



SOFTWARE FOR CELEBRATIONS

MATT DOUGLAS

Founder

What does this guy know about PR?

Press

WIRED NEWS

THE WALL STREET JOURNAL.

RED
HERRING

Scobleizer

TechCrunch

4 wNBC.com

FT.com
FINANCIAL TIMES

- CNET: “MyPunchbowl is clever. And getting cleverer.”

 myPunchbowl

How to break through the noise

Press

1. Make it personal
2. Build messaging (with visuals)
3. Create a media kit
4. Should you hire a PR firm?
5. It's all about timing



Make it personal

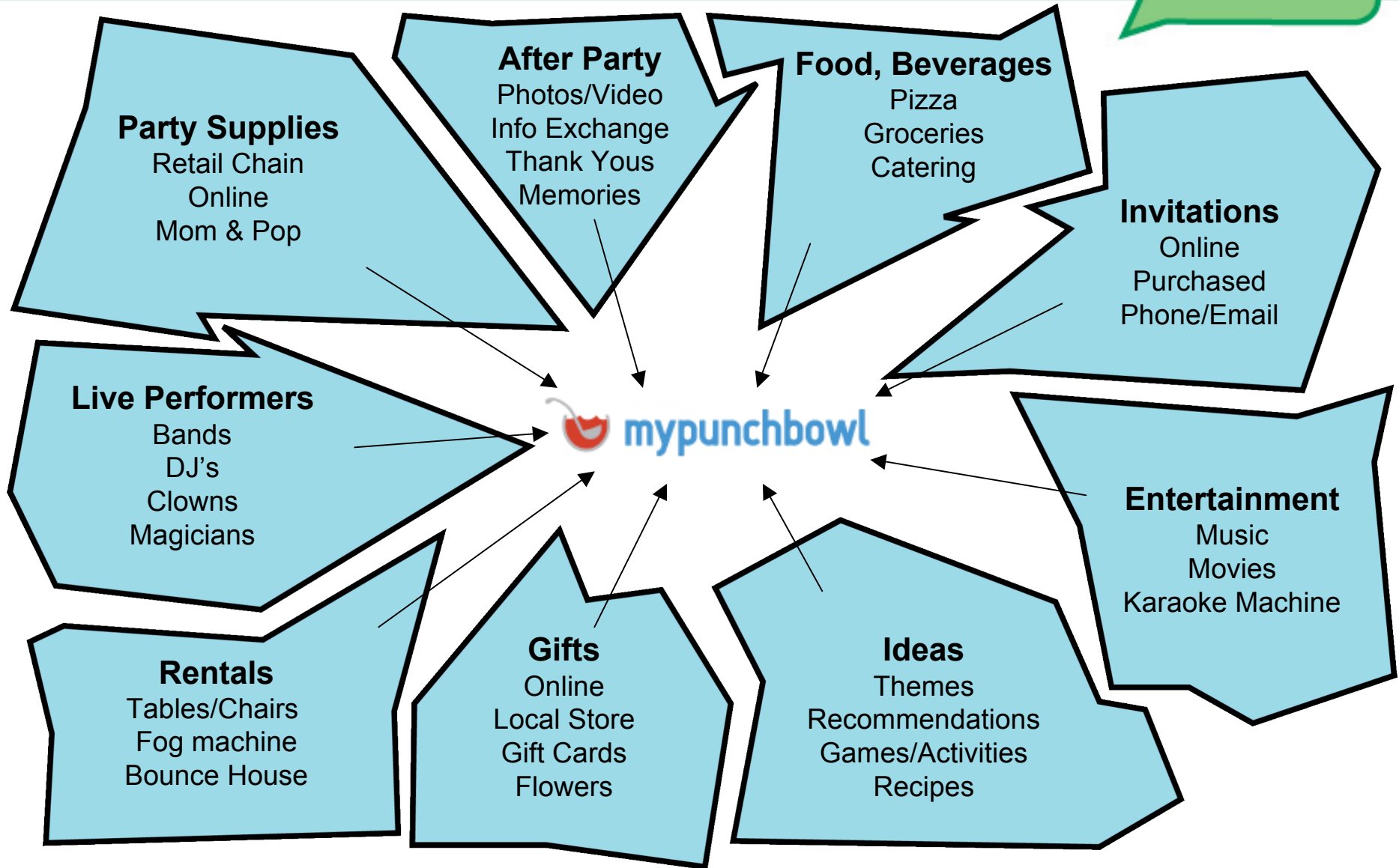
Press

- Fact: I've held a Groundhog Day party for the last 11 years.



Build messaging (with visuals)

Press



Create a media kit

Press

1. Elevator Pitch
2. Corporate Backgrounder
3. Press Releases
4. Screenshots
5. Logos
6. Founder Snapshots

<http://corp.mypunchbowl.com/press.php>



Should you hire a PR firm?

Press

YES

- Credibility
- “Mainstream” opportunities
 - Time savings



It's all about timing

Press

1. Press Releases (try for Mondays)
2. Exclusives
3. Embargos
4. Trends
5. Short-lead vs Long-lead



Questions & Answers

Thank you



<http://www.mypunchbowl.com>

