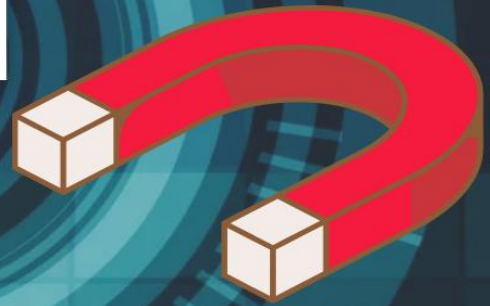




MEDIA **MAGNET** SYSTEM



**A SIMPLE PR BLUEPRINT TO HELP
YOU ATTRACT MEDIA ATTENTION
AND THRIVE IN YOUR BRANDING**

BUCHANAN PR

INTRODUCTION

Most entrepreneurs, creators, and brand owners want the same thing:
to be *seen, trusted, and chosen*.

But real visibility doesn't come from posting nonstop.

Real visibility comes from media features — the kind that make people take you seriously instantly.

This e-book gives you a simple PR system to help you attract media attention without:

- ✗ outdated PR tactics
- ✗ chasing clout
- ✗ cold-messaging hundreds of reporters

The goal:

Turn your brand into a media magnet.

Let's begin.

CHAPTER 1 — Why You're Not Attracting Media Yet

Here's the truth:

It's NOT your talent, story, or brand.

It's your *system*.

Most people struggle because:

1. You don't know where to start.

PR feels big and confusing, so you freeze.

2. You feel overwhelmed by too many options.

Podcasts, blogs, magazines, TV — you don't know which fits you.

3. You have no clear PR structure.

You try random things hoping something will work.

This e-book fixes that with one simple blueprint.

CHAPTER 2 — The Authority Shift: Looking Like a Media-Ready Expert

Before media says yes, they check one thing:

Do you look credible online?

Here's how to fix that fast:

1. Write a one-sentence brand identity.

"I help [WHO] achieve [WHAT] through [HOW]."

2. Use a clean, confident photo.

A clear image builds instant trust.

3. Post 3 pieces of expert content:

A tip

A quick story

A short lesson

4. Remove confusing or unrelated posts.

Your online presence should match your message.

These small changes make you look "media-worthy."

CHAPTER 3 — Craft Your Media Magnet Story

Media doesn't want your entire life story.

They want the hero moment — the shift that made your brand meaningful.

Use this template:

THE MEDIA MAGNET STORY FORMULA

1. The struggle — What you were facing
2. The shift — What changed for you

3. The lesson — What you learned
4. The mission — What you help others do now

Example:

“I used to feel invisible online. Then I learned how PR actually works — and everything shifted. Now I help others grow fast using simple PR steps.”

Short. Clear. Magnetic.

CHAPTER 4 — The MEDIA MAGNET SYSTEM Blueprint

This is your exact process to attract media attention.

STEP 1: Choose the right media outlets

Pick platforms that already talk about your topic.
(5–10 outlets only)

STEP 2: Build a tiny media list

No spreadsheets, no overwhelm.
Just 5–10 names.

STEP 3: Use the 5-Sentence Magnetic Pitch

Sentence 1: Who you are

Sentence 2: Who you help

Sentence 3: Why your story matters

Sentence 4: Why it fits their audience

Sentence 5: Call to action (“Happy to send details if this fits.”)

Short. Respectful. Powerful.

STEP 4: Follow up once

Wait 4–5 days.

Send a short reminder.

Never chase.

STEP 5: Turn one feature into more features

Share it. Tag outlets. Repurpose it.

Each feature attracts more opportunities.

This is how visibility snowballs.

CHAPTER 5 — Your First 10-Minute Pitch

You don't need days.

You don't need weeks.

You can take action today.

1. Choose one media outlet.

2. Write your 5-sentence pitch.

3. Use this follow-up message:

“Hi! Just checking in to see if you saw my message. Happy to share more details if helpful!”

4. Send it with confidence.

You're offering value — not begging.

This gives you instant momentum.

CHAPTER 6 — How to Turn One Feature Into Brand Growth

A single media feature can multiply your visibility.

Here's how:

1. Post it on all your social platforms.

Show your audience you're credible.

2. Add it to your bio.

“Featured in...” builds instant authority.

3. Add it to your website.

Clients trust you faster.

4. Use it to pitch other outlets.

One feature helps secure the next.

5. Repurpose it

Turn it into:

Reels

Stories

Quotes

A carousels

A blog post

One feature becomes a content machine.

CHAPTER 7 — The 7-Day Media Magnet Action Plan

Small steps. Big results.

Day 1: Fix your online authority

Day 2: Write your Media Magnet Story

Day 3: Choose 5–10 media outlets

Day 4: Build your tiny media list

Day 5: Write your pitch

Day 6: Send your first pitch

Day 7: Follow up + repurpose wins

Stick to the steps → you attract media.

Apply the principles → you thrive in your branding.

CONCLUSION

You don't need luck.

You don't need a huge following.

You don't need expensive PR agencies.

You just need a **simple, clear, repeatable system** —
and the **Media Magnet System** gives you exactly that.

You now have everything you need to start attracting media and building real authority.

Let's turn your story into a spotlight!