

*marry*

the

**MEDIA**

HOW TO GAIN PUBLICITY  
FOR YOUR  
WEDDING BUSINESS

SASHA VASILYUK

*Praise for*

## Marry the Media

“Sasha's book is a gold mine for wedding businesses aspiring to get PR. She has worked with some of the most relevant brands in the wedding industry. This is evident from her real life examples as well the fact that her book draws quotes from some of the most recognized names in the business.”

– Shadiah Sigala, Cofounder of HoneyBook

"In order to be successful, you need to know how to market yourself. Sasha's book explains the basics of PR success and asks thought provoking questions that allows anyone to become their best champion in business. I've recommended this resource to my event and wedding industry friends, especially to those just starting out who are bootstrapping their way to greatness."

- Carly Cylinder, author of *The Flower Chef* and owner of Flour LA, Inc.

“Sasha totally understands what it takes to grow your company and position it into the right market niche. The book contains valuable information through an easy read that will guide you through the importance of PR for your company.”

- Sandy Hammer, Cofounder of AllSeated

"Sasha's tools helped us craft the finishing touch we needed to close on the editorial hits we desired. Her tips and hints on how to spice up our e-mail requests truly worked! We're so happy to be finally hearing back from editors!"

- Brittany Haas, Founder of Happily Ever Borrowed

“This step-by-step guide gives you all you need to know to expand your market and establish yourself and your business as the "go-to" source in your industry. Whether you are a wedding planner, musician, DJ, caterer, decorator, photographer or any wedding

vendor wishing to gain notoriety and grow your business, follow these insider tips from the wedding industry's public relations authority.

- Michael Taylor, CEO of Star Talent Inc.

“*Marry the Media* is one of the best how to tools for wedding creatives. I now have a clear vision and plan on how, what and when to submit my work as well as how to pitch to publications that are not wedding specific.”

- Keneshia Raymond, Founder of Blissful 2 Be

"Sasha makes you understand how to pitch to the media and be a resource of information. It's a must read for all new or experienced wedding professionals.”

- Julie Albaugh, Editor of WeddingMarketNews.com

“Sasha gives an insightful look into the world of wedding PR and provides a strategic approach for brands who are looking to increase their exposure in the media. Not only does she give you the "how," but she also explains the "why.”

- Joanne Barken, CEO of TheBach.com

“Every event venue manager looking to get more press exposure needs to read this book.”

- Tina Hoang-To, CEO of Wedding Spot

# **Marry the Media**

How to Gain Publicity for Your Wedding Business

Sasha Vasilyuk

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Please share with your wedding industry friends.

# Dedication

To all the inspiring event professionals and kind bridal editors who have made working in this industry a privilege and a pleasure. I hope this helps you grow and connect.

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# When to Pitch

Besides pitching the right idea to the right person, it's also important to pitch it at the right time. There are three general rules about pitching to the media that you should stick to:

1. Learn where the journalists you're pitching to work and stick to contacting them according to their time zone.
2. Don't pitch on Friday afternoon unless you want to be forgotten.
3. Never pitch on the weekends.

## Plan ahead

All media have certain lead times. Unless you're sharing breaking news, you'll want to plan your media outreach campaign in advance. Too many companies try to approach the media right before they announce their release or host an important event. As a result, they often get dismissed because journalists aren't able to turn the story around quickly enough. So if you're sharing an announcement that has a specific date, you should start approaching the media ahead of time.

Newspapers and TV news programs have shorter lead times that range from a few days to a month. Blogs like to plan their publication calendars from one week to three months in advance. Print magazines take the longest. They plan their content 3-6 months in advance, which means that in the summer they're already planning their December issues.

You need to keep that in mind, especially when pitching seasonal or holiday-related stories. For example, if you're pitching summer wedding story ideas, you should be approaching print magazines in January, blogs in April and newspapers and TV stations in May.

*"Keep in mind that most digital outlets have a tight turnaround for news stories. I'll write about Met-Gala-inspired wedding dresses as the Met Gala is happening, so that pitch will only get my attention in a very small window of time." - Kim Fusaro, contributor to Glamour Weddings*

## Best Times for Bridal Stories

In the wedding industry, the peak times for most story opportunities in the media are the engagement season (November-February) and the wedding season (May-August). Wedding blogs and online magazines are cranking out a lot of content during those months and are always in need of new products and quotes from experts, so it's a great time to pitch.

