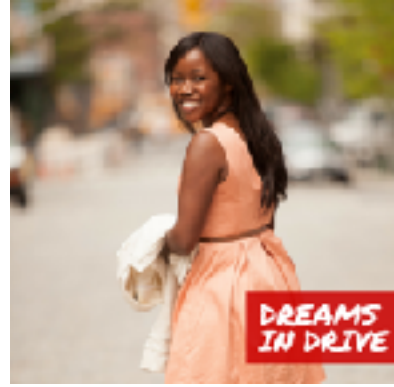


# EPISODE 73 SHOWNOTES: HOW TO GET PRESS + MEDIA COVERAGE (BE YOUR OWN PUBLICIST)



THE 3 QUESTIONS YOU NEED TO ANSWER:

1. What makes your brand/service/YOU unique?

2. Is it a story that media will want to listen to? If so, why?

3. Is it actually new & newsworthy? If so, what's the news?

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**DREAMS  
IN DRIVE**

4. Does your company have the potential to be profitable? How?

5. What media sources would be interested in your story? (Be focused. Take the time to research media that would actually be interested in your story. Look at the types of stories they write about see to if they would be interested in your unique story.)  
List some examples below:

## THE PITCH - REMEMBER THESE POINTERS:

1. Craft & refine your pitch for each outlet.
2. Figure out your angle + tone
3. Know your NEWS. What is new or unique that will resonate with your outlet?
4. Keep your pitch short, targeted, and to the point.
5. Show the contact how/why the story will work for their audience. Don't be afraid to be honest with brands about what will work with audience. Pick and choose brands that make sense for your readership so that you are authentic to your brand.
6. Follow up! If you don't get a response, follow up again in 2-3 weeks.
7. If you secure coverage or a feature, keep in touch with your contact! Your relationships are everything. Don't let them die out.