

## HELPFUL TIPS FOR GAINING MEDIA COVERAGE

### **Solve a problem/create an opportunity.**

Everyone cares about their financial well-being; so, investment/personal finance-related stories generally get great coverage.

### **Provide useful information (tips).**

The Scarborough Group has been utilizing the “10 Steps to 401(k) Success” for years.

### **Identify a trend.**

More specifically, tell me how the trend affects me and how I can take advantage of it or avoid being hurt by it. Trends in the 401(k) industry include advice, company stock, etc.

### **Get someone else to tell your story.**

Third-party advocates have more credibility than you do if they don't have the same vested interest you do in your story. Use them whenever possible. We are always looking for industry professionals that tout our unique service.

### **Show your media savvy.**

You should always know what to say and how to say it.

- “I've got an exclusive for you.”
- “Is now a good time.”
- “Can I summarize this in an e-mail.”
- “Thinking of you.”

### **Other tips to keep in mind.**

- Tailor every pitch.
- Abandon one-shot pitches. Engage in open dialogue.
- Provide access to top-level executives.
- Portray yourself as an expert.