

MEDIA SPOTLIGHT

WORKBOOK ISSUE

2021 / ISSUE 11 / VOLUME 1

TOP TIPS

ENTREPRENEUR

We get to dive into what aspiring business owners need to know.

INSIDER SECRETS

**GET THE LATEST SCOOP
PUBLICITY & MEDIA**

Find your roadmap and your Brands PR Journey to media success.

BRAND PILLARS

**WE TALK ABOUT YOUR
HOTTEST ASSESTS**

See who gets it right the first time. Featuring media, publicity, wellness and possibility!

OK let's be honest here, who wants this to be their breakthrough year?

No matter what you created last year or how your bank account added up, how can this year be different.....

I don't believe it is enough to just sit down and write up your goals, or even create a strategic plan. I know how hard it is to be struggling in your business and I talk to women every day that don't know how to get out of that cycle. It is not because of a lack of passion or even talent but usually, it is that they have yet to discover their true strengths.

Discovering your true strengths will take you further than any marketing plan or an appearance on **Good Morning America**. We can't do everything fabulously; we all have limitations.

There are three ways to help you define your strengths.

1. BE UNCOMFORTABLE. Yes, jumping out of your comfort zone and surprising yourself will reveal a true strength. You will see how much more capable you are by just stepping out.

2. TAKE ADVANTAGE. When opportunities present themselves, take it! You will be opening yourself up to a new path of self-discovery. Say "YES" and then figure out the how, not the other way around.

3. LOOK STUPID AND FAIL. Discovering your strength won't be a one and done process. You will fail, you will make mistakes and you will live, I promise. Looking stupid is a part of the process. Trying something and it is failing or even not living up to your expectations is a lesson. If you can power

TOP TIPS

FOR ASPIRING ENTREPRUNERS

"KEEP EVOLVING, KEEP THINKING, KEEP PUSHING YOURSELF. STAY ON TOP OF IT."



BETH NYDICK

LIFE OF A PR & BIZ WHIZ

So happy you made it to my little part of the world. I'm **Beth**, a speaker, author, podcast host and magnetic business mentor. A big believer in the power of potential to catapult your business forward.

I never intended for life to go this way, but it's my superpower and why go against fate. I've always been the go-to fixer for friends and colleagues. Ever wanted that one person that could **FIX IT ALL**? You are in the right place. I know the right way to go and the people to take along for your ride.

My intention is to **strategically** support you in improving the business you have created. As a result of working with me, my clients confidently appear on TV & Media with a solid business foundation but without years of disappointment and confusion around publicity.

A media professional for over 20 years and has worked at Warner Brothers, Viacom, NBC & Fox. I also have been featured in OPRAH, Parade, Forbes, Inc., Thrive, Nylon Magazine, Tori Burch, and Better Homes and Gardens plus appearances on The Dr. Oz Show, The Chew and The Tonight Show.



YOUR BRANDS PR JOURNEY

YES, you are a brand. A service provider, speaker or a physical product owner. You are a BRAND!

1 WHO ARE YOU?

Really, who are you? No, don't tell me..."well, I help people feel better". Who are you? When people work with you what is the transformation? You are an expert at what you do, step into that and acknowledge your superpower. What's the answer to: What do you do?

2 WHAT IS YOUR VISION?

Stop working **on** your businesses all the time! Instead start working **in** your business, it's never too late to begin. What are the goals you have set out for your future? I see myself being X!!

3 HOW'S THE CONFIDENCE?

Check in with yourself, don't let those sneaky demons come in and ruin everything for you. Be in **ACTION**, if your mind is on next steps, there is no room for doubt! Remember - **WHY NOT ME?**

4 WHAT DO YOU STAND FOR?

You have a point of view, it's time to step forward with just that. Not only is it going to differentiate yourself from the other 100 experts but it gives you a clear path of content to create.

5 TIME TO GET REAL!

Take time to define what the passion for your business means to you. What sacrifices will lead you to your success? I know I've missed time with my kids... Big panties time!



6 ALL ASSETS SET UP?

What is your audience's journey? Do you know your assets? The opt-in working? What is in your media kit? Can you recite your bio or elevator pitch? How will your consumer interact with your persona online?

7 CONNECTION

Who do you know that knows who you **WANT** to know? **YES!!** Look at your friends social, put it out that you are working on earning media. You will be surprised how many people come out to help!

8 FOLLOW UP

This is where the magic lies. The follow up is the "real" key to getting ahead in any medium but especially media.

Road Map to Media Success

What do you want to be know for?

01

Make them feel. Think about your story. Are you a coach that makes it easier for moms to balance work, kids and still make time for themselves? Or do you have an app that makes it easier to keep track of your schedule? What is the emotional component that makes up your business?

02

Next, find the media that speaks your language and talks to your audience regularly. Pick those platform that have a high priority on your media ladder. Are social profiles ready to be seen by a journalist? Where is your media kit? Press Page? Have your assets ready!

