



COHEN STRATEGY GROUP

SEVEN STEPS FOR ENSURING SUCCESS WITH THE MEDIA

*Matthew Cohen, Managing Partner
Cohen Strategy Group, LLC*

Forrester Research reports that Public Relations is a low-cost, highly effective way of driving customers to your business and traffic to your website, much better than banner ads (but then again, what isn't better than banner ads?). To improve your odds of favorable coverage, try to employ these tactics:

- To make reporters giddy, offer unfettered access to high-level executives on occasion.
- Don't lie, misrepresent or exaggerate. It is preferable to say "no comment" than risk your reputation and earn an enemy for life.
- Don't spin the small stuff; it makes everything else seem suspicious. Don't spin the big stuff either (but we all do to some degree, so why bother pretending otherwise?).
- Don't confuse the media with Venture Capitalists, competitors or customers. The media has a problem: How to appeal to their targeted readers with timely and interesting information. Help them solve that problem and you will more easily obtain coverage.
- Hire smart marketing & PR people (like Cohen Strategy Group, for example). Reward them for actually researching the media, not following a checklist. That means being willing to pay them to research journalists, read publications, analyze web sites and do whatever else it takes to understand the publications and the beats various journalists cover.
- Journalists are smart but work under time and space deadlines. Therefore, the easier you make their job the better. Asking your PR people to phone to see if a journalist has received the emailed press release is a waste of your money and the journalist's time.
- Be nice to reporters even if the interview doesn't run, the story gets bumped or your quote gets cut. It's not the reporters fault that space or time ran out. Preserve the relationship for another day...you're not going anywhere and neither is the journalist. Don't burn bridges.

ABOUT COHEN STRATEGY GROUP, LLC

Based in New York and serving clients worldwide through affiliate offices, Cohen Strategy Group provides strategic planning and marketing services that help our clients build successful businesses. Our firm is a proven industry leader in outsourced business development, marketing strategy creation, sales pipeline implementation and public & political issue advocacy.

Cohen Strategy Group isn't in the game of building better websites; we are focused on building better businesses...because the valuations of Fortune 1,000 companies, *and all companies for that matter*, are driven by their business strategy not the sophistication of their website.

Cohen Strategy Group is a relationship accelerator, which speeds a company's time to market. We know that actively building value and realizing opportunities are the primary keys to business success.

353 NORTH GREELEY AVENUE □ CHAPPAQUA, NEW YORK 10514
WWW.COHENSTRATEGYGROUP.COM

© Cohen Strategy Group, LLC, 2008