

#157 Why Promoting Your Story Is Important

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SPEAKERS

Michelle Glogovac

M Michelle Glogovac 00:01

You're listening to the mind simplified life podcast and this is episode number 157.

M Michelle Glogovac 00:12

Welcome to the my simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life.

M Michelle Glogovac 00:46

Hey, friends, welcome back to another episode. I'm your host, Michelle Glogovac, if you've been listening, if you've been following me, then you know that I am a podcast publicist. What that means is that I gain PR, visibility, elevate profiles of clients through podcast interviews. Now I also do traditional PR, I don't advertise much about it, because I am the expert on the podcast side. And so it's what I love to do. It's what clients come to me for. But I do do traditional PR. And so today, I wanted to touch on that just a bit and how the two go hand in hand.

M Michelle Glogovac 01:24

I have one client in particular who came in to me, oh, probably six months ago or so she's just launched her business, it's launched. But it's not completely out there because it's a clothing line. So it hasn't the clothes have not hit the market yet. But she came to me before it even began, she had just gotten her website up, she was going to launch a Kickstarter campaign. And that's the best time to start working with a publicist. Here's why you want to gain visibility and traction before you launch something. So we started working together, we went over her story. And I launched right away into podcast interviews, because podcast interviews can be

very quick, win, my clients all have interviews set within the first month of working with me. The difference is that traditional PR working with the media, trying to get feature interviews, or to be quoted as an expert in your field takes a longer amount of time. And the reason for that is that you are creating the story, you there is a story but you're creating the worthiness as to why that story is to be front and center in front of everybody, you're pitching this to a journalist who ultimately has to pitch it to their editor. In order to get that Yes. And that's why the relationships are so important. And crafting and tweaking and pivoting is all a big part of traditional PR. So I'm using this example because we had some big things happen in the month of November.

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Michelle Glogovac 03:03

And we started working together probably about six months ago or so. And we've had amazing podcast interviews, they've been big ones in her industry. And one thing that I am known for with my clients is that they're always on the top of my mind, I might be not doom scrolling, but just scrolling on Instagram or through some podcasts. And I'll see one in the middle of the evening. Let's say Well, I'm sitting on the couch watching TV. And I will screenshot it because I know that that's a good fit for my client. And it's not that I was actually working or looking for it. It's just that I always have my clients in the back of my mind. So that when I see something that I think will be a good fit for them, I automatically make note of it. And so I have a lot of photos in my album on my phone, where it's a screenshot of a podcast, and then I'll write with my finger who it's good for. And then I'll take that information the following day and go pitch them.

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Michelle Glogovac 04:06

So in this instance, I was scrolling through Instagram one evening, and it caught my eye that Disney had a new short that was released. And one in particular had to do with a cartoon of a ballerina with body image, positivity inclusivity These were all things that were being touched on. And a journalist for well and good, covered it and did a review. And I instantly thought oh my goodness, this is exactly what my client is talking about. This is perfect is right up our alley. So I screenshot it. And the next morning, I made sure that I watched the Disney short and I read the full article that the journalist had written and I pitched my client to her. I sent her an email I told her exactly what I had done that I had been sitting on the couch. I saw her article pop up on Instagram and I am immediately thought of my client and her together. And I said, I want to pitch to you her story. And I shared her story with the journalist.

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Michelle Glogovac 05:10

Now, as a publicist here is like, the biggest thing that can happen is when you get a response from a journalist in like, less than 30 minutes, you know, you struck good. Something big can happen. Because when the response is that quick, you know that it's a positive thing. And the journalists came back and said, Oh, my goodness, yes, I want to do this, I'm gonna pitch it to my editors, I'll get back to you. I thought that this might take a week or so. it took two hours, and I got another Yes. And they wanted to do a feature interview on my client. Now I'm bringing

this up, because she has a small following. And a lot of people think that in PR, you need to have a large following, you need to have a large business in order to start, but you don't, it's all about your story and your message.

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Michelle Glogovac 06:01

And so she did this interview. And when it launched, it brought in all kinds of other things. It brought her new Instagram followers she had over 100, within the first day, it brought no new podcast interviews, it has one of the largest influencers in her industry, reach out to her to say, let's do something together, let's collaborate. And by the way, I have a friend who's also in the industry launching a podcast she wants to have you on. And then last night, as I'm recording this, we had an editor in chief of a magazine for the industry, reach out to say, I want to do not just a feature interview on you. But I also want to do an Instagram Live, I want you to do a frequently asked questions that will be housed on our website, all of these major things. And it all came from this one pitch that I had decided to do while I was sitting on my couch one evening, just scrolling through Instagram.

