



# Is your *brand* press-ready?

A PR Self-Assessment for Feel-Good Brands



# Purpose

You've got a brilliant brand. You're doing good in the world. But does that automatically mean journalists will want to write about you? Not always.

This self-assessment is designed to help you figure out whether your brand is genuinely ready for PR right now. And if not, what might need a little more zest before you start pitching.

## What does “newsworthy” actually mean?

Being a great business isn't always enough to land press coverage. Journalists need a reason to cover your story now, and that reason is your “hook”. The strongest stories usually include at least one of the following:

-  **Something new**  
A product launch, milestone, campaign, partnership, event, or announcement. If there's fresh news, you've got a natural reason to pitch.





### **Original data or insights**

Survey findings, customer trends, or proprietary data that reveal something surprising, useful, or timely.



### **A compelling founder story**

A personal journey, challenge overcome, or a perspective tied to a wider issue.



### **A seasonal or cultural hook**

Linking your brand to awareness days, trends, or topics people are already talking about.



### **Expert commentary**

Useful insights that help explain a trend, react to the news, or offer practical advice.



### **Wider relevance**

A story that taps into a bigger conversation happening in your industry or culture.

There's one question every journalist is asking: Why would our audience care about this today? If you can answer that clearly, your story has a strong chance of getting attention.

**If not, it may need a fresh angle, more context, or a little more time to ripen.**

# How to use this *scorecard*

Read each statement and answer.  
Give yourself **1 point** for every Yes.

Yes

Not yet

The goal isn't to score perfectly. It's to get clear on what's already in place and what might need a little more work before you start pitching.

01. We can clearly explain our brand story beyond the product.
02. We know why our brand is relevant right now, not just what we sell.
03. We have a founder or spokesperson who is comfortable speaking to the media.
04. We have lived experience, insight, or a clear point of view connected to our brand.
05. We have something newsworthy to say that isn't just a launch or promotion.
06. We understand which publications make sense for our brand.
07. We can respond quickly when opportunities or journalist requests come up.
08. We have data, trends, or customer insight we could share publicly.
09. We have visual assets (imagery, people, products, lifestyle shots) ready to support coverage.
10. We're open to PR being about storytelling, not just direct sales.

# Your *results*

## 0-3: PR-Curious

At this stage, many brands are still figuring out what their story really is. They know they're doing something valuable, but they haven't quite connected the dots between what they offer and why the media should care right now.

### This usually looks like:

- Relying heavily on product-led pitches
- Waiting for a launch or “big moment” to start PR
- Feeling unsure what journalists are actually looking for
- Struggling to identify a story beyond what you sell

#### What this means

PR will likely feel frustrating or inconsistent without clearer positioning and story foundations.

#### Your next step

Focus on shaping your story first. What do you stand for? Why do you exist? Why should anyone care now? Every juicy PR story starts with a strong core. This is your chance to peel back the layers and find yours.

# Your *results*

## 4-6: PR-Capable

At this stage, your brand already has plenty of PR potential. You've got a strong product, a meaningful mission, and stories worth telling. What's missing is a clear strategy to turn those ingredients into consistent coverage.

### This usually looks like:

- Having a great brand story but not knowing which angle to lead with
- Sitting on insights, stories, or data that haven't been turned into pitches
- Knowing PR could work, but feeling unsure where to start
- Missing opportunities because the timing, confidence, or capacity isn't quite there

#### What this means

You're closer than you think. With the right hooks, stronger targeting, and a bit more consistency, PR could become a seriously fruitful part of your marketing mix.

#### Your next step

Focus on turning what you already have into journalist-ready stories.

# Your *results*

## 7-10: Press-Ready

You've got all the right ingredients. Your brand has a story, a point of view, and genuine PR potential. You understand what makes a story relevant, you've got someone who can speak to the media, and you're well placed to start securing meaningful coverage.

### This usually looks like:

- A brand narrative that goes beyond the product
- A founder or spokesperson who's confident sharing insights
- Strong visuals, data, or expert commentary to support your story
- A good understanding of which publications and journalists are the right fit

#### What this means

PR isn't a question of "if" for your brand. It's a question of consistency. With regular pitching, timely commentary, and a steady stream of strong story angles, you're in a brilliant position to build momentum.

#### Your next step

Focus on momentum. You're press-ready. Now it's time to keep it going and turn that visibility into fruitful growth.

# Need *some* Lem-uhnade?

Most brands we speak to are closer to great PR than they realise. They've got a brilliant product, a meaningful mission, and plenty of stories worth telling. What they're missing isn't "more PR."

They need the right angle, the right timing, and a strategy that turns good stories into coverage. That's where we come in.

At Lem-uhn, we help purpose-led brands uncover the stories hiding in plain sight and turn them into headlines that build visibility, credibility, and long-term growth.

**In short, we help you make Lem-uhnade from the ingredients you already have.**

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## Next Steps



Download our 30 Plug-and-Play PR Hooks for Feel-Good Brands



**Book a free 15-minute PR strategy chat**



Join the Lem-uhn **newsletter** for PR insights and opportunities

# Making Lemuhn-ade

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