



01: UNLOCKING PR SECRETS

Here's the key



Three Fundamentals

Check This

You are making the first step to positioning your business properly before reaching out to media outlets. Here is the key to unlocking the main 3 fundamentals of media exposure: Be confident in properly representing your brand! Can you say that your brand can speak for itself? If you are unsure, look no further!



**Your Business Must
Be in Good Standing**

01

**Business Collaterals
Must Be on Deck**

02

**Know Your Business On A
Deeper Level**

03



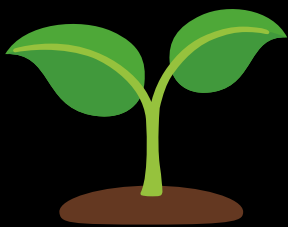
WHERE TO START?



Here are the Three Fundamentals Explained.

01

Your Business Must Be in Good Standing

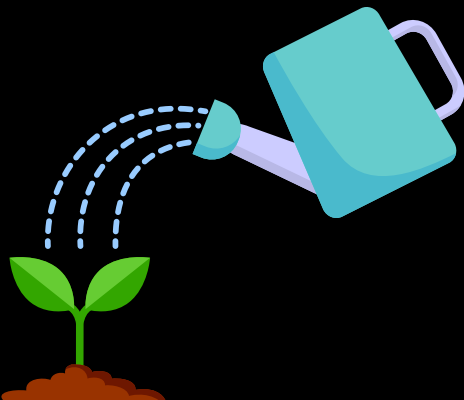


Ensure that you have everything in line publicly. Think about how you handled conflicts associated with your business. If you are just starting, think long-term. Think about how you will plan on addressing potential liabilities.

Business Collaterals Must Be on Deck

02

Whether running a business, a music artist, or both, you must know what materials are needed daily.



03

Know Your Business On A Deeper Level

You sparked a passion for your business, BUT know the reasoning behind how it will benefit your customers or listeners. Know your business's unique traits. Automatically know what sets you aside from the crowd.



Grow. Nourish. Flourish.

GROWTH STAGE



The growth stage requires building towards the right direction of growing your business or artistry. Fill out this worksheet to start your #growth process.

01

List the Name of your Business or your Artist name.

02

List the meaning behind your Business name or Artist name.

03

What is your Business's purpose, or why is your Artistry purposeful?

04

What are some potential issues your Business may run into? OR, as an Artist, what issues do you see yourself encountering?

05

In simple terms, what is your action plan for keeping your Business or Artist presence afloat?



Growth. Growth. Growth.



**The Art of
Mastering Your
PResence**

TO BE CONTINUED...

If you want Media Outlets to take you seriously, the next two worksheets **WILL** require you to do some major work.

These critical steps to succeeding in your business or artistry are the **#Nourish**, and **#Flourish** stages.

Join our community to access the next two worksheets associated with the stages. You will grow your network and gain access to content ONLY exclusive to our community:

- One required 1:1 session with the CEO to realistically review and reflect on your business plans (20 minutes)
- Access to our 12-week courses, worksheets, and monthly group 1:1 sessions with a PR Advisor (45 minutes - 1 hour)
- Free access to the "Gaining National Coverage" Workshop that is coming soon

Don't wait any longer; you are so close to making progress! Let's get to it Today!

**Join Our Wait
List Today!**



Grow. Nourish. Flourish.