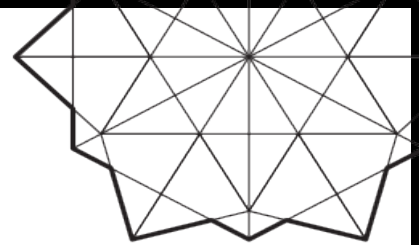


# PUBLICITY

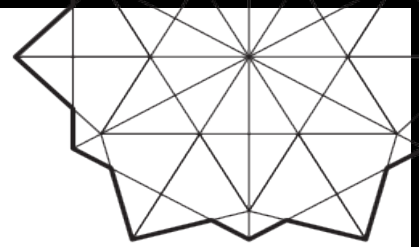
## Action Plan



- ◇◇◇ *Learn what Publicity is and how to get it today in the first lesson and follow through using the workbook.*
- ◇◇◇ *Register at all of the publicity sites listed in the workbook – you can find these on the Links download also*
- ◇◇◇ *Post in the Facebook group when you find your first call out that you could respond to. (Whether you respond to it or not, just post that you've found one, so that we can cheer you on!)*
- ◇◇◇ *Watch the Little Black Book of Contacts lesson and download the workbook.*
- ◇◇◇ *Create an excel spreadsheet of all the publications, media outlets, events, TV shows, Podcasts, Radio shows and Blogs.*
- ◇◇◇ *Survey your audience to find out which publications and networks your audience regularly consumes*
- ◇◇◇ *Find 5 blogs and 5 local media outlets and add their details to your Little Black Book. Give yourself a shoutout in the Facebook group when you've done this. Something like #first10boom!*
- ◇◇◇ *Discover Editorial Calendars and download the lesson workbook.*
- ◇◇◇ *Add to your Little Black Book of Contacts spreadsheet, you should already have Title of publication, Your Reporters details. Now add in their Due Dates, and any upcoming stories from their editorial calendars. Brainstorm the newsworthy media angles that you can pitch in to meet those stories deadlines.*
- ◇◇◇ *Create alerts in your calendar for the next few months so that you can remember when to pitch too your reporter, and make a note in your spreadsheet whenever you pitch someone.*
- ◇◇◇ *Learn the difference between Media Kits, Bios and Press Releases in the Marketing Materials video, and download my Media Kit for some inspiration.*
- ◇◇◇ *Start creating your own Media Kit or Bio in either Word or Powerpoint. Start by listing all the relevant info that you want the media to know about you. Post it in the group for some feedback.*
- ◇◇◇ *Setup a Media page on your website that will host all of your marketing materials*

# PUBLICITY

## Action Plan



❖ Review the Essential Media Training lesson and download the workbook

❖ Make a list of the 10 interesting facts about your business, and start working them into catchy one-liners or Sound Bites. Now post your favourite Sound Bite in the Facebook group! Extra bonus points is you rehearse saying your Sound Bites then post the Audio in the group!

❖ List out 3 Bridging statements that you feel comfortable using and post them in the Facebook Group!

❖ For a look at how I position myself as an expert, check out my performance on The Morning Show here: <https://www.youtube.com/watch?v=wIrwtwiy-IA>

❖ Discover what a Perfect Pitch is in the lesson on Perfect Pitch and download the workbook.

❖ When you're ready to write your Perfect Pitch, share it with the Facebook community for feedback!