

purposeful PERSONAL BRANDING

MEDIA OUTREACH CHECK LIST

The checklist below is to help you be fully prepared for any media feature or story once you begin your pitch. GOODLUCK!

IMAGES

- Have at least 4 of your best images of different shots, in high resolution photos in a drop box folder
- Name your image YOUR NAME+NAME OF PHOTOGRAPHER + NAME OF STYLIST+NAME OF MAKE-UP ARTIST
- Have web versions of your images
- Have png (transparent) version of your images
- Include the names of your photography team in a word document in that drop box folder

BRAND MEDIA KIT/COLLATERAL

- Do you have a fully functional website?
- Have you updated your website in the last few days?
- Do you have an Influencer Sheet?
- Do you have your media speaker profile sheet?
- Do you have a professional media kit?
- Do you have at least 3 social media accounts active online? e.g linkedin, facebook, instagram,
- Do you have short engaging videos of you on camera?
- Do you have a 1-3 minute video or audio demo reel?

THE PITCH

- Have you identified who you want to pitch to?
- Do you have their contact email?
- Have you been following this person on social media?
- Have you read their last 3 articles?
- Can you say how each article impacted or influenced your thoughts?
- Do you have an irresistible subject/headline?
- Do you have a story hook?
- Are the 5 W and H answered? Who? What? When? Where Why? HOW?
- Does your pitch focus on the benefits to their audience?
- Is your pitch short and succinct?

If you'd like to learn more about how to attract and be attractive to your ideal paying customers, with and without the media, using your purposeful personal brand. **[CLICK HERE FOR THIS SPECIAL OFFER. ONLY AVAILABLE FOR A LIMITED TIME](#)**



purposeful PERSONAL BRANDING LIST/TEMPLATE

MUST READ

Please note, journalists and editors change positions and companies often. If you are unable to reach a journalist at a publication or media house, simply do a google search, or use the Rocket Reach Google Chrome app to get their new contact information. You can also check their website to see who the new editor or journalist you need to be in touch with is. I suggest you create a group in your address book, name it MY MEDIA LIST, then import these names into it. Journalists are interested in stories. Give them your amazing story. Be sure to pitch the right person and personalize each email and keep in mind "what would their audience want to learn more about?".

LINK ONE

LINK TWO

NEWS STORY PITCH

Good morning _____, and Happy Wednesday!

As September is **Lymphoma Cancer awareness month**, I have a great local story tie in that would be appreciated by the **News 12** audience.

According to the **American Cancer Society**, there have been **21,950** estimated new cancer cases reported in **Connecticut** in **2019**, and out of this estimation, **1,000** of these cases are **Lymphoma**.

Connecticut's own megachurch pastor/entrepreneur, **Rhasheen Brown**, is experiencing the test of a lifetime. He has committed his life to empowering and mobilizing local residents in utilizing their faith using his church and his businesses. His faith is currently being tested as his wife of 18 years, and mother of his 7 children, is currently battling Lymphoma cancer.

Despite being an entrepreneur and having several streams of income, this megachurch pastor admits that his faith and his bank account are being tested because of this disease.

While still determined to believe God for a miracle, Brown finds himself going through emotional challenges--balancing God, business, and cancer--*cancer costs money and lots of it*. In honor of Lymphoma cancer awareness month, Rhasheen Brown would like to share his current story from the perspective of a spouse caring for their loved one battling cancer.

Below are a few topics that can be beneficial to your viewers:

- **How can friends and family be supportive of their loved one battling cancer, and how can we support their caregivers?**
- **How do you stay positive when your faith and finances are being affected?**
- **Three unique ways to face cancer with faith.**

Rhasheen Brown is available to discuss any of the above with you. Will this be helpful?

I look forward to how we can support your audience with these insights.

Thank you for your time!

GUEST BLOGGER PITCH SHORT

Hey Name of person.

I seriously may be having a legit STAN moment right about now!. You do great work with (target audience) and I'd love to see how I can support your work. So, I would absolutely love to guest post for you!

I have been wanting to write a post "name of blog" for your blog post and would love to share it with your readers! I can also create a little freebie to "name of freebie" (it should link to the free download).

Let me know what you think! no pressure at all to say yes. Would this be helpful?

I look forward to hearing from you.
Thank you for your time!

Sincerely,
Your name

If you'd like to consult with me one-on-one (one-hour) to review together and edit your next pitch, video or visual press release. **CLICK HERE**

GUEST BLOGGER PITCH LONG

Hi Jackelynn,

Hope you are doing great! I enjoyed your story on [MENTION A RECENT STORY THEY DID THAT YOU WATCHED OR READ]. In fact, I just downloaded the X that you recommended-- great stuff!

Let me introduce myself; I'm Yetunde Shorters. I am an expert in supporting women entrepreneurs in maximizing their personal brand through their purpose. I am an Award winning international publicist with over 18 years of experience in PR and Personal Branding.

I believe I can add value to your audience on a few different takeaways. I've included a few topics I think would resonate with your readers here: I think I'd be an excellent resource for future stories on (name of publication), and would love for you to keep me in mind for expert contributing opportunities.

Some of my specific story ideas include:

1. 3 Dangers of Following Your Purpose That No one Tells You About
2. 5 Simple Ways to Get New Clients That Buy Almost Instantly
3. 3 Reasons Your Personal Brand Is Broken (And How to Fix it
4. How to successfully make it through your first 5 years in business.

I'm also equipped to weigh-in on PUBLICITY TRENDS, ENTREPRENEURSHIP & FAMILY, TWIN MOTHERHOOD.

My bio and website are below.

Thanks for considering my request! And I assure you, I will make this process as seamless as possible by sending you a formatted document with links included that you can copy and paste directly into your site.

I look forward to connecting and working with you soon.

Best,
Yetunde Shorters
www.yetundeshorters.com (My personal website)
www.yetundeshorters.com/press (Media Features)
www.twitter.com/Yetunde (I'm on twitter too)