

Welcome to my 7 Step Framework to Make Your Business Famous!

1. Refine your story to promote your business in the media
2. Become confident with your statement of fact
3. Define industries and readers
4. Research media outlets
5. Create contact with journalists
6. Learn how to use Twitter to find opportunities
7. Write a simple press release and actually send it

By completing these steps you can start to have your own DIY PR Strategy.

Questionnaire

Give yourself a score out of 10, with 10 being the highest.

Your feeling confident and ready to feature in the press	/10
You know how to approach the press	/10
You have a strategy to Do Your Own PR	/10
You know what to pitch to the press	/10
You know who you want to read your piece	/10
You can write a press release	/10
You are happy to make calls to pitch your piece	/10
You have a list of media publications and contacts	/10
You have a Twitter account and use it	/10
You regularly hunt down PR opportunities	/10
TOTAL SCORE	/100

This workbook is designed to be used in conjunction with the audio files provided.

STEP 1 - YOUR STORY

*This section is designed to be studied alongside the **Step 1 - Your Story** audio file.*

Listen to the audio first and then use this time to start to write your story.

Remember all stories have

A Beginning - where you were when you decided to start your business.

A Middle - what you went through, the lightbulb moment, the thing that changed everything for you, the aha moment.

An Ending - where you are now with a fantastic business.

A useful recourse for this task is the app otter. You can use it on your phone and computer. www.otter.ai

Your story is your foundation tool that you can use to gain repeated features in the press and even opportunities on social media.

Creating your story needs to include factual, relatable and emotional elements. You need to know who you are talking to and a great place to start is to just talk.

You need to tell enough to prick ears and turn heads, but without feeling uncomfortable about what you've vocalised, being truthful in what you claim and without alienating your family.

This page intentionally left blank for you to make notes for your story.

STEP 2 - YOUR STATEMENT

*This section is designed to be studied alongside the **Step 2 & 3** audio file.*

Listen to the audio first and then use this page to start to craft your statement.

Mannakin is a company based in the UK that has the biggest collection of mannequins that anyone has ever seen in one place at one time. It's run from an old RAF base in Lincolnshire which also doubles up as a popular film and photographic location. And it has its own unique creative business community, in which members receive many benefits including the opportunity to be mentored by me.

STEP 3 - INDUSTRIES YOU OPERATE IN AND YOUR IDEAL READERS

Listen to the audio first and then use this section to brainstorm the industries you want to be featured in.

INDUSTRIES

IDEAL READERS

STEP 4 - MEDIA OUTLETS

*These sections are designed to be studied alongside the **Step 4 & 5** audio file.*

Listen to the audio first and then use this section to list your relevant media publications.

With your chosen industries in mind, relative to your brand, start to look for as many press and publications you feel just might be interested in featuring you. Go for the whole spectrum of media, newsprint, online, tv, radio, podcasts, youtube channels, twitter, everywhere.

Useful Recourses

<https://blog.feedspot.com/>

<https://anewstip.com>

STEP 5 - MEDIA CONTACTS

Listen to the audio and start to make a list of actual people.
Contacts that you've found that would be great for you.

Date | Publication | Name | Email | Phone | Twitter

PART SIX - USING TWITTER

*This section is designed to be studied alongside the **Step 6 - Twitter** audio file.*

Listen to the audio and then complete this task.

If you haven't yet got a Twitter profile, then go and sign up immediately. <https://twitter.com>

Twitter gives your business a face for journalists to contact you too, so if you are serious about the press, then get on Twitter immediately!



The image shows a screenshot of a Twitter profile page. At the top is a header image of a large pile of white mannequins outdoors. Below this is the profile picture, a white circle with a black letter 'M'. To the right of the profile picture is a button that says 'Edit profile'. Below the profile picture is the name 'mannakin™' in bold, followed by the handle '@mannakin'. The bio reads: 'Mannequin Hire | Film Location | Club Mannakin | Director @therozedwards'. Below the bio are several icons and text: a location pin icon followed by 'Throughout UK', a link icon followed by 'mannakin.com/guide/', a clock icon followed by 'Born 14 February 1977', and a calendar icon followed by 'Joined November 2008'. At the bottom, it says '150 Following 381 Followers'.

mannakin™
@mannakin

Mannequin Hire | Film Location | Club
Mannakin | Director [@therozedwards](#)

📍 Throughout UK
🔗 mannakin.com/guide/
🕒 Born 14 February 1977
📅 Joined November 2008

150 Following 381 Followers

Twitter gives you the advantage of the usual social media graphics, profile pic, cover image, a description and also a weblink. So all of these you should compile with your logo's, tagline and a relevant link to your website. I'd suggest just the domain name, but for example, mine currently points to The Guide To Mannakin - my lead magnet - which can bring people into my email sequences and funnel.