If you want to reach general, non-bridal media, you will find that some lifestyle magazines release an annual wedding supplement in December and online lifestyle publications write about engagements and weddings around Valentine's Day and at the beginning of wedding season in May-June.

No matter when you're pitching, making your story ideas timely will help increase your chances of being noticed. Holidays and seasons provide especially great opportunities for timely content. Think about pitching story ideas on holiday gifts, outdoor summer weddings, Valentine's Day style, etc. Sometimes, a fun made-up holiday like National Lollipop Day (that's a real thing – look it up) can be a great opportunity to pitch a unique story idea.

## Launching?

The launch of your company is one of the best opportunities to make a splash in the media. It's easier to tell journalists about your cool new concept that's going to change the world than to tell them a year after you've launched that you have this cool company that's changing the world. The first one is much more exciting and newsworthy. There are a million ways of pitching your company after your launch as well, but if you have a launch on your hands, don't go quietly into the night with it. Make a media splash.

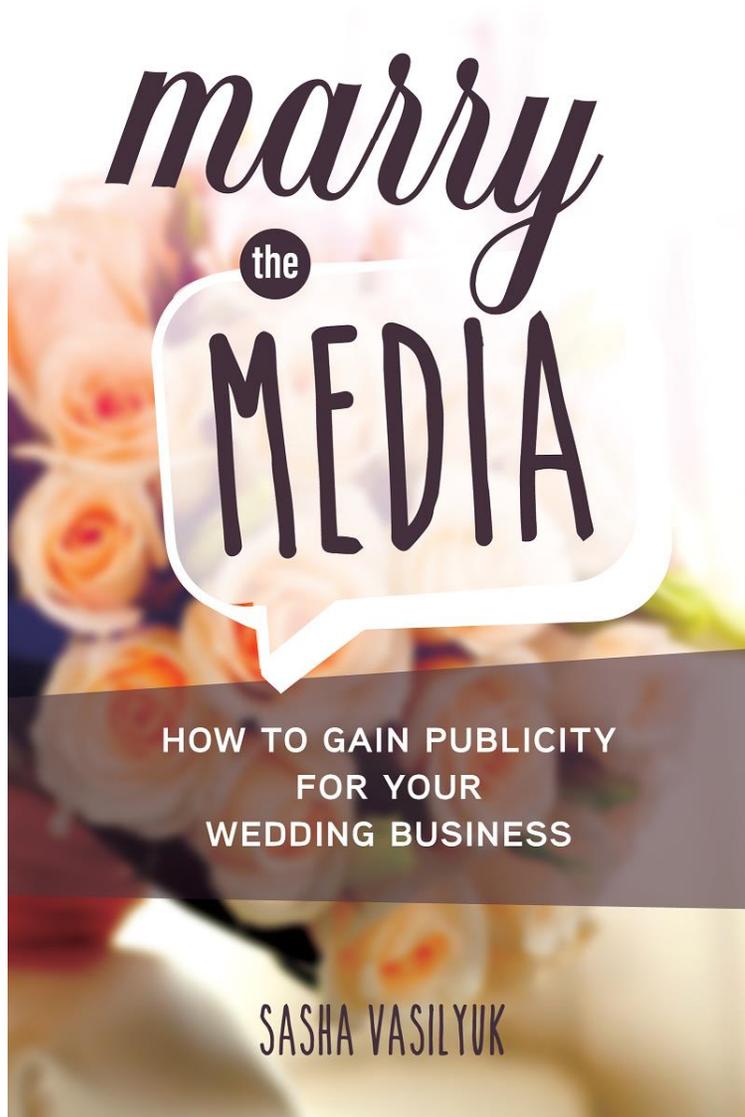
Don't be afraid to approach the media in advance. You can tell them the date of your launch to make sure they don't announce it sooner (this is called an *embargo*). In fact, if you have an interested journalist, you can coordinate so that they run the story the on the day of your launch, helping magnify your buzz wave.

## Is It Ever Too Early?

I often get asked if there are situations when it's too early to pitch to the media. The answer is yes. Here are several situations when you should wait before pitching:

- When your product isn't finished
- When you don't have any images
- When your business isn't ready to receive customers
- When you're waiting for your designer to finish your website
- When you haven't fully defined what your company does (this often happens in tech)

In short, if you aren't ready to show your baby to the world, it's too early to pitch it to the media. I'm not saying you should wait for everything to be absolutely perfect. In business, that never happens as you're always changing, experimenting and innovating. Just get it to the point when it's good enough that you can live with it once it's out in the media.



**Buy it now!**