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Michelle Glogovac 07:02

So, what is it about the pitch and the story that garnered so much attention? I'm sure that's what you're asking. And I'm going to answer that for you. It's the fact that my clients willing to share her story. And it's a story that resonates with other people. She isn't trying to sell her business, in the sense that we're not going around promoting her business, we're promoting her story, which ties into her business. And it's a story that touches other people that others in the world are dealing with or thinking about are going through. And really that's what every story that every single one of us has. That's why it's important, because we're not alone.

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Michelle Glogovac 07:49

And so often, I think that we feel like our story might not have merit, it's not worthy of attention. And the reality is that it is someone out in the world is going through the exact same thing that you are. And to be able to bring your authentic self, the word that I really can't stand, but to tell your story in its entirety. And in the most truthful fashion that you can, is what's going to bring the media to you.

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Michelle Glogovac 08:22

I saw another publicist say the other day that the media loves working with small businesses more than big businesses, because a small business is easier to deal with. And that's the truth. You know, a big business is going to have a huge PR company, they might have marketing behind them, they will probably have HR involved. And there's a lot of hoops to jump through in order to you know, get that interview to have it be properly done in the way that the company wants a versus when it's a small business with a solopreneur, who has a publicist like myself working with them. You're simply dealing with two people. And we'll do what we can to help you because you're helping us in return.

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Michelle Glogovac 09:10

So another thing that I want to talk about is a word called newsjacking. Now newsjacking is frowned upon. It is when something is trending in the media, and you jump on it to make it a part of your story. So there's a part of this story in which I did news Jack, that Disney short came out and it applied to my client. And so I brought the two together. But what I didn't do is make the Disney short about my client. My client was relevant far before the Disney short came out. But this short film is what brought more attention to it. And because of this, we were able to gain more traction. So newsjacking can have its positives and its neg It serves as long as you're not taking something that is a negative news story, and then turning it around to help benefit you. That would be the negative news jacking that we want to avoid. And oftentimes we do see this happen. And it's simply not good. Not right. It's, it's just gross and slimy. So when you see something trending, if it's a positive story, and it applies to you, then that's okay to news Jack. In news Jack is like hijacking, you know, you're taking it and you're making it part of your story. But if it's something negative, that you're going to turn into your story somehow, then stay away from it, you know, let the news be the news. And you need to create your own news.

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Michelle Glogovac 10:46

Now, as we're wrapping up, 2022, I keep thinking that we're wrapping up 2023, I'm a year ahead of myself. And as we're going into 2023, and you're thinking about your goals for the year, is PR part of that. Are podcast interviews, a part of your goals. Are you thinking about your growth, whether it's on social media, or in sales on the book, sales of yours of gaining more followers, you know, what are those goals? And how is it that PR can play a role in it? I want you to go in, not worried about your social media numbers, how many followers you have, because it's not about the number, it's about your message. It's about getting out there and reaching the people who need to hear you. It's not about having a large business, start small start where you are just simply start.

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Michelle Glogovac 11:44

And I think that the key in all of this is to ensure that you know what your message is to know what your story is. And to keep your eyes open to the world around you to see what it is that's already out there that similar to what you have to say, and attaching the two. That's exactly what I did. It's what I do for all of my PR clients to see that this relates to you. How does it relate? Why is it important that you're speaking on this as the experts, because you are the expert? You are the one who should be sharing your own story.

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Michelle Glogovac 12:23

Every company has a story. So if you are the founder of that company, you need to be sharing your story. Why is it that this is your passion? What brought you to this point in life where you said I have to do this? These are some of the topics that you should be speaking on. I know this sounds so simple. And really it is this simple. You don't need to make this hard, you know that I am all about simplifying everything. This is my simplified life, right? So make this simple, stop overthinking it.

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Michelle Glogovac 12:57

If you want to work together, let's do that. And 2023, let's start the year fresh. Let's get your story out there. Let's create your speaking topics so that you can grow in 2023. So that you can become the expert, the thought leader, the person in your industry that everyone is turning to, to listen to what you have to say, because you know what you're talking about. Don't be afraid of the potential that is out there. You need to be excited. I'm excited for my clients. I'm excited for myself, because I know that the year to come is going to be as big as 2022 was a big year and 2023 is going to be even bigger. So I leave you with all of these thoughts as we wrap up the year soon. And just start thinking about what is it you want to do next, and know that there can be big things that come for you? Regardless of how big your following is now how big your business is now. It's all about your story and your message. So friends, I encourage you to put yourself out there, I get how nerve wracking it can be. I am right there with you in those trenches. But together we can make big things happen. Wrap up this year with some goals for next year. Start thinking about that in the month of December. And let's work together. If this is a goal of yours then let's start now because yesterday is already passed. And you probably should have started yesterday.