



PROFITABLE PR FESTIVAL WORKBOOK

Short Bio on your Festival Mostess Amanda FitzGerald



Hi! 🙋 I'm Amanda FitzGerald, a PR and Visibility Strategist and known by my clients as The Ultimate Door Opener.

I am passionate about training and mentoring entrepreneurs to successfully pitch to the press and get SUPER VISIBLE using the power of PR so that you have a surge of new client enquiries, book reviews, speaking gigs and interviews (whatever you have your sights on!).

I have helped people to get to their dream publications and outlets such as ITV's This Morning, Forbes, The Sunday Times, Telegraph, Raconteur, Daily Mail, Psychologies, OK!, Delicious, LBC, BBC, Metro to name a few!

Well, you can see the logos below where people have successfully pitched to and can now say: As Seen in _____!

Which logo is your dream media outlet to appear on? Circle it and start to think BIG!





"Advertising is saying you're good.
PR is getting someone else to say you're
good."

Jean-Louis Gassée



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PLEASE READ!

- For each task, add it to the daily Festi-task thread when you have it ready (you'll see the yellow highlight to get the link in the Facebook group)
- The more you post, the more feedback you'll get!
- But be sure to do them as the Mosh Pit Support closes on Friday evening!

DAY 1: GETTING INTO THE PR ZONE

1 How PR ready are you?

Do a PR Ready Audit: rank yourself 1-10 how PR ready you are right now when it comes to pitching to the press.

Now, DO NOT worry if you rank yourself around 1 or 2, that is why you're here, right? By the end of the week, I hope that your scores may have gone up. In fact, THEY WILL go up if you take part in all the tasks and follow the process! 🧐😊

So, rank yourself 1-10 on the following:

Your...	Your ranking
1. Confidence	1 2 3 4 5 6 7 8 9 10
2. Message	1 2 3 4 5 6 7 8 9 10
3. Pitch ideas	1 2 3 4 5 6 7 8 9 10
4. Media contacts	1 2 3 4 5 6 7 8 9 10





2 Choosing your ideal target media outlets

Below are some outlets (it's not an exhaustive list, but it will give you some ideas of outlets to inspire your choices) that I'd like you to choose where you'd like to appear. Try to pick one or two per category and bear in mind what you think your ideal client consumes. All will have online platforms (well they certainly should!)

If you are outside of the UK, please fill out the media outlets that are relevant to YOU!

LOCAL PRESS

local glossy magazine [name your local one]
 local newspaper (in print) [name your local one]
 local newspaper (online) [name your local one]
 local radio station (BBC / Heart / etc) [name your local one]
 local TV station (BBC/ ITV / etc) [name your local one]

NATIONAL PRESS

Broadsheets such as:

The Times
 The Telegraph
 The i
 The Guardian
 Financial Times
 The Sunday editions such as Sunday Times, Style, Telegraph, Stella, Observer etc.

Red tops/ tabloids such as:

The Sun
 The Daily Mirror
 Daily STAR
 The Sunday editions such as Sun on Sunday, Fabulous, Mirror, The Notebook etc

Mix of broadsheet and tabloid:

Daily Mail
 Daily Express
 The Sunday editions...





BUSINESS PRESS:

The Real Business
StartUps Magazine
Elite Business
Business Matters
Director
Any others you know and follow

GLOSSY MAGAZINES:

Red
Prima
Grazia
Good Housekeeping
Psychologies
Elle
Cosmopolitan
Any others you know and follow

ONLINE BIGGIES:

Oprah
Goop
Forbes
Entrepreneur
Inc.
Business Insider
Any others you know and follow

PODCASTS:

Meet The Mentor
Hello 7
How I built this
The girl CEO
Any others you know and follow





3 Turning on your #PRDAR

Sign up to the newsletters of your dream outlets you have identified above

- 1 _____
- 1 _____
- 2 _____

ACTION: Post your scores and answers in Day 1 Festi-Task thread here...

<https://www.facebook.com/groups/PRSecretsAF/posts/5451214344991990>





“If I was down to my last dollar, I would spend it on public relations.”

