

# In a Hot Minute

## How To Start Your Own Media List

Courtesy of Elena Verlee, PR in Your Pajamas

Big businesses spend hundreds of dollars to buy media lists, but you can have your own for free - for only a few minutes of your time.

Do you read magazines or newspapers, or visit blogs that your target customers might be reading too? In that case, you already have a media list in your head and you didn't even know it! A media list is simply a list of journalists, editors and even bloggers and podcasters who may be interested in your story, and who regularly reach your target customers.

If you don't know your target customers well enough to know which media, both online and offline, they consume regularly, then you may have to do some sleuthing. For example, ask your current customers what magazines, newspapers, radio station, blogs, podcasts they consume regularly.

If you're a brick and mortar store that targets a particular geographical location, then you should definitely include local newspapers, magazines, radio stations and TV stations in your media list. If you're an online business with a global target market, see if you can "spy" on your target customers through Twitter, Facebook or LinkedIn. Or simply ask.

Organize your media list into a spreadsheet and include:

- Contact name
- Position
- Organization
- Email address
- Telephone number
- Mailing Address (if you plan to send product samples)
- Notes/Comments

Keep building your media list as you go along, and as you find more journalists/editors who seem to be interested in your market. These lessons will make you more observant and sensitive to whatever you read, hear and watch. Soon, you'll have your own media list that's worth hundreds of dollars!

To your business success,

Elena Verlee  
PR Consultant, Entrepreneur and Coach  
<http://www.PrInYourPajamas.com>