

PUBLICITY ESSENTIALS AND BRANDING TIPS

Publicity Essentials and Branding Tips 1:30-2:30 Ready to land those interviews and gain priceless exposure? Outline your brand and prepare to share your unique voice well. Learn how to develop media kits, press releases, and publicity materials. Discover the best ways to establish brand awareness in the marketplace and get booked as a guest on media outlets

by Tina Yeager

I. Why YOU? How YOU could be your BEST Publicist

II. The 7 C's of Publicity

A. CREDIBILITY of Your Brand

a. Brand CREDIBILITY

- i. Builds Trust
- ii. & Fulfills Promises

B. Consistency

- a. •Name •Logo •Colors •Font •Voice

C. Clarity

- a. Purpose & Values
- b. WHY
 - i. •Who You Serve
 - ii. •How You Help •
 - iii. Your Proposed Benefits

D. Collaboration

- a. My WHY
- b. Your WHY

E. Connection

F. Contact Points

G. Charting

III. Press Releases

- A. What is a press release?
- B. What if I write fiction?
- C. Who receives my press release?
- D. Basic elements and format
- E. Hook the media
- F. Why this topic
- G. Why you

IV. Give the gift of EASY.

- A. Interview Questions
- B. Additional topics

V. Call to Action

- A. Links
- B. Opt-in gift for audience
- C. Discount code