



# **AUTHORITY** ALCHEMY

**The 5 PR Worthy Topics For Your Business..That You *MISSED* Last Month**

## Newsjacking of current event or trending news story

**Newsjacking is the process by which you inject your ideas or angles into breaking news, in real-time, in order to generate media coverage for yourself or your business.**

Look on [Google Trends](#) for hot stories, and find a way (even if its ridiculous) to relate it to your business.

A good formula to follow is:

“In Response to [HOT NEWS STORY], [YOUR BUSINESS] Announces \_\_\_\_\_”

Examples:

“In Response to Obamacare Debacle, Smith & Smith CPA Firm Announces New Plan to Help Doctors”

“In Response to Miley Cyrus Performance, Christian Bookstore Announces Program to Share Christian Music With Local Teens”

“In Response to The Bad Economy, Local Marketing Pros Announce Service to Help Denver Businesses Bring in New Customers

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## Involvement with charity work or making a charitable contribution

**Showing your involvement with charity work increases the likability of you and your company.**

This doesn't have to be a huge campaign or donation...it can be as simple as taking clothes to a local church drive or a box of canned goods to a soup kitchen. You can build a press release off of this for just a few hours of your time, and some old clothes.

A good formula to follow is:

"[YOUR BUSINESS], Announces Charity \_\_\_\_\_"

Examples:

"Work 'N Gear Announces Charity Coat Trade-In Program"

"Local Marketing Pros Announces Participation in Charity Denver Food Drive to Support Homeless"

"Green Water Technologies Announces Its Charity Work for the New Year"

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## Bringing on a new client or other success story

**This can be a double win for you. In the press release about you bringing on a new client, use a portion of it to “brag on your client”.**

Spend a few paragraphs in the PR covering what your client does, why they are better than everyone else, etc. IMPORTANT NOTE: Make sure you get the client’s permission before mentioning them in a press release.

A good formula to follow is:

“[YOUR BUSINESS] Wins New Client, [CLIENT NAME], a Top [CLIENT BUSINESS TYPE] Firm”

Examples:

Local Marketing Pros Wins New Client, Green Chiropractic a Top Chiropractor in Houston”

Smith & Smith CPA Firm Announces New Client, Azure Hair Salon, a Top Rated Salon In Houston”

## Revealing industry scams or debunking common myths

**This is a way to look like hero to your market. Simply write a blog post exposing a common scam or myth in your industry, then put out a PR about it.**

You don't even have to be original or do a lot of research. Most likely there have been several other people to write about this topic already...just put it in your own words.

A good formula to follow is:

"[YOUR BUSINESS] Reveals \_\_\_\_\_ In Newly Released Article"

Examples:

Local Marketing Pros Reveal Common SEO Scam That Takes Small Businesses for Millions a Year

Smith & Smith CPA Firm Reveals Obamacare Loophole Rumors Are Untrue"

"Green Water Technologies Exposes Common Myths of Water Filter Systems"

## Making predictions for your industry

**This is another one that is an easy win for you. Just write a blgo post about what you think will happen in your industry in the near future.**

Just like the previous topic, do some research and you'll find what experts are already predicting. Combine your research into a blog post or article, then put out a PR to announce it.

A good formula to follow is:

"[YOUR BUSINESS], Predicts \_\_\_\_\_ By \_\_\_\_\_"

Examples:

"Work 'N Gear Predicts 90% Of Uniforms Will Be Bought Online By 2014"

"Local Marketing Pros Predicts Facebook Ads Will Have Highest ROI for Local Businesses By The End of 2014"

"Green Water Technologies Predicts 300% Increase in Whole Home Water Filters by 2015"