WORKBOOK

Make Your Business Famous

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ABOUT ROZ...

When I started my company Mannakin Ltd, that hires, sells, renovates and recycles shop mannequins, it was incredibly important that it should be kind to the environment. It is a passion of mine that I wanted to show in a business concept whilst naturally playing with the ideas of art and nature within.

I did my research within the mannequin industry. I found that the materials they use to make them are not recyclable. They travel vast miles by air and sea, sometimes ridiculous amounts and then, when they come to the end of their cause, they get crushed and put into landfill.

So how to change this? Well the first thing was not to make it my responsibility to change the whole world of mannequins as that would've been overwhelming and impossible. But I had it within my own power to ensure that Mannakin itself could shine brightly for all to see and learn from. The revolution would start within.

For me, hiring is a circular economy whilst selling is linear. Because when you hire them, they go out looking lovely and come back looking like they've been dragged through a hedge backwards, but all that needs to be done is to take care of them, restore them. And with each restoration, they just get better and better.

The environmental and therefore sustainability claim doesn't have to just stop at product. It continues throughout the functions of the company. The consumables, energy consumption, packaging, cleaning. In fact it all forms the most important part at the centre of any business - 'Company Culture'.

1. EVALUATE & PITCH..

Your first task is to evaluate how you feel about promoting your business using this simple questionnaire.

Secondly I'd like you to record and upload a maximum 60 second video clip to tell everyone in the group who you are, what your business does and how we can get in touch with you, just like a real impromptu pitch on camera. Mark your post with #MYBF

Add your video if you wish, to our Facebook Group. Remember you only have a maximum of 60 seconds.

Give yourself a score from 1-10 on each of these 7 questions, with 1 being the lowest and 10 the highest.

1. I feel confident about promoting my business. = _____
2. I have clear objectives for my business. = _____
3. I know who I am targeting with my promotions. = _____
4. I can write my own press release. = _____
5. I'm happy to make telephone calls and pitch my business. = _____
6. I know all the local media outlets near me. = _____
7. I regularly hunt down media opportunities to promote my business. = _____

2. PROMOTION..

Your second task is to work out where you can promote your business in the press.

But first, we need to know what press is going to be interested and relevant to feature you.

So your three tasks are as follows:

1. Describe your business in under 50 words.
2. What industry or industries do you operate in?
3. List as many press and publications you feel would be interested in featuring you and where would you like to be featured too. It can be newsprint, TV, Radio, Podcasts etc.

For example...

Mannakin is a company based in Lincolnshire, UK that hires, sells, recycles and refurbishes shop mannequins, in particular mannequins saved from landfill. It hosts a Saturday Body Part Heist in which artists and creatives can purchase mannequin body parts to make into all kinds of creative art.

I operate in the film, TV, music, fashion, photographic, art and events industries.

BBC Radio Lincolnshire, BBC Look North, Retail Focus, Salvage Magazine, ITV Central News, Sleaford Standard.

3. PRESS CONTACTS..

Your third task is to start to compile the right contacts at the publications you chose in task 2.

I suggest keeping these contacts in a spreadsheet so that you can easily know names, email addresses etc so that you can not only contact them, but keep notes too on your successes.

1. Use the task post today to identify at least 5 points of contact. Don't share actual data that you find, just list the media outlets you have been able to identify a contact with. A great recourse is www.anewstip.com
2. Secondly, think about your hook. The hook is the 'thing' that will spark attention. If the hook is relevant to a current news story (for example the rise of the businesses being started from home during the pandemic) then you have a great basis for a great story. It always helps to keep an eye out for these hooks as they are literally golden opportunities to get in the press.

BONUS TASK

I suggest that you create and share your Twitter handle wherever you can. This is great platform for press contacts as it is where journalists hang out.

In particular follow the hashtag #journorequest as it is a great free recourse to see what journalists and freelancers are looking for.

4. PRESS RELEASE..

Whilst I have had an enormous amount of press since starting Mannakin, I've only ever written one press release. But that doesn't mean that we shouldn't have the confidence to know how to write one.

Too often, writing a press release will hold us back because most of us are not writers. It seems overwhelming. So keep it simple and with a definite hook to entice a response.

You can use my one and only press release as an example - the link of which is in this lesson.

Whilst this press release wasn't text book, it generated a lot of local press and a feature on BBC Look North, which in turn showed a distinct spike in my website visitors and cash in the bank from ticket sales.

When you have done your draft press release, you can post it in our Facebook Group and use the tag #MYBF.

5. EVALUATE & TAKE ACTION..

Give yourself a score from 1-10 on each of these 7 questions, with 1 being the lowest and 10 the highest.

1. I feel confident about promoting my business. = _____
2. I have clear objectives for my business. = _____
3. I know who I am targeting with my promotions. = _____
4. I can write my own press release. = _____
5. I'm happy to make telephone calls and pitch my business. = _____
6. I know all the local media outlets near me. = _____
7. I regularly hunt down media opportunities to promote my business. = _____

How do your scores fare from earlier in this workbook?

SEND YOUR PRESS RELEASE

If you feel confident enough after this amazing set of tasks, it would be fantastic for you to actually take action and send your press release to at least one publication that you have chosen. Let us know of any wins in the Facebook Group by tagging #MYBF