



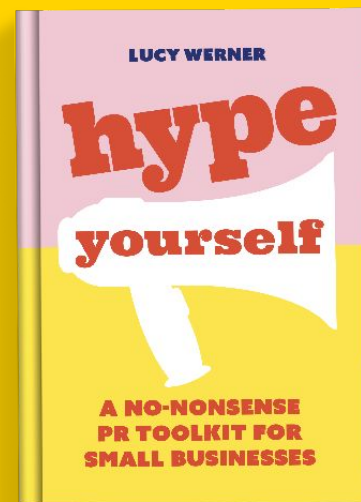
MASTER YOUR MEDIA TOOLKIT

by Lucy Werner



MASTER YOUR MEDIA TOOLKIT

So here are some essentials for you to nail before you start speaking to media. I will be speaking about this more in depth in my book Hype yourself that you can buy [here](#)



Biography

You would be AMAZED at the amount of times I ask for a biography and company owners don't have one OR it is so fecking long no-one wants to read it.

Even when you create your biography, it may still need to be tailored for different publications or the end result. Remember one-size fits no-one BUT get your 150 words nailed.



Biography examples

SHORT

- Lucy Werner is founder of The Wern, a PR & design consultancy for startups.

MID

- Lucy Werner is founder of The Wern, a PR & design consultancy for startups and HypeYourself.com a DIY platform for small business. She has 17-years publicity experience and author of two best selling business books Hype Yourself and Brand Yourself.

LONG

- Lucy Werner has over 17-years PR experience, is the founder of The Wern, a PR & design consultancy for startups. In May 2020, she launched HypeYourself.com, an online DIY platform for small businesses to learn how to build their brand and do publicity for themselves.
She has taught hundreds of entrepreneurs through workshops and talks for Cass Business School, Courier magazine, Hatch Enterprise, UAL & UCL. She has also written two bestselling books Hype Yourself and Brand Yourself. She was most recently named a Startups 21 most influential women of 2021 and The Dots 100 Rising Stars.
When not geeking out on publicity, she can usually be found out and about in London, doing her best to support small and indie business.



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Headshot

DO

- Invest in some decent photography of you and your key stakeholders
- Take against a plain background and don't overly brand
- Have a mixture of portrait and landscape headshots

DON'T

- Have a random selection of team against different backdrops
- use an out of date image, consider revising at least every six months, If nothing else so that when you google your name you have a mixture or imagery
- Be in appropriate, definitely show personality but Putin with his shirt off catching a fish is not the vibe any entrepreneur should be going for (unless ironic)

Image and bio pro tip: Do you have a space on your website where people can download your biography and image easily?



THE GOOD



THE BAD

**HYPE
YOURSELF**

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Product Shots

Make sure you have a cut-out of the product on a clean white background. Lifestyle imagery is great for your marketing and content channels but most of the time media will request a cut-out.

Never send a hi-res image (300 dpi) unless requested, embed a low-res so the journalist can see what the product looks like and if needed they can request further imagery. It's always helpful to include a download link on pitch emails to all your assets.



THE GOOD



THE BAD



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One-liners - The Great

You need to be able to nail exactly what your business does in one sentence. If you have to take a paragraph to explain it then or your Gran/5-year old doesn't understand you have failed.

Here are three of my faves, they create intrigue and make you want to no more:

THE GOOD

PEANUT

Peanut shows you like minded Mamas near you and makes it easy to meet

KARMA

Find delicious food from restaurants, cafes and grocery stores to enjoy at half the regular price

RAINCHQ

Inspiring more women to invest

THE BAD

ANONYMOUS

The agency is dead, long live the club. The rebirth of the for-purpose disruptive agency is here.

ANONYMOUS

It takes a tough man to make a tender chicken.

ANONYMOUS

A body for everybody (served against one of the least inclusive images going)



Boiler Plate – What doesn't change

Just like Donald Trump's hair, boiler plates have existed since the first press release. In fact, the original press releases were written in full onto metal printing plates of prepared texts and were copied as news verbatim. Now it generally refers to the bit of text that doesn't change. Specifically, in the PR world this is the equivalent of the 'About business' Paragraph.

- Keep this short, sharp and succinct.
- Show it to someone who doesn't know anything about your business and make sure that they can read it and understand what your business does.
- Cut out any words or language you don't need.
- This should be a factual non-pithy marketing paragraph.

Press Release – The Marmite

I mean, who knew press releases could be so divisive? These days press releases are written all too often on the opening of an envelope and it's not always necessary. What I would say is 100% draft a press release. If a journalist or anyone for that matter wants more information you need to have the information prepared. BUT don't just write one and then fire it out on a mail merge. It's not PR it's called spam. If you are sending a press release, then make sure you are also sending out a bespoke pitch that is tailored to that specific publication. How to write a press release is a whole blog post in itself. We'll get onto that for you very soon!

For more information or PR tips visit www.hypeyourself.com or follow on @hypeyourselfuk