Bill Gates

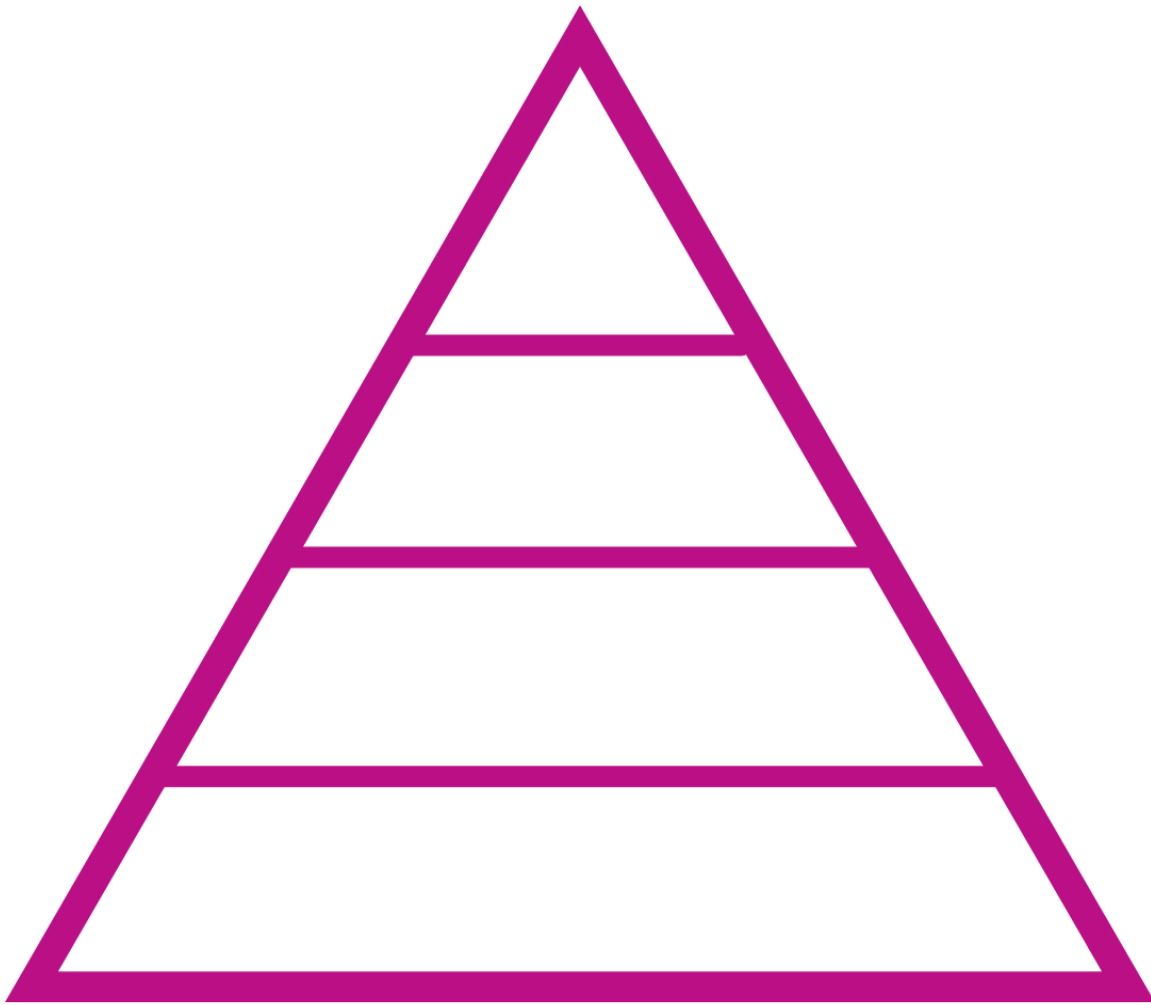


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DAY 2: YOUR PRESS READY PROFILE

1 Build your Profitable PR Bio Triangle



1 Your 'top line'

What is your 'top line'?

_____ (lawyer / business coach / architect / recruitment consultant / life coach etc)





2 Your super short elevator pitch known as the ‘Nail it in 8’ *without jargon!*

Mine is: I coach female entrepreneurs how to secure game-changing press coverage
 (A slight cheat: I count the descriptive of my audience as one-word e.g. **female entrepreneurs** and the verb ‘**how to**’ as one word. The bottom line is to try to get it **under 12 words**)

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

Now add your ‘So that _____’,

4 Your Golden Nugget

You will have more chance of capturing a busy journalist’s attention if you can share a standout point in your life or career. This will make you different from everyone else as we all have different backstories, whys and Golden Nuggets.

Identify this and you could forge a deeper connection with the influencer you’re trying to target.

So, what makes you stand out? What’s your Golden Nugget (that one thing about you that really makes you stand out)?

Your Golden Nugget is: _____,

Mine is:

Business Coach and **wild water swimmer** Amanda FitzGerald helps 1000’s of business owners to boost their profiles as they gain confidence in their marketing

ACTION: Post your answers in Day 2 Festi-Task thread here...

<https://www.facebook.com/groups/PRSecretsAF/posts/5451225008324257>





“Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad.”

Richard Branson





DAY 3: PROFITABLE PR OPPORTUNITIES

1 Proactive PR

Notes:

2 Reactive PR

Notes:

3 Twitter Hacks

Search up this hashtag: # _____

Go straight to: _____

What opportunities have you spotted that's relevant for you past and present? Share in Day 3 task thread!

4 Your industry hashtags so you are found

What are your key words associated with what you do / your expertise? These could be industry hashtags such as #MentalHealth #travel #Mentoring #Law #giftideas #retail #recruitment #interiors #Smallbusiness

Write down 3 key word hashtags that you would search up, now add them to your social media profiles for PR findability!

1. _____
2. _____
3. _____

Share your hashtags in Day 3 task thread!





5 The 7 Minute PR Method

6 Your PR Snowball

Life beyond the PR mentions...



ACTION: Post your answer Q3 +4 to in Day 3 Festi-Task thread here...

<https://www.facebook.com/groups/PRSecretsAF/posts/5451544854958939>

