

BE YOUR OWN
PUBLICIST



THE COVEN

WRITTEN BY ESME MARSH, 2019 ©

Be Your Own Publicist...

SO MANY OF US HAVE DREAMS OF ONE DAY BEING FEATURED IN OUR FAVOURITE MAGAZINES OR BEING A GUEST ON THAT PODCAST WE LISTEN TO WEEK IN, WEEK OUT, BUT WE DON'T ACTUALLY EVER PARTICIPATE IN MAKING THOSE THINGS A REALITY. WE SIT BACK AND WAIT TO BE ASKED. BUT OF COURSE, WE NEVER ARE. WE SIT BACK AND WAIT FOR THE CUSTOMERS TO COME. BUT OF COURSE, THEY NEVER DO. WHICH ISN'T TO SAY THE PRESS DON'T WANT US OR THAT OUR SERVICES ARE NOT GOOD ENOUGH - NOT BEING ASKED ISN'T A 'NO' AND NOT BEING FOUND ISN'T THAT NOBODY *WOULD* BUY FROM YOU - IT'S JUST THAT THEY DON'T YET KNOW YOU EXIST. YOU HAVEN'T PUT YOURSELF OUT THERE, BASICALLY.

WE HAVE MANY RESERVATIONS ABOUT PUTTING OURSELVES OUT THERE, ESPECIALLY AS WOMEN - WE DON'T WANT TO FEEL ANNOYING, OR LIKE WE'RE A BOTHER. BUT NOBODY EVER GOT RECOGNITION BY ACTING OUT OF THESE FEARS. NO PITCH WAS EVER CHASTISED IN THE WAY OF 'HOW DARE YOU CONTACT ME'. WHICH IS WHY YOU NEED TO STOP HOLDING BACK. YOU NEED TO REALISE THAT YOU ARE THE ONLY ONE THAT'S GOING TO MAKE THINGS HAPPEN FOR YOURSELF. YOU NEED TO BECOME YOUR OWN PUBLICIST!

Understand What You Want...

WHAT IS YOUR MISSION?

WHAT ARE YOU WANTING TO PUBLICISE?

WHAT DO YOU WANT TO GAIN FROM GETTING PUBLICITY? (E.G. MORE FOLLOWERS, MORE SUBSCRIBERS, SELL-OUT A COURSE)

WE'VE SPOKEN ABOUT MANIFESTING TOGETHER BEFORE AND THE NUMBER ONE RULE OF MANIFESTING IS TO BE SUPER SPECIFIC IN WHAT YOU ARE TRYING TO ACHIEVE. SPEND SOME TIME WRITING DOWN THE SPECIFICS OF WHAT YOU ARE TRYING TO ACHIEVE (THINK DATES BY WHICH YOU WANT TO HAVE HAD X AMOUNT OF MEDIA COVERAGE, HOW MUCH MONEY YOU WANT TO HAVE MADE AS AN OUTCOME ETC...)

GET SPECIFIC...

How Are You Going To Do It...

NOW YOU KNOW WHAT YOU ARE TRYING TO ACHIEVE, IT'S TIME TO WORK OUT HOW YOU ARE GOING TO DO THAT! FIRST THINGS FIRST, YOU MUST UNDERSTAND WHO YOU ARE TRYING TO REACH WHEN YOU BAG YOUR PUBLICITY...

WHO IS MY TARGET AUDIENCE IN THIS CAMPAIGN?

WHERE CAN I FIND THESE PEOPLE? (WHERE DO THEY HANG OUT, WHAT DO THEY READ/LISTEN TO/WATCH?)

WHAT MEDIA CHANNELS CATER TO MY AUDIENCE? WHICH PLATFORMS ARE MOST LIKELY TO PUT ME IN FRONT OF THE RIGHT PEOPLE? (THINK OUTSIDE ALL THE CLASSIC EXAMPLES AS WELL. DO A LITTLE BIT OF RESEARCH TO SEE WHAT'S OUT THERE - YOU MAY FIND NEWSLETTERS, VLOGS, PODCASTS ETC THAT ARE PERFECT FOR YOUR MISSION/BUSINESS.)

MAGAZINES

RADIO SHOWS & PODCASTS

BLOGS & WEBSITES

NEWSPAPERS

YOUTUBE/ TV SHOWS

OTHER

Reaching Out

USE THE SPACE BELOW TO PLAN OUT HOW YOU'RE GOING TO REACH OUT TO THESE MEDIA CHANNELS. ARE YOU GOING TO COLD EMAIL THEM? START ENGAGING WITH THEM ON SOCIAL MEDIA FIRST? MAKE A PLAN OF ACTION...

A large, empty rectangular box with a thin black border, intended for the user to write a plan of action for reaching out to media channels.