



HELP A REPORTER OUT

Instructions

Hello!

My name is Jody-Ann Rowe and I help event planners attract more traffic, leads and automate their business online. Thank you so much for visiting my website and I hope you enjoy the download!



Jody-Ann Rowe, Founder of
The Event Certificate

HOW TO USE HARO

Help a Reporter Out (HARO) is an amazing resource for finding FREE Press coverage and media mentions for your event planning business. Ever visited a website and saw they were mentioned on *Inc.* or *Huffington Post*? I'm about to share how!

STEP 1: Register for HARO

Visit <https://www.helpareporter.com/> and sign up as a SOURCE to add yourself to their mailing list.

STEP 2: Keep an eye on the Newsletter

HARO sends out 3+ daily newsletter with reporters looking for sources. The turnaround time are usually fairly short, so be sure to keep an eye out for requests looking for event planners.

STEP 3: Respond to a Call

Once you see a request that you would be a suitable source for, respond ASAP! Read the request carefully, write your response in a word document, google doc or evernote file. Review, review, and review. Then submit your response (pitch) by logging into HARO and submitting through the pitch area.

STEP 4: Wait for it...

Once you submit a response to a request it is a waiting game. Sometimes the reporter might have a question, other times they might not. Monitor your emails daily and be ready to share your media feature on your social media and website if you're selected!

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