

*We asked veteran travel journalist and communications consultant Norie Quintos to offer suggestions on how to write a one-page partner profile for Go Media that would be sure to grab a busy media person's attention. **Here's what she wrote.***

How to Get Your Profile Noticed by the Media

By Norie Quintos

Think of it like online dating. It helps to have a good profile that concisely and authentically communicates who you are—or in this case, what your destination is. Keep it short and clear, and give a sense of the character and personality of your destination (or hotel or attraction or travel company). Travelling is a lot like matchmaking; not all destinations are a good fit for all travellers. And the media are nothing if not avatars for their outlets, so you want to make sure you are attracting the kind of media—and the kind of traveller—for which your destination is best suited.

So, how to put together the perfect profile?



Start with an attention-getting headline or tagline.

Remember, media attention spans are short, and getting shorter by the minute. If you don't get your reader's attention in the first line, you've lost them. So make that first line count. Here's one I liked from another part of the world: "Introducing the Machu Picchu of the North." Now, who doesn't want to keep on reading?



Write your first paragraph like it's the only one they'll read.

Because it just might be. So make sure you get in there what makes you unique and different, and if you've got big news, work it in here.



Say what's new and make it interesting, briefly.

Just because it's new doesn't mean it's interesting. Adding 10 new suites to your hotel is not news. But if they are the first hypoallergenic rooms in the province, then you might get somewhere.



Use bolds and bullets to advantage.

Draw the reader's eye to what is most important by using paragraph breaks, bullets, numbers, and bolded words.



Yes, it's okay to name drop.

Did JK Rowling write her latest novel in your hotel? Does Drake summer at your destination? Unless you are legally bound by confidentiality clauses, drop those names. No one wants to admit it, but we're all a little celeb-obsessed.



Jaw-dropping facts? Eyebrow-raising statistics? Throw them in.

We're all suckers for a superlative, a fun fact, fascinating trivia, or a mind-blowing statistic. Here's one: Antarctica is the largest desert in the world. Who knew?



Avoid jargon and acronyms.

I know, it's hard to do, especially for you government or quasi-government entities. But try. Really, it's so much better if you can say it in plain English.





Don't be so clever that the meaning gets lost in translation.

Clever and witty is good, but not at the expense of meaning and clarity. If something you've written has a colleague furrowing their brow or scratching their head, it's time for a re-write.



Details, details.

I know I said short, but make sure you include some details, otherwise there's nothing to grab onto. Generalities are a snooze-fest. Example: "Whales enter the bay every year." or "Whales, including the endangered North Atlantic right whale (with fewer than 500 left), enter the bay every year." No question which grabs your attention.



Kill the adjective.

Descriptive adjectives such as "amazing" and "beautiful" are trite and boring and useless. Where possible, use facts to describe. Don't tell me how beautiful your destination is, show me with words or images. Here is Pico Iyer's adjective-free description of Kyoto: "The reason you've come all this way is to visit a place that has advanced further than any other in refining the notion that the best way of speaking is by saying nothing at all and the best way of seeing something is leaving a lot to the imagination." I'm not saying you have to write like Pico Iyer (though we all wish we could) but note how he describes a place in a fresh way without overused words that put everyone to sleep. Just try it.

