.

Example: "We've just launched Manchester's first zero-waste pizza delivery service, using biodegradable packaging and an electric Citroën Ami."

#4 - Offer Something Extra

If possible, offer:

- A photo (attach 1-2 medium-res images, or link to a Dropbox/Google Drive folder).
- A chance to interview the founder.
- A customer quote or video.

Example: "Happy to arrange a chat if you'd like to know more."

#5 - Keep Your Sign-Off Friendly and Human

Example: "Thanks for your time and please let me know if this is of interest. Always happy to help with anything else you're working on."

Then sign off: Tom Richards, Founder, Pizza & Co.

Example Pitch Email

Subject: Manchester café launches city's first zero-waste pizza delivery

Hi Sarah,


I saw your recent article on Manchester's sustainable food scene and thought this story might be of interest.

This week, Pizza & Co, an independent café on Albion Street, launched the city's first zero-waste pizza delivery service. We're delivering our handmade pizzas in biodegradable boxes using a fully electric Citroën Ami to help reduce single-use packaging and carbon emissions.

Please find our full press release below. Happy to arrange a chat, or share photos of the car and packaging in action.

Thanks for your time and please let me know if you'd like any further details.

Best wishes,
Tom Richards
Founder, Pizza & Co.
press@pizzaandco.co.uk

A young man and woman are standing in a bakery, both wearing aprons and smiling. The woman is on the left, wearing a light blue shirt and a brown apron. The man is on the right, wearing a dark t-shirt and a denim apron. They are both looking towards the camera. The background shows shelves with various baked goods. The image has a dark blue overlay.

Your story matters, your
voice belongs out there...
now go share it with the
world and show them
what you're made of.
You've got this...

BUILD A LONG-LASTING PR STRATEGY

PR is a Journey, not a one-time win. Getting your first piece of press coverage feels like a huge success, and it is. But lasting brand awareness comes from consistency, not one lucky story. PR should be part of your long-term growth strategy, helping your business stay visible, trusted, and top of mind in your industry and community.

#1 - Share Stories Regularly. Not Just Big Announcements

You don't need a ground-breaking launch every time you reach out to the press. Small stories matter too.

Share updates like:

- Business milestones (anniversaries, team growth, awards).
- Charity partnerships and community work.
- Seasonal campaigns (Christmas menus, summer services).
- Industry commentary (“how the energy crisis is impacting food delivery”).
- Helpful tips for your customers and industry peers.

When you show up regularly with useful stories, journalists start to trust you as a helpful, ongoing source.

#2 - Build Real Relationships With Journalists

The best PR relationships aren't transactional, they're human. You can build strong media relationships by:

- Reading and commenting on journalists' articles.
- Sending a quick thank you when your story gets covered.
- Offering helpful insights when relevant news breaks (even if it's not about your business).
- Giving them first dibs on your best stories.

Over time, you'll go from cold pitching to becoming a trusted contact they reach out to.



#3 - Become a Thought Leader, Not Just a Pitcher

Don't just send news... offer value. Write opinion articles, contribute expert insights to trade publications, and speak at events or on podcasts.

Share your views on LinkedIn or industry forums. Position yourself as a business owner with something meaningful to say, not just something to sell.

#4 - Keep a Simple PR Calendar

Plan ahead by mapping out:

- Seasonal opportunities (Valentine's Day, Summer Holidays, Small Business Saturday).
- National awareness days (Earth Day, National Pizza Day, Local Food Week).
- Your own key milestones.

