

BECOME AN EXPERT

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In workbook #1 we talked about the step by step guide to landing publicity, now we'll look at how to create a media proposal guaranteed to get you noticed.

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FIRST IMPRESSIONS COUNT!!

I cannot tell you how many persons who see me get featured ask me “how did you land that”.

Honestly, a huge part of me being asked to be featured in upwards of 25 publications, many of them more than once)in just the last year has to do with great proposal.

It really is the first impression you’re going to make on potential partnership

So let's get started!!

1: Start strong and straight to the point. Your proposal is one of : hundreds that’s landing on someone’s desk so be sure you introduce yourself and say your name, what you do and how you help persons.

2: Keep it less about you and more about how you can add value to them, their audience, their listeners, their readers and their community. Give them an idea of what you’re coming to speak or write about can how it can add value to their persons. Let them know why you would be a great fit. *Remember the “E” in the REAL framework? It will come into play here. K*

***Just a little note, by the time the reader gets to this point they’ve already decided if you would be a great fit.....however let’s move on to step three**

3: After step two and three then you can now focus on who you are and how you have helped persons in general and your accomplishments. At this point, direct them to your bio.



LET'S DO THIS!!!!

4: Give some examples of your work such as a link to a story or something you've done to solidify your goal of helping others

5: Lastly, offer at least two ways they can contact you and as a bonus invite them to check out your website or social media pages so they can get an idea of who you are and how you are of service to others

Oh and of course after you send media proposal, be sure to follow up regularly!! There are a few that get back to you right away but bear in mind that sometimes editors change or work gets busy.....A friendly reminder now and again will help

Just a few additional notes

- Watch your language and tone. Ensure it's inviting & engaging
- Keep in mind how you want the reader to feel while reading. -
- Check for spelling and grammatical errors, particularly with the recipient's name.
- Do not ramble or sound boring, aggressive or desperate.
- Remember to have your professional head shot ready

Let's put this in action.....check out the template below.



YOUR VERY OWN TEMPLATE!!!!

DATE.

RECIPIENT'S NAME

TITLE.

MEDIA HOUSE.

Dear RECIPIENT,

I would be most honored to be featured within your PUBLICATION/PODCAST/PROGRAM to discuss TOPIC OF CHOICE.

This would be excellent information for your READERS/LISTENERS/VIEWERS, because of HOW WHAT YOU'RE GOING TO DISCUSS CAN HELP THEIR AUDIENCE.

I am WHO YOU ARE, WHAT YOU DO AND HOW YOU'VE HELPED PERSONS. TO SOLIDIFY WHY YOU'RE AN EXPERT IN THIS FIELD. REMEMBER YOU BIO HERE.

Most recently, I've had INCLUDE LINKS TO BLOGS, FEATURES OR INFO THAT CAN HELP STRENGTHEN YOUR CREDIBILITY.

I look forward to a response from you and please feel free to VISIT WEBSITE, SOCIAL MEDIA PAGES to find out more about me, my company and how I am of service to my clients.

Should you like to discuss I am available chat at your earliest convenience INCLUDE HOW BEST TO CONTACT YOU TO DISCUSS.

Warm Regards



NEED ASSISTANCE?

There you have it, don't worry, practice makes perfect

Plus if you feel stuck or not sure how to adapt this to your brand then feel free to use the link to book your free consultation with me.
Hope to hear from you

<http://www.carlimedia.com/chat-with-carli>

See you in workbook #3 where we're going learn how to leverage all this success to get more!!!!

