HOW TO GET THE PRESS TO COVER YOUR KICKSTARTER CAMPAIGN
THE BASICS

Reaching out to media players is the most important, valuable, and high-return activities for your crowdfunding campaign success. Getting the right media outlet to pick up your story can get you instant access to millions of potential backers. This section will cover identifying the media players you’re going to target, figuring out the best way to contact them, and crafting a tailored message that will grab attention and compel them to take action.

It is important to keep in mind that some media channels move more quickly than others. For example, a blogger can typically write and publish a post the same day they discover you, but the editor of a magazine might need more than 3 months lead time before a story shows up in print. Therefore, it is imperative you begin contacting the media as early as possible so that the coverage falls within your crowdfunding campaign window.

BEFORE YOU BEGIN

Contacting the media is the first irreversible step of your crowdfunding campaign. It is imperative that the following items are in place before you begin.

- **Campaign Page NOT LIVE.** You should begin contacting the media at least one month before your crowdfunding campaign officially launches. This means your profile page hosted by your crowdfunding portal should NOT be live at this time.

- **Website Live.** Your website should be live and ready for media consumption. Most importantly, your campaign mirror page should be live so that reporters can get a sneak peak of your campaign details.

- **Press Kit Ready.** Your press kit should be finalized and available in a PDF format so it can be easily downloaded and emailed to media players.

- **Press Release Drafted.** Your initial press release should be complete, but not distributed. You’ll be delivering this unpublished version to the media before your launch date.

- **Firm Launch Date Set.** Timing of media coverage is everything, so you’ll need to set a firm launch date for your campaign at least 30 days into the future. On this date, you will set your crowdfunding campaign page live and officially begin accepting pledges from backers. This date should be referenced in every correspondence you have with media players to make sure the timing of their coverage corresponds you’re your campaign dates. Once this date is set, it should not be changed.

BUILD YOUR MEDIA LIST

You need to go online and research all the different media members who would have an interest in covering you, your project, and your campaign. You are looking for real people, like journalists, editors, writers, bloggers, and local newspapers. Indications that they might be interested could be they cover an industry related to your project, they’ve already written about crowdfunding campaigns, they cover startup companies or entrepreneurial stories, or they simply report what’s going on in your local area.
When you identify a good candidate, add them to a spreadsheet along with their name, publication, website, Twitter handle, email address, phone number, and links to their latest relevant work. You should try and identify at least 100 media members before you move on to the next step. Below are suggestions of the types of media players you should be looking for, along with some techniques for finding the ones right for you.

- **Bloggers by Industry.** Industry bloggers are great at making lists of themselves. To find a list of bloggers in your industry, simply do a Google search of top bloggers for your desired industry (ie. top travel bloggers, top fashion bloggers, top social entrepreneurship bloggers, etc).

- **Bloggers Who Cover Crowdfunding Campaigns.** Bloggers that cover crowdfunding campaigns will name the product and the crowdfunding platform in their post. To find bloggers that might be willing to cover your campaign, go to Google Blog Search and type the name of a campaign you’ve identified that’s similar to yours and the name of the crowdfunding platform hosting it (ie. SunSki Sunglasses Kickstarter).

- **Local Reporters.** Local publications want to report on local topics like you and your project. Local community and city newspapers, business journals, pop-culture reviews, and college newspapers are all great sources to search for in your area. Do a quick Google search and see what publications you find, then comb their website for writers that cover local businesses and topics related to your project. You’ll often find that local journalists are willing to cover you because you represent a local success story.

- **Online Newspaper/Magazine Contributors.** This is a broad categorization, but is intended to include everyone who contributes news articles, columns, and editorial pieces to online publications. There’s thousands of writers out there (both freelance or employed by a publication) that contribute content on a regular basis to websites. Finding the ones that are right for you can be daunting, but a good way to start is to do a Google News Search for keywords related to your industry.

**FINDING CONTACT INFO**

Finding who you want to cover your campaign is pretty straightforward, but figuring out how to get in contact with them often requires a bit more creativity. Well-known journalists and prominent publication contributors are constantly being approached with coverage requests. As a result, their contact information may not be available online. Below are some ideas for getting that all important phone number or email address.

- **Call the Editor.** If the journalist you’re trying to reach doesn’t publish their contact information, place a call to the editor or to the publication itself. They’ll often offer up an email address to anyone who calls without much of a hassle.

- **Twitter Direct Message.** Every writer has a Twitter account and actively use it to communicate with readers, interact with other journalists, and find new ideas. If all you can find is a writers’ Twitter
handle, then follow them, retweet some of your favorites from their portfolio of work, and then reach out to them via direct message with a request for a quick phone call.

- **Ask a Company they Covered.** Did the journalist you’re trying to reach cover another company? Reach out to that company and ask them for the writer’s contact info.