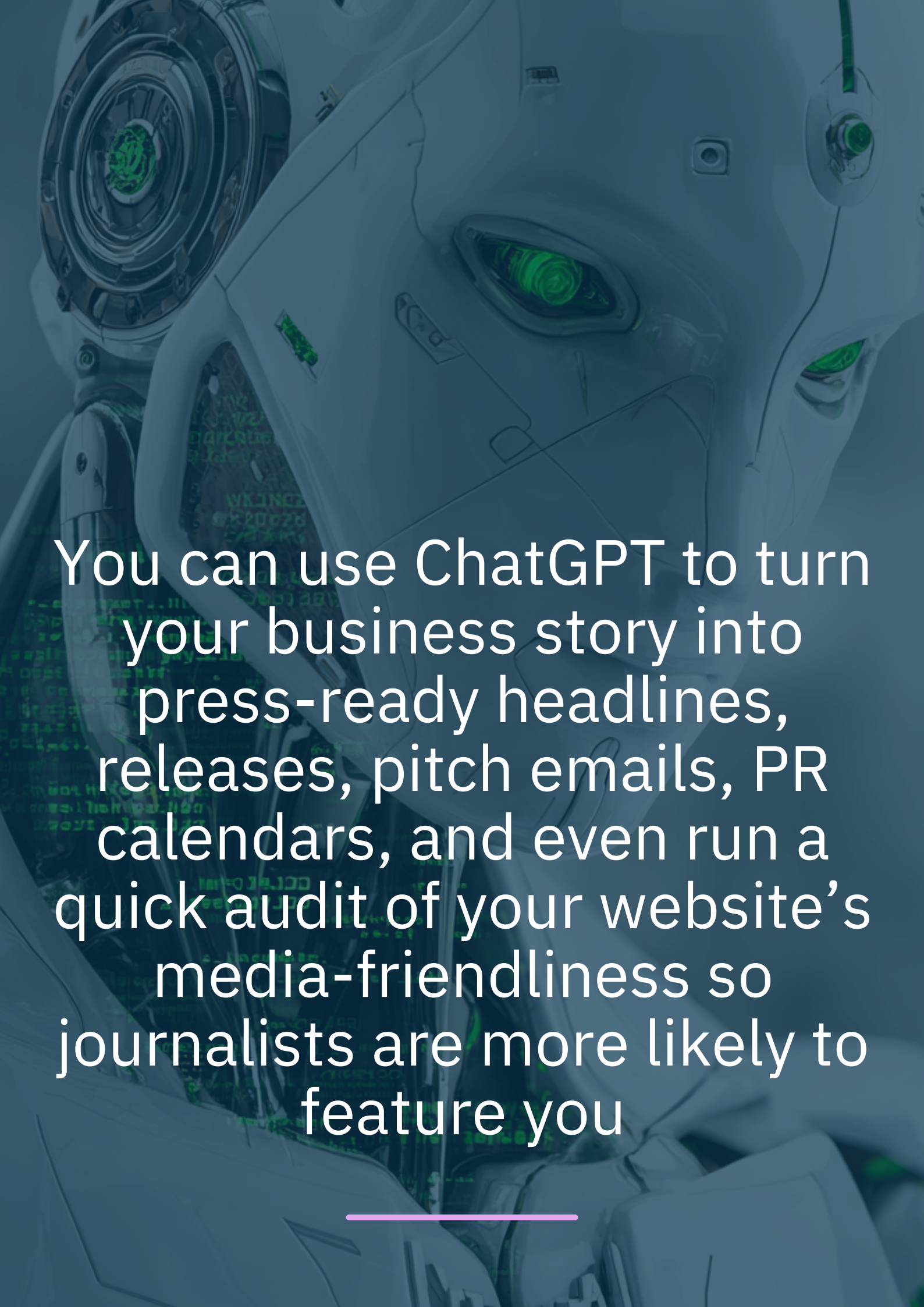
This keeps you proactive, making PR part of your marketing rhythm rather than a rushed afterthought.

#5 - Build a Media Kit on Your Website

Make it easy for journalists to cover you. Create a simple "Press" or "Media" page on your website with:

- A company bio.
- High-res photos (logo, products, your team) / Founder headshots and bios.
- Your latest press releases.
- Contact details for media enquiries.

When journalists are on deadline, a ready-made media kit saves them time, and makes your business more professional.



You can use ChatGPT to turn your business story into press-ready headlines, releases, pitch emails, PR calendars, and even run a quick audit of your website's media-friendliness so journalists are more likely to feature you



Want to turn this Playbook into practical use? (and ask AI to help cheat)

1) Open ChatGPT and start a new chat.

2) Upload this Playbook by hitting the + button.

4) Copy and paste the below into the dialogue box (editing the relevant part)...

“You are my PR specialist. First and foremost scan my website: [enter url] to understand what I do, my brand and my tone. I’ve attached the playbook “How To Get Your Business In The Press” - please ensure you follow it’s theory, guidance and advice.”

followed by any of the below prompts...

Finding Your PR Angle

- “Generate five human-interest angles about my business that show the personal journey and motivations behind why I started it.”
- “Suggest five community impact angles that highlight how my business supports jobs, charities, or local initiatives.”
- “List five trend-based angles linking my business to current news, cultural shifts, or industry trends journalists are covering now.”
- “Write five innovation/disruption angles that present my business as first, best, or different in my industry.”
- “Give me five milestone angles that make achievements like anniversaries, customer wins, or awards press-worthy.”

5) If you like any of these angles, you can then copy and paste the preferred angle into the next ChatGPT dialogue box before adding in the prompt from the Writing Press Releases section of the following page.



Writing Press Releases

- “I like the [preferred angle] story. Draft a three press releases that would suit local, trade, and national media for [my business] about [news/event] using the inverted pyramid structure (headline, summary, details, boilerplate) including headline. Summarise this story in a first paragraph that clearly answers who, what, where, when, why, and how. Then create two emotional, customer-focused quotes that bring my story to life.”

6) Then type in any of the following prompts into the dialogue box:

Creating Quotes & Storytelling

- “Add a founder quotes for my press release that feel authentic, memorable, and quotable.
- “Draft in a founder’s quote that ties our news into a bigger trend or issue readers care about.”

