



Public Relations FAQs

Chances are, you are visiting this page because someone suggested you or your business needs a publicist and you're not sure where to begin, no worries. We're happy to share a few FAQs as well as some PR tips and tricks for your business.

What is a publicist?

A publicist is your guide in working with the media and building your network. It is the job of a publicist to prep you for the attention of your audience, place you in the spotlight, and protect your brand while you are there.

Which firm should I choose?

When it comes to choosing a PR firm, you will want to schedule introduction meetings with a few different firms to find out which firm is right for you, and the needs of your business. At W.O.M PR, we focus on traditional PR which means we are all about the product and brand placement within the media, all media. Some firms might have marketing teams and social media management teams, where others might solely focus on traditional PR (like us!) There's a firm for every business and every budget.

Can I get featured in the media without a publicist?

Anyone can get featured in the media with the right story, but having the expert help of a publicist makes it much easier. **(Tip):** If you are a new business looking for a little love from the media, sign up for <https://www.helpareporter.com/> to be a source for journalists. Each day (and 3 times a day if you choose) journalists will send out requests for sources on their current writing assignments. You might not always be a fit but when you are, you can easily submit yourself as a source for a chance to get in the media. If you choose to sign up, you will want to have a strong pitch to help your chances of getting featured. If you want help writing a pitch, schedule a call with us. We are happy to help.

I was featured in a major media outlet! Now what?

It is always exciting when you receive well-earned attention, but it doesn't stop there. For every feature you receive in the media, follow up with a token of appreciation. Writing and sending a thank-you letter to journalist goes much further than sending an email. If you really want to show a journalist gratitude, send them a gift of the product featured or offer them a complimentary service.

If you are in the market for a publicist or would simply like to learn more about public relations, schedule a call with us. We are here to help you and we enjoy doing it.