

Media & Press Outreach Prep



CHECKLIST



Mindset Matters

- Confidence
- Thick Skin
- Positive Perspective
- Know Your Subject Cold
- Visualize Your Interview
- Visualize Success
- Mock Interviews

Digital Download

- Website /Landing Page
- Speed of Website Ok?
- Check All Web Links & Pages
- Update LinkedIn Profile
- Opt-In Offer On Website
- Sales Checkout Process Ok?
- *Scrub Social Media for Negative / Controversial Content (Delete)

All social media handles should be the same name

Press Kit Prep

- General Press Release
- Your Bio
- Company Bio
- Company Logo
- List of Awards, Honors, Etc.
- Your Headshot (Pro & Lifestyle in High Resolution)
- High Resolution Photos of Product, Event or Service (3 to 5 Minimum)

*Fave Outlets/Reporters Wish List

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Research the Media/Press or Reporters You're Interested in Appearing With