

CHECKLIST
HOW TO BE A
MEDIA
SWEETHEART
And Get Free Publicity for Your
Business!

Module 1

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How to Be a Media Sweetheart and Get Free Publicity for Your Business!

- I am double-checking all my online presences to make sure my brand is clear, recognizable and pitch-able
- I am committed to filling in any gaps in my branding
- I understand that being myself and stretching out of my comfort zone will help me be viewed correctly as someone who is transparent and authentic
- I have asked myself the following questions:
 - What do I want to be known for?
 - What is unique about me or my product?
 - What is my mission statement?
 - What is my tagline?
 - What can I do for my ideal client?
 - What big problem am I in a perfect position to help them get past?
- I am double-checking my answers to these questions and drilling down even deeper, to make the answers even more clear and specific
- I have identified what I want people to instantly think of, when they see my photo, my logo or my name
- I have determined which I would prefer to focus on branding:
 - Me

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- My signature product or program
- My company
- Other _____

- I have created or commissioned:
 - A clear, powerful logo that sums up what I'm all about
 - A favicon version of my logo

- I have installed the All in One Favicon plugin and installed my favicon on my website

- I have updated all my bios across all platforms and made sure they are consistent

- I have create a short bio and a long bio for my:
 - Media Page
 - About Page

- I have ensured my social media presences are representative of who I am and what I do

- I am cultivating the habit of thinking about whether my social posts will help or entertain my clients before making personal posts

- I have ensured that my website has the following essential pages:
 - Media

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- Home Page/Landing Page
- About
- Contact
- Client Successes
- Tools I Use (or “Resources”)

- I have standardized my brand colors and fonts
- I have created a Style Sheet for myself and my team members, containing records of my brand colors and fonts
- I am using a professional-quality, updated profile photo
- I have finalized a brand color palette that I use consistently:
 - On my website
 - In photographs and graphics
 - In my social media cover photos or headers
 - On flyers, correspondence, business cards, etc.
 - In clothing, accessories and props, when I speak in person
- I have a powerful sign-up incentive and web form on my website
- I have freshened up my social headers and cover photos, as well as my website header

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- I am being my message and living it
- I have set a goal and timeline for cleaning up my branding and my motto is “Presentable not Perfect”
- I understand that the time to start creating visibility and conversation is now—before my program, book or product is finished
- I have made a commitment to:
 - Pursue success
 - Take action
 - Be accountable
 - Make sacrifices to stick to milestones and deadlines
 - Change the stories that are keeping me stuck
- My Media page or kit contains:
 - A short bio
 - A long bio
 - My recent, professional headshot
 - Downloadable images
 - Links to press releases and other archived material
 - Video thumbnails

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- Sound clips
 - Quotes
 - “Badges” denoting my appearances on major news networks or in authority magazines
 - Awards
 - Embedded video thumbnails or podcast episodes
 - Archived articles
 - Other _____
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- I have created a printable media sheet in PDF or DOC format that journalists or hosts can easily use
 - I am providing dynamic ‘rich content’ on my website
 - I have considered providing a short bio in video format
 - I have installed a folder on Google Drive or Dropbox containing resources for media reps
 - I have identified my most important ‘why’ reasons for doing what I do and I am including the ‘why’ in my story
 - I have made a considered, informed decision on when and if I will put my bios (long and short) in third person or first person
 - I am working hard to put my business and brand on the map!