

## Small Business PR Story Checklist

Print off this checklist and tick off each step as you go through the '[Spot Your Story: A Simple Guide to Identifying PR Gold](#)' guide on our Talk About Digital Podcast website.

### Know What Makes a Story PR-Worthy

- Identify the human element of your business story
- Turn everyday business activities into potential stories
- Highlight key moments or milestones in your business journey

### Discover What Makes Your Business Unique

- Reflect on the personal journey that led to starting your business
- Identify unique aspects of your products or services
- Highlight how you serve your customers in a way that sets you apart
- Focus on your passion and how it drives your business
- Emphasise your expertise and experience
- Clearly define the purpose behind your business

### Find Your Customers' Pain Points

- Think like your customers—what are their key challenges?

- Ask your customers directly about their struggles
- Observe patterns in complaints or reviews to identify common pain points
- Clearly articulate how your business solves these problems
- Use real-life examples to demonstrate the impact of your solution
- Highlight the positive outcomes your customers experience

## **Highlight Your 'Aha!' Moments**

- Reflect on significant challenges your business has faced
- Identify key moments of opportunity or growth
- Share moments of inspiration that changed your business direction
- Showcase stories of growth that customers can relate to
- Highlight any changes you've made to improve your business based on customer needs
- Share personal 'aha!' moments that inspired positive changes

## **Personalise Your Story with Real-Life Examples**

- Reflect on your journey from struggle to success and share those challenges
- Highlight how overcoming those challenges shaped your business
- Collect testimonials and success stories from happy customers

- Use specific, detailed examples of how your business improves customers' lives
- Share these customer stories on your website, social media, and other platforms

## **Connect Your Story to a Bigger Cause**

- Identify how your business already supports the local community
- Look for opportunities to engage further with local causes
- Share your community involvement with your audience
- Identify the values that resonate with your customers (e.g. sustainability, supporting local)
- Align your business practices with those values and communicate them clearly
- Provide specific examples of how your business takes action on those values

## **Craft Your PR Angle**

- Identify the type of story that appeals to local media or bloggers
- Write a clear and concise pitch highlighting the most newsworthy aspects of your story
- Include a human element to make your story more engaging
- Consider timely or relevant trends that your business can tie into
- Find the "wow" factor in your story—what makes it stand out?
- Emphasise community spirit or involvement when applicable

## **Keep It Simple, Honest, and Authentic**

- Stay true to your values and incorporate them into your story
- Share your business journey honestly, including any challenges
- Avoid exaggeration—focus on authenticity
- Use simple, conversational language when telling your story
- Focus on relatable themes that your customers can connect with
- Keep your story concise and to the point

## **Your Story Is Your Superpower**

- Share your story through multiple channels (website, social media, etc.)
- Use your story as a conversation starter with potential customers
- Ensure your story is reflected in all of your messaging and branding
- Reach out to local media and bloggers with a pitch based on your unique PR story
- Refresh your website and social media to align with your story
- Continue sharing updates and customer stories to keep your audience engaged

By using this checklist and following the related guide on the TAD website you will understand how to identify your unique small business PR story that has the best chance of securing PR exposure.



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'.