

Do You Have A Press Package?

By Chuck And Sue DeFiore

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A press package can go a long way in helping you deal with the media. It allows you to have everything you need handy.

Many individuals in the media will ask you to send your press package to them, so it is very important to be sure to make one up and to keep it up to date.

What does a press package contain?

1. Your biography
2. Your picture
3. Information on Your Company
4. Press Releases
5. Any articles written about you

Note: If you are a frequent speaker, you also want to have an updated itinerary in your press package of where you will be speaking.

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