

30 MINUTE CONTENT MAKEOVER

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OVERVIEW

This webinar discusses how to write branded articles for public relations

It goes over how to use journalism style writing and some quick tips on how to amp up any article



TRUST

Trust is one of the main components necessary for an article to succeed

To prevent mistrust in media there are three rules that need to be followed

- Write to be helpful
- Write with zero self-interest
- Write like a reporter



REPORTER STYLE WRITING

Articles written by reporters consist of two voices

- A neutral voice for the headline and lead so as to direct the article onto a certain topic
- An authority voice for branding and expertise (could be in the form of quotes or tip lists)



3 MUSTS

There are 3 musts when writing any article in any style

1. Build trust
2. Be helpful
3. Directly engage



Referred to as the T.H.E formula

T for trust, H for helpful and E for engage

HOW TO BUILD TRUST

Be impartial, no selling or promotion

Be reliable, cite your sources

Comfortable, tone should be relaxed and respectful



HOW TO BE HELPFUL

Tone should be about problem solving

Offer quick tips and explain them and their usefulness

Add a tone of unity or “togetherness”



HOW TO KEEP AUDIENCE ENGAGED

No small talk or unnecessary words

Continue to provoke audience, ask questions

Speak to audience directly



5 MOST POPULAR ARTICLE STYLES

1. Feature article, 6-10 paragraphs
2. Bullet-tip article, paragraphs plus a tip list
3. Quick tip article, 200 words
4. Q&A article, 3 to 4 questions and answers
5. Recipe article



POWER TIPS

Headlines

- Always use reporter tone, no branding
- No unnecessary words
- Identify specific topic

Lead

- Bounce off headline, do not repeat
- Hook with question, provoke audience
- Use reporter voice

Branding

- 1 brand mention is powerful, 2 is risky, 3 is a waste of time



MAGIC TIPS

Headlines

- Make first word a verb

Lead

- Provoke
- No small talk
- Never start with a boring word (ex. Whether)

Branding

- Quotes, brings opinions and enthusiasm
- Always source information and verify



NOT TRUSTED VS. TRUSTED HEADLINE

Example: Everyone should get 8 hours of sleep

Vs.

Research shows that it is important that adults get 8 hours of sleep.

