

Media Relations for Pet Pros *bonus*





BONUS: Newsworthy Topics

Here are some ideas to get you started. Just remember if a news release is well-written, almost anything can be turned into news.

Contest:

1. Contest launch
2. Contest results
3. A contest you've won

Holidays:

1. Holiday tie-in
2. Holiday showcase of products, services
3. Holiday sale or promotion

Giveaways:

1. Free samples/giveaways
2. Free demonstrations
3. Free classes/events
4. Announcing free information available
5. Grants you're giving or receiving
6. Scholarships you're giving

Speaking:

1. Speaking at a national conference
2. Spoke at a national conference
3. Announcing that you're available to speak on particular subjects of interest
4. Speaking at a fundraising event
5. Keynote speaker
6. Asked to do a Ted Talk

Misc:

1. Take a position on a political issue
2. Partnership with a celebrity
3. Receiving an appointment
4. Issuing a statement of position regarding a local, regional or national issue
5. Announcing a public appearance on television, radio or in person
6. Comment on industry trend
7. Piggyback on breaking news
8. Industry statistics
9. Off-the-wall promotion
10. Comment on news story
11. Demonstration with broad appeal (e.g. pet first aid/CPR)
12. Industry predictions
13. Survey/research launch
14. Survey/research results
15. Launch a podcast series
16. Start a dog walking club
17. Meeting some kind of unusual challenge or rising above adversity



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Awards/Achievements:

1. Earned new certification i.e. NAPPS, PSI CPPS, pet first aid/CPR
2. Receiving an award
3. Received an award
4. Featured in national media
5. Mentioned in a published book
6. Wrote and published a book
7. Published article in a national publication
8. Employee earns new certification
9. Offering an article series for publishing

Collaborations/Partnerships:

1. Establishing a unique vendor agreement
2. Forming a new strategic partnership or alliance
3. Alliance/joint venture with another company

Events:

1. Launching a speaking/webinar series
2. Classes or workshops
3. Open house
4. Celebrating an anniversary
5. Special event
6. Ribbon cutting ceremony
7. Participation in local events
8. Announcements of individual webinars/seminars

Community/Charitable:

1. Community involvement
2. Participating in a philanthropic event
3. Charitable contribution
4. Charitable effort
5. Organize event to raise money for charity
6. Donate big event check
7. Fundraiser you're hosting
8. Fundraiser you're sponsoring
9. Sponsorships (e.g. local humane society or fundraising event)
10. Establish a nonprofit
11. Earth day initiative
12. Raise funds for a charity
13. Sponsoring a workshop or seminar

Business:

1. Company manager to appear at an event
2. Incorporation change or IPO
3. New employees or officers
4. Starting a new business
5. Introducing a new product
6. Announcing a restructuring of the company
7. Opening up branch or satellite offices
8. Changing the company or product name
9. Announcing a partnership
10. Launching a website
11. Earning recognition of the company, product or executives by a publication



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Business (con):

1. Announcing that you've reached a major milestone
2. Obtaining a new, significant customer
3. Expanding or renovating the business
4. Increase territory, service new area
5. Announce a new product or service
6. Innovative use for your product/service
7. Announcing the results of research or surveys you have conducted
8. Making public statements on future business trends or conditions
9. Promotion of employee
10. Partnership
11. Pivot in a pandemic
12. Pivot in a recession
13. Business expansion
14. Mergers and acquisitions
15. New product launch
16. New service launch
17. Appointment to a board or committee

Business (con):

1. Changes to policies/procedures
2. Open new business
3. Change or launch of board of directors
4. Financial reports
5. New location/facilities
6. Media coverage received
7. Collaboration with another business
8. Introducing a unique strategy/approach
9. Company anniversary (e.g. 1 year, 5, 10, 15, etc.)
10. Release a new whitepaper or special report
11. Announce new patent
12. Restructuring your business or its business model
13. Setting up a customer advisory group
14. Announcing that an individual in your business has been named to serve in a leadership position in a community, professional or charitable organization



Join a MASTERMIND

Media Relations for Pet Pros

In this Mastermind, you will learn key strategies and receive the tools and knowledge needed to be the next pet professional featured in the news. Each month, Coach Traci explores a different themed Unit that guides you through learning about and developing a comprehensive media relations strategy for your professional pet business. Units are paired with robust discussions, guest speakers, live roundups, coaching calls, and sharing assignments.

Tech Club for Pet Pros

In this Mastermind, you will learn about the technology needed to succeed in your business and the important application strategies of each. We deep dive into different applications and explore technology that helps pet professionals manage the marketing/PR and operations side of their businesses. Each month, is a different themed Unit that guides you through learning, understanding and using. Units are paired with robust discussions, live roundups, expert speakers, and sharing assignments.

Dog Walking Club for Pet Pros

Build community and boost business with a Dog Walking Club. ****Coming Soon****

Learn more & register:

TraciBisson.com

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