

Media Starter Guide

*Get Discovered Using the
Power of Media & PR*

**BY BESTSELLING AUTHOR
ANGEL TUCCY**



welcome!

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Trying to grab the attention of media & publicity can be tricky and off-putting if you've never reached out to them before. After you've completed this guide, you'll have everything you need to create a full year of attention-grabbing headlines that compel hosts to interview you as their expert guest, as well as compel the audience to stick around through a commercial break, click on a link, or open up a new tab.

g e t n o t i c e d

For 10 years, I hosted a radio show and received dozens of media pitches every single day. Eventually, I hired someone who's full-time job was to read through every pitch that came through and filter out the ones that fit our programming the best, and that seemed like the best fit. The gateway to even getting your email pitch read all started with your attention-grabbing headline. If your headline doesn't grab their attention, they won't likely even read your pitch.

g e t d i s c o v e r e d

As an entrepreneur, one of the trickiest things to master is getting more exposure and visibility in front of your ideal customers. Getting people to say the magic words, "I've heard of you" is the secret to shortening your sales cycle. We've provided a full year of resources to help you get started.

c e l e b r a t e y o u r s u c c e s s



Get Discovered

Using Media & PR to Grow
Your Business, Book & Brand

Media & PR Guidebook

www.MakeYourBigImpact.com



GET YOUR STORY IN FRONT OF THE MEDIA

Build rapport with journalists
long before you need them

- There is no limit to how often you can be featured in the media. As a rule for my clients, I recommend 2 interviews each week and one press release each month. This formula creates 100 new audiences for you to be featured in front of every year, along with 1000's of media news desks.

Every day, journalists are looking for quality guests, and they need fresh new content, fun features, breakthroughs, and success stories.

OBJECTIVES

- Build rapport with journalists long before you need them.
- Reach out to journalists directly.
- Pitch to journalists who cover your topic.
- Send a new press release each month.
- Schedule 2 interviews each week.



MEDIA & PR GUIDEBOOK

Step By Step

STEP 1

Make a list of your favorite media outlets. TV, Radio, Magazines, Podcasts, Blogs, E-Zines, and more. Connect with them on social sites to create to establish your own influencer status. Choose the best outlets that match your target audience.

STEP 2

Use our Media Headlines Guide to create your compelling headlines. Draft your main (top 3) talking points and your media story (why you, why now, what's the big idea?)

STEP 3

Send your pitch to your favorite media outlet & journalists. Every month, send a new pitch. Include a link to your Media Kit (online page with your headshot, media one-sheet, book cover)

STEP 4

Choose a single call-to-action that sends the audience to an opt-in page for building your list every time you speak. Text message opt-ins works great for radio and podcasts. Easy-to-remember URL's for opt-in pages also work great for blogs and videos.

STEP 5

Publish your knowledge into a 100-page love letter for your clients. I call this your FOOD Book™. During every interview, you'll be able to promote your book, creating a passive income, and getting invited to speak on even more stages.

"someone needs your magic"

What you think is ordinary is magic to someone else. The world needs to hear stories. Thanks to search engines, we can learn just about anything we want. What Audiences are looking for stories, for inspiration and breakthroughs.

Using the impact of media and marketing, I went from being a stay-at-home mom to being voted as Influential Woman Leader of the Year. Using my media background, I've been a catalyst for entrepreneurs to gain more visibility, more media exposure, get published and become best selling authors. With my mentorship, many of my clients have launched their media and speaking careers, being invited to speak on more stages, and are creating passive & profitable revenue streams.

When you share your story, you'll create more exposure for your brand.

Making an impact is about sharing your purpose, gaining exposure, and giving back to the world. Angel candidly shares her journey helping entrepreneurs get more publicity, get published and get paid even more.

**WRITE DOWN
YOUR STORY.**

**WHY YOU?
WHY NOW?
WHAT'S THE BIG
IDEA?**



ATTENTION-GRABBING HEADLINES

Once you start thinking like a media expert, you'll be unstoppable. You'll never listen to radio interviews the same. Instead of being IN the audience, you're going to be speaking to the audience!

Being featured in the media is a sure-fire way to attract more potential clients.

You'll be established as the leading authority expert in your industry.

You'll connect more deeply with your ideal audience.

It's the simplest, easiest, least expensive way to attract more leads.

Be featured in the media. Become the leading influencer.