Get into the habit of finding the right journalists on twitter and start following them. By following them you will then see their tweets in your newsfeed.

Now this is not the world's best secret, but following hashtags on Twitter can reveal a lot of relevant information, and contacts in the press.

Search daily on the hashtags #journorequest #journorequests - add keywords.

Step 7 - PRESS RELEASE

*This section is designed to be studied alongside the **Step 7 - Press Release** audio file.*

Listen to the audio and then use these resources to get started.

Direct link to file -

<https://mannakin.com/wp-content/uploads/Press-Release-Mannakin-Halloween-Safari.pdf>

MANNAKIN™

PRESS RELEASE

MANNAKIN HALLOWEEN SAFARI & FILM FESTIVAL - 17th to 31st October 2020

Whilst Autumn is feeling like doom and gloom we can trust and rely upon the creativity that goes down at Mannakin in Fulbeck this Halloween.

Whilst Mannakin's usual *Awful Halloween Walk* around the yard and buildings is not possible this year because of Covid restrictions, director Roz Edwards and her mannequins have put their heads together to bring you the ultimate drive through event.

Aptly named as the *Mannakin Halloween Safari & Film Festival* the event keeps you safely in your vehicles whilst you negotiate the drive through the eerie mannequin graveyard.

Director Roz Edwards says 'with no trick or treating this year, we decided to open up the road within the yard at Mannakin to create an alternative event that is Covid safe. Visitors enter the site in their cars and are instructed not to get out under any circumstances, as many child mannequins are on the loose. I hope it creates a bit of weirdness and alternative fun this Halloween.'

The Mannakin Halloween Safari starts from Saturday, 17th October, with options to just drive through the mannequin graveyard in the daytime and at night. This is suitable for children and novices.

From 23rd to 31st October it all goes a bit weird as the yard turns into a drive through multiplex cinema, screening scary films from independent filmmakers. These will not be suitable for under 18's.

Mannakin even offers a live streaming ticket option for those who want to stay home safely without missing out: A private Facebook group allows Halloween fans worldwide to join *Mannakin Halloween Safari & Film Festival* through their mobile device or computer.

Mannakin Ltd, founded by Roz Edwards in 2008, hires, sells, renovates and upcycles mannequins. As for most of us this year has been particularly challenging but with creative reinvention at heart, Roz has pivoted the business for October into a pop up multiplex cinema and a Halloween entertainment drive through experience.

Background press coverage: mannakin.com/press/

Link to tickets: www.tickettailor.com/events/mannakinltd/430364

Link to teaser video: vimeo.com/461938845

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Photography by Garry Platt

MAKE YOUR BUSINESS FAMOUS RECAP AND CHECKLIST

STORY ☐

STATEMENT ☐

INDUSTRIES ☐

MEDIA OUTLET ☐

MEDIA CONTACT ☐

TWITTER ROUTINE ☐

PRESS RELEASE ☐

Questionnaire

Give yourself a score out of 10, with 10 being the highest. How does your score differ from earlier? Listen now to my conclusion on audio.

Your feeling confident and ready to feature in the press	/10
You know how to approach the press	/10
You have a strategy to Do Your Own PR	/10
You know what to pitch to the press	/10
You know who you want to read your piece	/10
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You regularly hunt down PR opportunities	/10
 TOTAL SCORE	 /100

If you've enjoyed this course and would like further support with your business, then here is my exclusive opportunity for you.

Club Mannakin is my creative business support community, and here is the link to join. There is a special coupon code too so that you can join us for your first month at 50% off the usual price. There is no monthly commitment and it's a fabulous group. I'd love to support you further, in my amazing Club! **Use Coupon Code MYBF50**

APPLY HERE - <https://mannakin.com/join-club-mannakin/>

Leave a review -

<https://mannakin.com/p/make-your-business-famous-course/#tab-reviews>

Facebook friend request - <https://www.facebook.com/roz.edwards99>

GOOD LUCK!!

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