
Speaker Publicity *Readmap* & Media Guide



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SPEAKER PUBLICITY ROADMAP & MEDIA GUIDE

This speakers publicity road map and media guide is intended to help you start planning a visibility and media outreach plan for the weeks, months and years ahead.

So many people want to take their inspiring story from the stage to “Oprah’s Super Soul Sunday” in the snap of a finger, but getting that sought after media attention takes some time and maturing.

While you may have a compelling story, riveting speech and products and services to add in the marketplace, showing up on newsstands nationally, TED.com or on Dr. Oz or CNN is about laying the foundation with media attention you can get now to build your profile and platform.

Follow the steps on the roadmap

1. Get clear on what your story is, why it matters and who needs to hear it.

2. Develop your ideal media list, all the media you dream of being featured and seen on and in.

3. Build your body of work: Your blogs, podcasts, books, programs, videos, etc.

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4. Become a contributing writer for magazines, guest blogger, guest on teleseminars

5. Give your own speaking events, workshops, retreats etc

6. Build a professional media kit

7. Speak on as many stages as possible small and large

8. Book yourself on podcasts, YouTube or online video features and radio

9. Reach out to local TV, Radio and newspapers frequently with story ideas and pitches and follow up often

10. Pitch to top and national magazines in your industry or niche

11. Book deals, brand and corporate partnerships

12. Pitch to producers of News, Lifestyle & TV Talk shows

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Before you begin reaching out to the media, you want to get clear on what you speak about, who it impacts and why and what you want to be known for. The media you land is strategic and can help you reach your goals of more visibility and exposure.

Write your answer here

Confused about this? Just getting started? Just figuring out what your story is, what you offer, why it matters, to whom and for what?

Use this space to brainstorm

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Think of what you are passionate about, what others relate to you on, what accomplishments and failures come to mind. What memorable experience you had that's worth sharing? There are no bad ideas, so just write down everything that comes to mind.

Then, after you have a list of ideas, explore even further, place a check mark for the items below that you need help with.

- Is this topic specific?
- Is this real and relatable?
- Can people take action after hearing this?
- Will what you say to inspire, motivate, empower them?
- Is your talk about something new, cutting edge, almost never heard of before?
- Is this something you can't help but talk about and share with people?
- Is there widespread interest in this topic?
- Do people ask you about it?
- Are people talking about it online?

You have the ability to impact millions of lives. By getting more publicity and landing more media, you 10X your chances for exposure and influence.

We've gotten one step further in helping you to get clear about your story and what you want to be known for, your talk and topic ideas, and starting to think about which media outlets are right for you.

This foundation will help you get your message out there to the people that need you the most.

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Now that you have a roadmap on what to do, the question is do you know how to do it and how to get results?

That's where I come in. I've been on both sides of the camera, 30 years as an Emmy Award winning TV host and NBC New Anchor and now helping my clients get media attention.



My personal story made international headlines, because I broke it and staged a media campaign and intentionally sought out opportunities and pitched the media in a thoughtful and effective way. I've leveraged my my story, my knowledge and knowhow to be featured in nearly 100 publications and news media, Health Magazine, podcasts, Dr. OZ, Megyn Kelly The Today Show, TED. I'm invited weekly to speak at Universities, conferences, seminars and expos. I'm a contributing writer for two national magazines Women of More and Inspiring Lives available in Barnes & Noble. I've won multiple awards and recognition and most importantly, I've helped hundreds of my clients develop their story, grow their brand and business and get the visibility and media attention they desire and deserve.

Having this speakers publicity roadmap is a start, but using a G.P.S ...a Guide who knows how to Position your Story & Speaking Strategy is priceless and that's what I'm here for your GPS.

I go in-depth on how to travel this road to publicity and how to pitch to the media in thoughtful and effective ways at www.darieth.com/rise

You can also schedule a complimentary speaker strategy call with me today at www.darieth.com/speaker and let's map out your next steps.



SCHEDULE A CALL

www.darieth.com/speaker

"I can tell you this...

successful speakers aren't born,
they are made. "

And you have a choice...

All Rise

An exclusive retreat *for*
Women Who Speak and Influence

or

All Rise

Online telecourse

For women who want to land their
first or next paid speaking gig



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