TO-DO LIST

- Build a list of journalists and local media outlets.
- Set a date on your calendar every month to reach out to them with a fresh story.
- Add journalists to your list every week until you have 100.
- Put your PR hat on and create a brand new headline with your "news" each month.
- Keep a list of all your media features in one place.
- Update your Media Story & Media Sheet as needed.



A FULL YEAR OF ATTENTION-GRABBING HEADLINES

MONTH 1

#__ signs you don't really have _____

#__ signs you don't really need _____

Example: 3 signs you don't really have to go to the doctor.

Example: 5 signs you don't really need to replace your car.

MONTH 2

_____ strategies _____ uses, and you should, too.

Examples for blank 1: Legal, Health, Financial, Time Management, Speaking, Customer Service, Branding

Examples for blank 2: Celebrities, Famous Brands or Trends

Example: Health strategies Oprah uses, and you should, too.

MONTH 3

Are you suffering from _____? #__ keys to easily eliminate.

Example: Are you suffering from too many distractions? 3 keys to easily stay more focused.

MONTH 4

How to _____, even if you _____.

Example: How to buy a house, even if you don't have a down payment.

MONTH 5

_____ is destroying _____. #__ steps to easily fix it.

Example: Technology is destroying your company's innovation. 7 steps to easily get more creative.



ATTENTION-GRABBING HEADLINES

MONTH 6

If you never thought you could _____, # _____ reasons you can.

Example: If you never thought you could hit \$100,000, 7 reasons you can this year.

MONTH 7

Discover how this _____ is changing the way _____ are _____.

Example: Discover how this secret/tip/recipe/myth/ingredient/device/software is changing the way millennials/coffee drinkers/parents/entrepreneurs

MONTH 8

Find your _____

Example: Find your best reason for getting out of the bed in the morning/eliminating sugar from your diet/answer to the dreaded questions keeping you up at night

MONTH 9

_____ most _____ to get _____

Example: Celebrity/Brand's most used tool/service/habit

MONTH 10

The best/worst _____ of _____

Example: Best or Worst:

Shows/books/apps/recipes/ingredients/myths/investments

Of: the season/in the grocery store/online/this generation/the year



ATTENTION-GRABBING HEADLINES

MONTH 11

things your _____ is telling you that aren't true.

Example: doctor/kids/employees/labels/girlfriends

MONTH 12

#_____ your _____ is telling you.

Example: lies/truths/promises/myths/answers

MONTH 13

Find your _____

Example: Find your best reason for getting out of the bed in the morning/eliminating sugar from your diet/answer to the dreaded questions keeping you up at night

MONTH 14

_____most _____ to get _____

Example: Celebrity/Brand's most used tool/service/habit

MONTH 15

The best/worst _____ of _____

Example: Best or Worst:

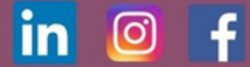
Shows/books/apps/recipes/ingredients/myths/investments

Of: the season/in the grocery store/online/this generation/the year

media sheet template

SAMPLE MS. TUCCY

(Brand Title) Media Exposure Specialist
Main Website
+1 123-456-7890



INTERVIEW TOPIC THAT MATCHES YOUR PITCH



Interview Intro: I'll show you how to craft a 100-word "anchor lead in" that any podcaster or journalist can use to set up your feature. This is not the same as your "speaker bio".

The introduction sets up "Why YOU, why NOW, and What's the Big Idea" you're going to share.

The role of the Intro is to create anticipation for the audience, and to see you up for a successful interview you can use to build your email list and followers.

SAMPLE INTERVIEW QUESTIONS

- (ADDRESS THE AUDIENCE CHALLENGE) - SET YOU UP AS THEIR GUIDE IN THIS JUNGLE.
- (HOPE) ACKNOWLEDGE YOU HAVE ACCESS TO THE GUIDE.
- (SOLUTION) BEGIN TO CRAFT THEIR JOURNEY OF SUCCESS.
- (COMMON STRUGGLE) HELP THE AUDIENCE FEEL LIKE THEY ARE NOT ALONE.
- (ACTION) GIVE THE AUDIENCE TANGIBLE STEPS TO SEE INSTANT RESULTS.
- (RESULT) PAINT THE PICTURE OF A BRIGHTER TOMORROW.

*To schedule
Angel Tuccy*

YOUR ACTUAL EMAIL & PHONE

Angel Tuccy is a 15-time best-selling author and award-winning radio host with over 12 years in the media industry. Angel has been awarded "Most Influential Woman of the Year", "Best Morning Talk Show" and is listed in the Marquis Who's Who of Influential Leaders.

