



“Strategies to Land Your First (Or Next) National Media Appearance”

Call Handout (fill in answers as you listen)

5 Steps to Getting Major Publicity

1. Contact them
2. Catch _____
3. Create _____
4. Capitalize
5. Create _____

Step #1: Contact Them

The first question you have to ask yourself is:

Four ways to find names and contact info for media:

1. _____
2. _____
3. _____
4. _____

A back door way to get publicity is to contact _____

Step #2: Catch Them (Their Attention)

Notes on email subject headers:

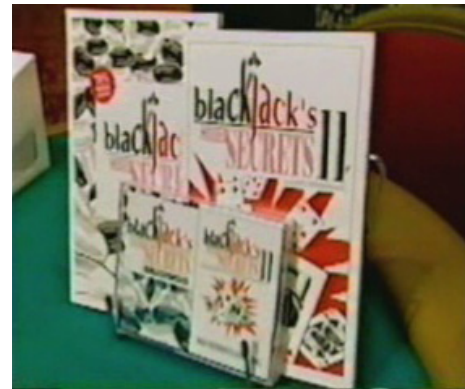
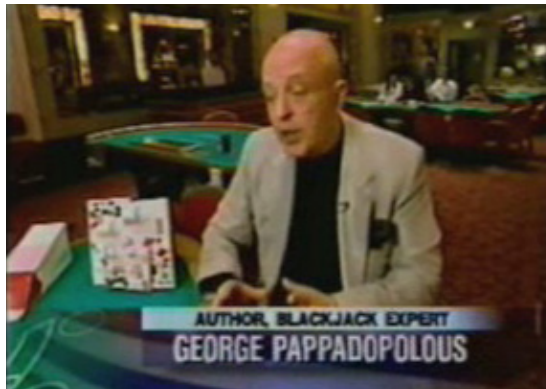
5 Ways to Shape Your Message to Attract the Media

1. How To



Case History: Elizabeth Lombardo landed her first appearance on The Today Show and has since appeared 13 times. She's also been on Dr. Oz, CNN, and many other major media outlets.

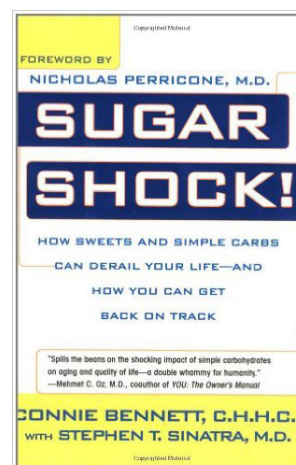
Lessons: _____



2. Show them why they need you NOW

Case History: George Pappadopoulos landed his first appearance on Fox News by offering the media a timely hook.

Lessons: _____



3. Tell the media about a _____

Case History: Connie Bennett got publicity for her book in Time Magazine because she was part of a trend.



4. Warn consumers about a danger

Case History: Jim Vonmeier was booked on CBS Evening News by warning consumer about the danger posed by old septic tank systems.

Lessons: _____

5. Tell Your _____

Case History: How Orrin Hudson got publicity on over 50 local TV shows as well as People Magazine, Good Morning America, The Early Show, CNN and USA Today.

The way you can turn a “no” into a yes is to give them a DIFFERENT idea for a story or angle they can take.



Step #3: Create value for them with you interview or content

Show them you will give them a great interview.

Be willing to talk about things that are not in _____.

Focus on their _____.

Speak in sound bites.

A great sound bite = short vivid language with an _____.

Step #4: Capitalize

Get your _____.

Case History: Denise Winston has been quoted or featured in many major media outlets. Notice how she mentions this prominently on the front page of her website.

The screenshot shows the homepage of Denise Winston's website. The header features the logo "DeniseWinston Teaching money matters." and a navigation menu with links: Home, About, Video Learning, Products, Services, Denise's Blog, Contact, and Press Kit. Below the header, a banner displays "As seen on" followed by logos for WALL STREET JOURNAL, Reader's Digest, Better Homes and Gardens, AARP, REUTERS, and Forbes, with a "More" button. The main content area is divided into two sections. On the left is a portrait of Denise Winston, a woman with dark hair wearing a pink top, with the caption "Denise Winston, Financial Expert and Author" below it. On the right is a promotional box for her book "IT'S YOUR MONEY: Avoid Costly Mistakes". The box contains the text: "This book could be worth thousands of dollars to you. It covers today's most important topics and has everything you need to avoid costly mistakes." followed by a "BUY NOW ON amazon" button. Below this, it says "After all, it's YOUR money —YOU get to decide what to do with it." and shows the book cover which features a stack of money and the text "Denise Winston THIS BOOK COULD BE WORTH THOUSANDS OF DOLLARS TO YOU."

Lessons: _____

A way to turn local publicity into national publicity is to ask for a _____ .

Step #5: Create relationships

Who is one person in your life who opened a door for you?

Lessons: _____

Find out how to land major media coverage by
meeting the media face-to-face at
www.meetthemediacom.com