

HOW TO GET BABY PRODUCT PRESS TO WRITE ABOUT YOU

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Information changes rapidly, so please email me corrections, suggestions or updates.

Introduction

Did You Know?

Baby products make-up nearly a nine billion dollar industry in the U.S.!

Do you want to quickly get your baby or children's product into the hands of influential parenting editors, bloggers and authors? To create a targeted media list on your own will cost you hours and hours of your time in research. To hire a publicist to create a targeted media list will cost you hundreds – even thousands – of dollars.

But why spend the time and money when you can get all this information for less than a publicist's single billable hour by reading this guide?

In *The How to Get Baby Product Press to Write About You*, I'll:

- Provide you with a detailed media list of the top influential editors, bloggers and authors at the leading baby sources in the U.S.
- Teach you how to pitch each editor, blogger and author featured in this book. I don't just give you the writer's name and send you on your way like most media list services. I also include information obtained from lengthy interviews I personally conducted with each editor so you know exactly how they prefer to be pitched, what kinds of products they enjoy, and why you should be pitching them!
- Unlike other media list services, I sorted through media lists to hand-pick the most influential magazine editors, bloggers and baby authors out there so you don't have to do the leg-work yourself. I did it for you!

Why Listen to Me?

I've been doing business in the PR industry for the past 10 years. The last four years I've dedicated my life to working with small, entrepreneurial companies, including several baby companies and mompreneurs. Over the years I've developed relationships with various editors and authors. In fact, I've met with or spoken with many of the sources I write about.

Most publicists won't share this information with you. They've spent years forging relationships with editors and they know it takes many hours of research to develop a sophisticated list of sources to pitch.

My goal, however, is to help beginning entrepreneurs on a shoestring budget quickly learn the ropes and begin their PR efforts right away. I'm saving you from spending hours of time scouring baby magazines and book shelves to develop a sound media list. I'm also saving you thousands of dollars by empowering you to do your own PR.

Why You Need this Book

I recently read a book called *Rich Dad, Poor Dad* by Robert Kiyosaki. Kiyosaki says no one ever asks him how he got rich; they only ask him for a job or a loan.

When you pitch your product to an editor, do you take the time to ***understand*** if they even are the right person to pitch? Do you take the time to understand ***how*** they liked to be pitched? Or do you simply send them your pitch and hope they will do YOU a favor?

Many companies and PR people will simply send off a pitch – hoping it reaches the right person and hoping for coverage. In my guide, I help you become more strategic about your PR effort by helping you get inside the mind of each editor – what are their pitching preferences, how do they like to be pitched, what kinds of products are they looking for, and so forth. Understanding these unique nuances will help you approach your PR efforts in a more strategic way.

If you're serious about getting your company's name in the spotlight, this eBook will help you do it right!