03

Create a media list. Pick the top 5 media platforms or blogs where your avatar would see you. Dig in and go thru the comments, see what people are talking about. Is your avatar there? Can you spot the stories directed to them?

04

Create a contact list. I know that there is someone in your contact list that has connections. Someone always knows someone. People want to help.

Time to shine, show up with your media kit, and pitch. Be the ROCKSTAR expert, add as much added value as you can, RINSE AND REPEAT!



MEDIA BRAND PILLARS

THESE ARE THE IDEAS YOU WANT TO BE KNOWN FOR, MINE ARE MEDIA, PUBLICITY, WELLNESS AND POSSIBILITY. YOU NOW ONLY TALK ABOUT YOUR PILLARS, REINFORCING THOSE IDEAS IN EVERY PIECE OF CONTENT YOU PRODUCE. YOUR PILLARS ARE ALSO YOUR TALKING POINTS IN ANY MEDIA YOU APPEAR.

01

02

03

04

MEDIA BIO EXERCISE

Write 4 **UNIQUE** Facts About What You Do.



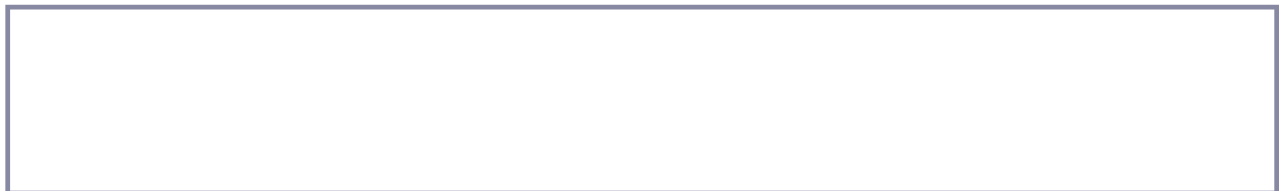
Who is your ideal clients and what makes them unique?



How do you help your target audience resolve their struggles?



What are the benefits of your pillars ?



As a result of working with YOUR NAME, her/him/they IDEAL clients,
BENEFIT OF WORKING WITH YOU, without PROBLEM YOU SOLVE.



TV

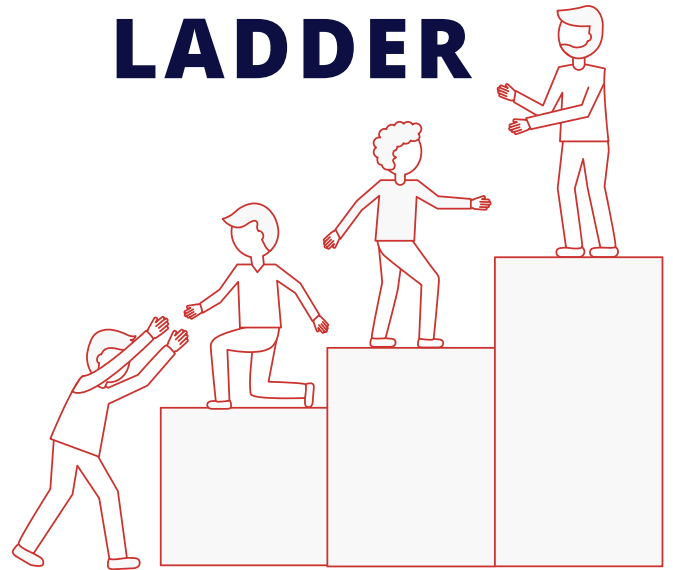
Podcast

**Print
Online**

Guesting

**Your
Platforms**

MEDIA LADDER



The "MEDIA LADDER" shows you where you need to be putting in your efforts. The structure will show you what are your media platform rankings. How you rank each platform's performance for your product and audience needs?

Would podcasts earn you more of a following than a segment on the news? Do you need to demonstrate your product or are you the personal brand and your ideas are your products?

TV is not EVERYTHING but it is where you build credibility and clients. Remember podcasts and magazine can also gain you a loyal following.

Want to show some credibility, have your media kit ready to send. The media needs you and your content, so show them how you can teach, entertain or even emotionally move their audience.



Create Your ROCKSTAR MEDIA KIT in a WEEKEND!

Entice journalists, editors, producers, bookers, and even brands know you as the ROCKSTAR that you are!

Your media kit is a crucial part of your MEDIA plan. It's your leave behind... a business card that shares your brand story.

Including all the info for a media pro to understand who you are, what you do and what you have to offer THEIR audience. 25+ page workbook.



Craft a Magnetic + Polished Professional Bio

Add in High-Quality Images

Provide a Scintillating Snapshot of Your Offers

Create a Killer Call to Action

Gather and Flaunt Your Show-stopping Stats

Get Creative! Design Your Kit

Showcase Social Proof and Media Mentions

Set Up a Simple System to Keep Your Kit Fresh

SIGN UP NOW





THE MEDIA ROCKSTAR

She is currently running her media empire & keeping up with the newest trends.
She also helps other entrepreneurs create the opportunity of possibility.
She also told us to not be afraid to try new things in life
Do you want this to be you?