

Press

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Who do you want to reach?

- Press should have targeted audience and goals
- Such as:
 - Investors
 - Customers
 - Industry

What is a story?

- Types of stories:
 - Product launches
 - Fundraising
 - Milestones / metrics
 - Business overviews
 - Stunts
 - Hiring announcements
 - Contributed articles

- Think about your story objectively
- You don't have to be original, just original enough

Mechanics of a story

1. Think of a story
2. Get introduced
3. Set a date (4-7 days in advance)
4. Reach out (get a commitment to invest time)
5. Pitch
6. Follow up
7. Launch your news!

PR Firms

- Firms can only help with contacts (maybe) and follow up
- Firms can't generate stories
- Firms are expensive

Getting press is work

- Make sure it is worth it
- Getting press doesn't mean you are successful
- Press is not a scalable user acquisition strategy

If you decide press is worth it

- Keep contacts fresh
- Regular heartbeat of news
- Golden rule

Further Reading

- *The Burned Out Blogger's Guide to PR*, Jason Kincaid
- *Trust Me, I'm Lying: Confessions of a Media Manipulator*, Ryan Holiday