
THE 11 REASONS YOUR MESSAGE WILL BE IGNORED

1. You have not worked out your objectives for publicity and do not know how to evaluate opportunities when they present themselves;
2. You have not worked out how you will measure a successful publicity campaign, so when you get coverage, you cannot determine if it was effective;
3. You have not worked out who your target audience is and thus any publicity you do is scattered;
4. You have not worked out how much you are willing to spend on generating the type of publicity you really want;
5. You have not understood the economics of publicity to effectively leverage it to spread your message;
6. You have not worked out how to identify relevant distribution channels for your message, so when you pitch, it misses the mark;
7. You have not worked out what your key messages are, so again, any publicity you do does will be scattered;
8. You have not worked out what publicity principles and tactics make interesting stories, so when you pitch, it misses the mark;
9. You have not worked out how to assess risk, so if your message misses the mark, then you are able to respond appropriately;
10. You have not worked out how to effectively pitch your message or write compelling copy that captures outlets' attention; and finally
11. You have not worked out a plan to bring everything together to implement it in a cohesive manner.