

Journalists Media Match Checklist

Print off this checklist and tick off each step as you go through the '[Media Match Made Easy: Identify Journalists Who Fit Your Brand](#)' guide on our Talk About Digital Podcast website.

Know Your Customers: Who Are You Trying to Reach?

- Define your ideal customers (age, interests, location, challenges)
- Identify what publications, blogs, or media outlets they read or follow

Find Journalists Who Cover Your Industry

- Search for articles that mention businesses like yours using Google
- Look at industry publications to see who regularly writes about your sector
- Make a note of journalists who frequently cover businesses like yours

Use Social Media to Discover Journalists Talking About Your Niche

- Search for journalists on X (Twitter) and LinkedIn using keywords relevant to your business

- Follow industry-specific hashtags to see who's engaging with your type of business
- Monitor hashtags like #journorequest and #PRrequest for opportunities to contribute to stories

Tap into Free Tools to Locate Journalists

- Use tools like Google News, Sparktoro, Muck Rack (free account), or X (Twitter) advanced search to find journalists
- Set up Google Alerts for keywords related to your business to get notifications when new articles are published

Look to Your Community: Find Local Bloggers and Media Outlets

- Research local news websites, community blogs, and small business sections
- Identify journalists and bloggers who regularly cover businesses in your area
- Create a list of local media contacts for future outreach

Read Their Work: Make Sure They're a Good Fit

- Review past articles to ensure the journalist's tone and style matches your brand

- Check if they focus on highlighting small businesses or startups like yours

Create a Simple Media List

- Compile a list of relevant journalists and bloggers along with their contact details
- Organise your list by priority, based on those most likely to cover your business
- Review and update your media list regularly as journalists move jobs or change focus

Build Relationships Before Making Your Pitch

- Engage with journalists on social media by sharing and commenting on their work
- Personalise your approach when contacting journalists, referencing their previous coverage

Explore Niche Bloggers Who Speak to Your Audience

- Find bloggers who specialise in your product or service area through online searches or blog directories
- Approach them with a personalised message that shows you've done your research

Evaluate and Adjust Your Media Outreach Strategy

- Track the responses and media coverage you receive from journalists and bloggers
- Refine your media list based on the contacts who help drive customer growth
- Deprioritise contacts who do not respond or show interest, and explore new opportunities

By using this checklist and following the related guide on the TAD website you will understand how to find the right journalists and bloggers who write stories that are related to your small business.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.