

GET VISIBLE AF*

SUCCESS PATH

Be seen everywhere!

0

PATH FINDER

LAYING THE PR FOUNDATIONS: MINDSET + VISION

1

TRAIL BLAZER

PRESS KITS AND BIOS READY!

2

EXPLORER

KNOW YOUR CLIENT, COMPETITION AND TARGET JOURNALIST

3

STORY TELLER

PR TOOL KIT

4

STRATEGIST

PR PLAN OF ACTION

5

AUTHORITY

YOUR PITCHING SUCCESS

*AMANDA
FITZGERALD

GET VISIBLE AF*

SUCCESS PATH

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PATH FINDER

CLARITY AND FOUNDATIONS

You're getting clear on what your goals are and exactly why you want to achieve them. You already know what you want - big goals and dreams of success!

1

TRAIL BLAZER

READY FOR ACTION

You've got your elevator pitch, bio and sexy press kit set up and raring to go so you don't miss out on any opportunities that may come your way as you start seeing PR opportunities

2

EXPLORER

RESEARCH PHASE

You know exactly who you serve. You've identified your competition and they're teaching you lots, and you've now understood which are the journalists and publications to target

3

STORY TELLER

PR TOOL KIT

You have made your website media friendly, have professional photos, got your elevator pitch ready and have your press release or pitch basics set up

4

STRATEGIST

PR PLAN OF ACTION

You have identified your press hook and pitching angles and are ready to create your PR strategy using your PR Plan of Action

5

AUTHORITY

PRESS FRIENDLY EXPERT

You are the go-to media friendly expert in your field, establishing relationships with journalists as you get onto their radars and help them out. Keep up the great work!

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PATH FINDER

SETTING THE FOUNDATIONS AND FINDING CLARITY

2 Videos : 1. Introduction Vision and Mindset 2. Your PR DAR
2 Workbooks: 1. YOUR VISION AND BIG WHY 2.YOUR PRDAR

1

TRAIL BLAZER

READY FOR ACTION

3 Videos: 1. BIO AND PRESS KIT 2.YOUR ELEVATOR PITCH 3.YOUR GOLDEN NUGGET
2 Workbooks: 1. YOUR ELEVATOR PITCH 2. YOUR GOLDEN NUGGET

2

EXPLORER

RESEARCH PHASE

2 Videos: 1. YOUR PRE PITCH RESEARCH 2. COMPETITOR RESEARCH
2 Workbooks: 1. PRE-PITCH RESEARCH WORKBOOK 2. COMPETITOR RESEARCH

3

STORY TELLER

PR TOOL KIT

1 Video: 1. PR TOOL KIT
1 Template: PRESS RELEASE TEMPLATE

4

STRATEGIST

PR PLAN OF ACTION

2 Videos: 1. YOUR PRESS HOOK 2. PRESS HOOK AND BEYOND
1 Workbook: YOUR PRESS HOOK WORKBOOK

5

AUTHORITY

PRESS FRIENDLY EXPERT

2 Videos: 1. EMAILING A JOURNO 2. YOUR PITCH TO THE PRESS
1 Workbook: PITCH TO JOURNALISTS ACTION