7) Copy and paste your favourite quote into the prompt dialogue box and add:

“Use [this quote] and turn this article into a formatted press release using the formatting in the “How To Get Your Business In The Press” Playbook. Save each article (one for local press, one for trade press and one for national press) it in a Microsoft Word document.”

8) Use the below prompts to create you pitch email:

Pitching Journalists

- “Write me a personalised pitch email to a journalist who covers [topic], referencing one of their recent articles.”
- “Suggest five subject lines for an email pitch about [my story] that feel newsy, not salesy.”
- “Draft a short follow-up email I can send to a journalist two weeks after my original pitch.”
- “Write a pitch email offering a founder interview, including two suggested talking points.”
- “Turn my press release into a LinkedIn message I could send to a journalist to start a conversation.”

9) Remember to go through the Microsoft Word document with a fine tooth-comb, make necessary edits. Remember, ChatGPT isn’t perfect and you will need to use the skills you’ve picked up in this Playbook to make your PR story perfect!



10) BONUS PROMPTS! Make sure your website is press ready by following these prompts:

Mini PR-Readiness Audit for Your Website

- “Audit my website for PR-readiness: do I have a clear press/media page with contact info, media kit, and photos?”
- “Review my About page and rewrite it to highlight my founder story in a way journalists could lift directly.”
- “Check my site for credibility signals (awards, case studies, testimonials) and suggest where they should appear.”
- “Rewrite my Contact page to make media enquiries easier for journalists.”
- “Suggest five improvements to my site’s SEO and structure to make it more likely journalists will link to me.”

Become a ChatGPT Prompt Master

In this Playbook, entrepreneurs learn how to create prompts that save time, spark ideas, and sharpen results. From marketing posts to admin tasks, you’ll master practical ways to use AI daily and build a reusable prompt library to streamline their business... Available NOW in the Vault.



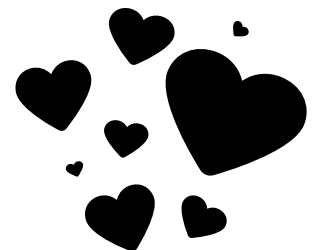


The Next Move Could Change Everything

You've done the hard work... now it's time to get your story out there. Don't let it sit in your head or on your website. Share it, shape headlines around it, and let it lead every conversation you have with the press. The right story, delivered with confidence and clarity, can change everything.

GO FOR IT!

Breaking into the press takes courage and you've already proven you have it. You've turned your business into a story worth telling, and now the world is ready to hear it. Keep pitching, keep believing, and never underestimate the power of your voice. Because the right story, at the right time, can change everything... and yours could be next.



Journalists don't care about promoting your business, they care about serving their readers. If you can frame your story as something that informs, inspires, or impacts the public, you'll stop being seen as a "pitch" and start being seen as a valuable source. Make their job easier, and you'll find yourself in the press again and again.

WHO IS THE SME MARKETING GUY?

The SME Marketing Guy is built around a simple idea: marketing should be accessible, practical, and actually make a difference to your business.

I'm Ed Carney, a commercially focused marketer with over 25 years' experience working within fast-paced, high-growth businesses, partnering with senior teams to drive real commercial results. I've built and delivered digital marketing, PR, brand propositions and strategic marketing plans, alongside CRM systems and AI-led automation, generating over £1m in annual revenue impact and achieving 400%+ ROI.

Everything here is based on real-world delivery, turning complex ideas into clear, practical marketing that generates enquiries, strengthens your pipeline, and supports growth.

The SME Marketing Guy is my way of making that experience available to small businesses without the cost, complexity, or commitment of a traditional agency. You can take the strategies for free and apply them yourself, or work with me directly to put them into action in a way that fits your business and your budget.



If you'd like help putting any of this into action within your business, The SME Marketing Guy can work with you directly to implement it in a way that's practical, focused, and aligned to your goals.

Whether you need support refining the approach, prioritising what to do first, or getting everything set up and moving, you don't have to figure it out alone.

If that sounds useful, get in touch and we can have a straightforward conversation about how to move things forward.

DISCLAIMER

This playbook has been created by The SME Marketing Guy to provide small businesses with clear, practical marketing guidance. Every effort has been made to ensure the content is accurate, relevant, and useful at the time of publishing.

Marketing is always evolving, and results will vary depending on your business, market, and how the strategies are applied. This guide is designed to offer proven, real-world insights, but should be used as a practical resource rather than a substitute for tailored advice.

The SME Marketing Guy is not liable for any decisions made based on this content or for any outcomes resulting from its use. You are encouraged to adapt the ideas and approaches to suit your specific goals and circumstances.

If you'd like support putting any of this into action, you can get in touch directly to discuss your business and how it can be applied.