If you decide that hiring a PR firm is not an option, here are some resources that can help you to get your public relations activities started on the right foot:

* [The ultimate guide to PR](https://otterpr.com/pr-tactics-ultimate-guide/) - You might want to start with this post to get a feel for what is involved. You will find information on PR strategies and tactics, the differences between digital and traditional PR, and how to craft a PR campaign.
* [Ten top PR tools](https://otterpr.com/best-pr-tools/) - Digitalization has brought many powerful tools to the PR world. If you are looking for something that helps you get noticed by a media outlet, check out this list. You will find tools for extending your reach, perfecting your timing, focusing your efforts, maximizing your results, and boosting your skills.
* [How to write a pitch that will make editors respond](https://otterpr.com/how-to-write-a-pitch-that-will-make-editors-respond/) - A startup's first connection with a reporter will often be a message - known as a pitch - offering a story idea. Your email pitch, no matter how great it is, will be one of hundreds, if not thousands, that the journalist receives. Click the link to learn how to make it stand out in the journalist's inbox.
* [How to write a press release boilerplate](https://otterpr.com/how-to-write-a-press-release-boilerplate/) - Press releases are an important part of PR work and boilerplates are an important part of press releases. They provide essential information on your brand that journalists and editors will need for news articles. Click on the link to learn how to develop a clear and concise boilerplate.
* [Where to submit a press release](https://otterpr.com/submit-a-press-release/) - Once you have written a great press release with a great boilerplate, you need to get it into the right hands. Click the link for thoughts on how to approach this as well as a list of 27 sites where you can submit releases yourself.
* [A guide to earned media and paid media](https://otterpr.com/earned-media-and-paid-media/) - If you seek to become an effective practitioner of PR, you need to understand "PESO," which is an acronym that stands for Paid, Earned, Shared, and Owned media. The differences are important when it comes to PR. Which type works best to grab the attention of your target market? Read the post to find out.
* [Getting your bylines in top publications](https://otterpr.com/getting-your-bylines-in-top-publications/) - If you really want to pull off powerhouse PR, you should aim for getting your byline in a top publication. In other words, you want to get an article that you have written -- one which lists you, rather than a journalist, as the author -- in a widely-read and authoritative publication. If you choose to do in-house PR, this is a lofty goal, but not something you shouldn't shoot for. Achieve it, and it will help you increase your brand's reputation in a significant way.