She's regularly featured on TV, radio, magazines, & podcasts. She shares stages with top influencers and hosted a daily morning talk show syndicated on 7 streaming channels.

Angel has been a coach for entrepreneurs, authors, and speakers to gain more visibility, more media exposure, get published and sell more books. Her clients have been featured on thousands of radio, TV, podcasts, and stages and featured in countless magazines and online features.

She is the author of 15 published books, the host of over 2,000 broadcasts, and

52 Press Release Ideas



52 PRESS RELEASE Ideas

The press release is a document that announces newsworthy information to the press. A press release is an important tool for attracting media attention. The more times you touch the media with a news release, the easier it becomes, to entice the media to cover your company. Submit monthly, or as often as current events arise.

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NEW BIZ

- Launched New Business / Ribbon Cutting
- New or Changing Company Name
- New or Changing Product
- New or Relocation of Office
- New or Changing Branding / Logo
- Upgrades to Website or Services

PUBLISHING

- Published Book
- Book Signing Event
- Became a Best Selling Author
- Wrote an Endorsement or Foreword
- Added a Chapter to Group Book
- Recorded Audio Book
- Milestone of Book Sales

BIZ GROWTH

- Celebrating an Anniversary
- Develop / Using New Technology
- Hired a Business Coach
- Personnel Changes / Promotion
- Merger or Acquisition
- Overcoming a Major Challenge
- Creating a JV Partnership
- Taking Company Public

CHARITY

- Align with a New Charity
- Establishing a Scholarship
- Joined a Board of Directors
- Adding a Nonprofit Arm to Business
- Volunteer Work
- Fundraising Efforts

RECOGNITION

- Featured on Radio or Television
- Interviewed in Magazine or Podcast
- Nominated for Award
- Received an Award or Endorsement
- Training Certifications
- Milestone or Accomplishment
- Responding to a Crisis
- Response to Publicity

TRENDS

- Sharing Interesting Trends
- Change in Policies
- Ties to Current Events
- Holiday or Seasonal Tips
- Industry Reveal
- New Research or Discovery
- Providing an Expert Opinion
- Weird News

EVENTS

- Announce a Speaking Opportunity
- Exhibiting at a Trade Show or Expo
- Hosting or Winning a Contest
- Hosting an Event
- Sponsoring an Event
- Attending an Exclusive Event

Create Unlimited Exposure



TAP INTO DAILY, WEEKLY & MONTHLY OPPORTUNITIES

-
- Medium.com - Share your ideas and build your audience by publishing on Medium. Post your thoughts on any topic and express yourself creatively with a growing audience of millions of readers. Create your big impact with a big audience.
 - YouTube - YouTube is a crowdsourced platform that makes it easy for entrepreneurs and influencers to create publicity. Start your own show and share your interviews on your own channel.
 - Pingler.com - Pingler is web-based software and internet marketing tool to ping your blog, press releases, articles or website automatically to search engines like Google and Bing.
 - Spotify for Podcasters - The easiest way to start a podcast. Create, distribute and host your podcast for free. Interview prospects & marketing partners. <https://podcasters.spotify.com/>
 - Need A Guest (www.NeedAGuest.com) - A free Facebook networking group for guests and podcast hosts to connect directly with each other and create valuable media opportunities.
 - Press Release - <https://vedettenews.com/>) - Reach millions with the power of a distributed press release. Press releases reach journalists, attract new customers and gain visibility online via top search engines, thousands of websites, social media, blogger networks, print, radio & mobile channels. Distribute a fresh press releases every month to A+ media outlets.

do it today

— IT'S TIME TO SHINE —

For the last 16 years, I've hosted over 2,500 broadcasts, interviewed over 5,000 guests and have helped entrepreneurs & business owners attract more media, more followers and even more customers.

One of the biggest challenges entrepreneurs, business owners, & authors have is getting more people to say "I've heard of you". You know that you have a great product, service or program, and you just need more people know you exist! You're working your tail off to meet more people, to gain more social followers and build your email list. If they only knew about you, they'd buy from you. This is the power of publicity.

I teach my clients how to get more media exposure so that they can make a bigger impact in the world, become micro-celebrities in their space and gain more followers. It's not rocket science, but it does require a strategy of positioning yourself as a trusted resource and being prepared when the media comes calling.

Make Your Big Impact

Angel