

THE PR & MEDIA COMPANION



SMART media goals



My media goal is...

Make it specific

What outcome would you like from your media coverage?

Make it measurable

Make it achievable

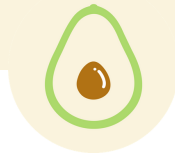
What stories/themes keep coming back to you?

Make it relevant

Notes:

Make it time-bound

Get to know your audience



Your media audience

Their dreams

Their jobs

Their passions

Their fears

Content

What kind of articles are they most likely to read?

Needs

What are they trying to get out of articles?

Outlets

What are their favourite media outlets?

“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” – Steve Jobs

Your pitching categories



Write up to six categories you think could be relevant for similar audiences to yours

Category 1 pitch

Category 2 pitch

Category 3 pitch

Category 4 pitch

Category 5 pitch

Category 6 pitch



STOP THINKING
ABOUT THE

landing

BECAUSE IT'S
ALL ABOUT THE

falling



Approaching the media



List your initial story ideas to pitch to the media below

Google your article ideas – what media outlets came up?

**Five new places you can contribute
content to:**

**How are you going to position
yourself?**

**Call to action to share at the bottom
of articles**

Email template for fellow creatives

COLLABORATION PITCH EMAIL

Hey there **[NAME]**,
My name is **NAME**, creative behind **BRAND**, where I share **PITCH**.

You can find me on **SOCIAL MEDIA** (all linked to each platform). You and I have a similar audiences, and I'm organising a collaboration that I think you might be interested in.

DESCRIPTION OF YOUR IDEA HERE → I have an incredibly exciting new podcast aimed at supporting people with XYZ

WHY YOU ARE REACHING OUT →

Now here's where you come in. I respect you so much and what you've done in the industry, and want to give you an opportunity to share some of what you've learned with the listeners of the podcast!

I'd love to talk to you about how to incorporate video into your strategy, including tips for shooting & editing, equipment, etc.

I'm launching this podcast on **DD/MM/YY** but will constantly be in need of great guests like you, so there's no pressure to sign up for an episode in the immediate future.

TIMELINE (if necessary)

I plan to publish this podcast/video/line on **DATE**.

I will need your responses/image/ post **DATE**.

The post will go live on **DATE**. You will receive a link to the post and video the day it goes live.

PROMOTIONAL PLAN HERE →

If you agree to participate in this collaboration, I ask that you **INSERT EXPECTATIONS HERE**. (Share on social media the day it goes live and twice more during the week, pin to your Pinterest board and any of your relevant group boards, etc.)

If I have not heard from you, I will follow up on **DATE**. Please let me know if you have any questions. I sincerely hope to have you be a part of this project! I look forward to hearing from you soon.

YOUR NAME

YOUR URL

YOUR EMAIL ADDRESS

Email template for the media



Hi NAME,

I'm a reader of your publication. I'm a **JOB TITLE** whose work has appeared on **WEBSITE EXAMPLE**. I have an amazing story idea(s) that I think would be perfect for **X SECTION** and would really resonate with your audience.

PITCH TITLE HERE

Examples would include **FEW EXAMPLES HERE**.

I think your audience it's going to love this as it helps them **ELABORATE ON HOW IT CAN BENEFIT READERS**

I'd also cover **ONE MORE QUESTION AUDIENCE IS LOOKING ANSWERS FOR**.

This could particularly compliment the **PAST ARTICLE MENTION** I saw within the section within the past few weeks.

Please let me know if you are interested or would like more information.

Thanks so much for consideration - I look forward to hearing from you!

YOUR NAME

YOUR URL

YOUR EMAIL ADDRESS

POSITION EMAIL

How to nail online speaking



TIMELINE (TOTAL: X MIN.)

INTRODUCTION

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SECTIONS	TIME FOR EACH SECTION

CLOSURE

SUMMARY	ACTION STEP	RESOURCES



About Creative Impact Co

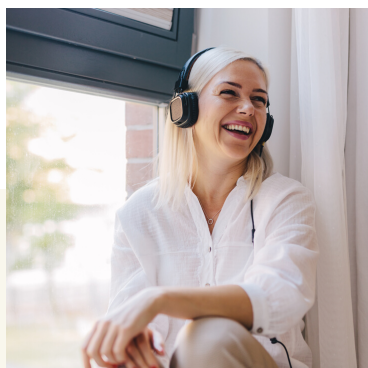
We are a collective of individuals looking to use their creative talent to positively impact others and the planet. We're helping creatives grow their businesses and share their story through their content.

Making a positive impact goes beyond your neighbour. It's time we come together to support the planet we live in and love.



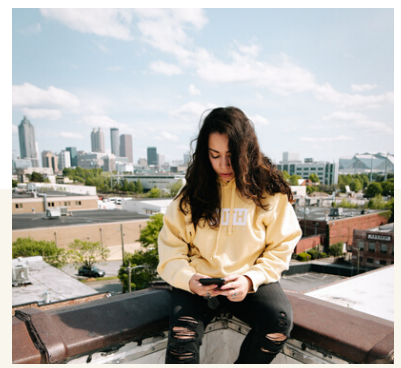
COURSES

Online training delivered by experts on topics such as content and marketing



PODCAST

Interviews and case studies on how to build a profitable brand



COLLECTIVE

Membership for creatives growing their audience and monetising their content

Life isn't

ABOUT PLANS

It's about

ACTIONS