## MAKING CONTACT

Making contact with media players is not a singular action, but a process. Journalists, reporters, editors, and bloggers are all busy and are constantly being inundated with coverage requests. You must therefore try and establish a relationship with them before you drop press kit in their lap.

Below are some things to keep in mind as you contact media players and some templates to follow for establishing initial contact.

- **Comment on their Work.** All reporters and bloggers pay attention to the comments that are made to their articles. Just like you, they want to know their work is being read and appreciated. When you leave a comment, you often have the option of entering you name, an email address, website, or company name. By leaving comments you are getting your name in front of them, so when you email or call them, they know you’ve been paying attention to their work.

- **Follow on Social Media.** Find your media players on social media (Facebook, Tumblr, Twitter, etc) and follow them. When they share an article or make a comment you should retweet it or interact with them in some kind of meaningful way.

- **Contact Early.** Media players are generally more accessible earlier in the day and week. You should time your emails so they’re the first messages in their inbox when they get up, and place all your phone calls in the morning.

- **Be Thoughtful.** When contacting media players, remember that you are speaking to an actual person. You should address your audience as you would a friend. Your messages should be personalized, thoughtful, and professional to convey you are a serious person with a promising future.

- **Respect their Time.** The nature of the business makes media players extremely busy and time-conscious. Keep your messages as brief as possible and know exactly what you’re going to say when they answer the phone.

- **Pick Up the Phone.** Email messages are a lot easier to avoid than a phone call. Besides, hearing your voice and having an actual conversation about your project is a lot more effective than reading an email message. You should send an email first, then follow up every email with a phone call.

- **Communicate Timelines.** Your interactions with the media should include clear communication of your campaign timeline to avoid being covered too early or after your campaign has ended.

- **Follow Up.** Media players are busy and will procrastinate just like the rest of the world, and your initial email can easily get swept aside. You must therefore manage your media list like you would a sales
lead list. Following up every other day by sending emails, commenting on their articles, connecting with them through social media, and placing phone calls until you make that initial connection.

- **Thank You Messages.** Once you’ve made contact, even if they said “No”, you should send a thank you email and request to connect with them on LinkedIn. If they said “Yes”, you’ll still need to stay in touch with them and send them a reminder email as your launch date approaches. Staying in front of them and on their mind will be key to getting coverage.

- **Freebies (for Bloggers ONLY).** Depending on your project and the rewards you’ve chosen, it might be possible to exchange some kind of freebie for coverage on a blogger’s blog. Coverage swaps are common with bloggers, so most of them will be open to this kind of offer.

## EMAIL TEMPLATE

The box below outlines the framework of an introductory email message for reaching out to media players. Your subject line should resemble a potential headline touting something interesting about your project. The email should contain a full text version of your press release and an attached PDF version of your press kit.

---

**To:** [Journalist’s Email]  
**From:** [Your Email]  
**Subject:** [Headline-Sounding Phrase About Your Project]

---

Hi [Individual’s Name],

My name is [Your Name]. I founded a [Your City]-based startup called [Your Company/Project] that is raising money through [Your Crowdfunding Platform]. Our campaign will officially begin on [Your Campaign Launch Date] and will run through [Your Campaign End Date]. I am emailing to introduce myself and see if you would be interested in writing about me or my project.

[Your Company/Project] was created to [Your Project Purpose]. It will [Your Project Future Potential].

I have below our upcoming press release that will go out on [Your Campaign Launch Date], and have attached our press kit. I’d be happy to follow up with any information over email or by phone.

Thank you for your time and energy.

Sincerely,  
[Your Name]  
Founder of [Your Company/Project]  
[Your Website]  
[Your Phone Number]  
[Your Full Text Press Release]
WANT MORE?

Learn the secrets to running a successful crowdfunding campaign with step-by-step instructions, examples, and starter templates anyone can follow.

This self-paced video workshop is designed as a comprehensive resource for anyone looking to raise money through crowdfunding. It includes hours of detailed instruction, step-by-step printable quick reference guides, templates, worksheets, examples, and case studies, and links to over 200 resources online.

Part I: Crowdfunding 101
A complete overview of the mechanisms of action for crowdfunding

Part II: Building Your Campaign
All the steps and subtle details needed to launch an ultra-successful campaign

Part III: Website & Social Media
Enhancing your online presence to raise more money from the crowd

Part IV: Preparing for the Press
Procedures, templates, and detailed instruction for getting news coverage

Part V: Countdown to Launch
Step by step instructions for mobilizing your tribe leading up to your campaign launch

Part VI: Launch & Go
Definitive roadmap to follow once your campaign goes live

CHECK OUT THE COURSE

Highlights:
6 Hours, 50 Minutes of Instruction
Lifetime Access
30 Day Money Back Guarantee

FIND OUT MORE: http://fundster.com/video-workshop