



building a media profile diagnostic

Learn how to build a national media profile from the ground up resulting in stacks of free marketing for your business and a lot more money in your bank account.

Complete the following diagnostic to see how you score in the four main areas of building a media profile - Content, Creations, Contacts and Circulation.

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For the following 20 questions simply tick the box for every YES answer (if you aren't 100% leave the box blank). This will provide a 'heads up' evaluation of your current knowledge and understanding of the media and how to use it to boost your business.

content

1. Do you understand your 'point of difference' and have you developed a clear 'master message' that people remember?
2. Have you crafted memorable stories that help position you as an expert?
3. Do you understand how to package your information and deliver in 30 second, 3 minute and 30 minute segments or bytes?
4. Do you know how to research information quickly and package into newsworthy content?
5. Do you know the intricacies of how to present on live TV, how to articulate on talk back radio, how to write for newspapers, magazines and digital publications?

total score out of 5

creations

6. Do you have a professional looking media kit that you can send to interested parties (including case studies, success stories, testimonials and web links)?
7. Do you have a webpage specific to your name or business that clearly explains what you do and positions you as an expert/specialist commentator in your field?
8. Do you have a blog or eNewsletter that connects you with the right people?
9. Have you written articles, eBooks, special reports or appeared in compilation books that you can readily send to journalists and producers to enhance your message?
10. Have you written and published your own book positioning you as an expert?

total score out of 5

contacts

11. Do you have a strong relationship with anyone who is currently working in the media (including editors, researchers, producers, radio announcers, TV presenters, etc)?
12. Do you know how to make contact with freelance writers and editors?
13. Do you know how to use national registries like the Australian Media Guide or Bacons' Media Guide in the United States to help you find the right contacts?
14. Do you understand how Public Relations firms and publicists work with clients to gain media exposure?
15. Do you have an up to date database listing all of your media contacts including email, phone numbers, fax and postal address?

total score out of 5

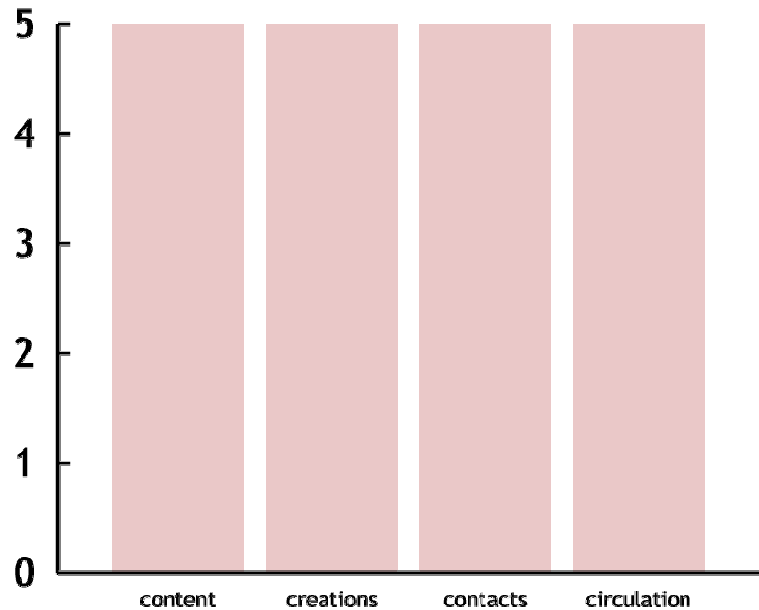
circulation

16. Have you already had media exposure that you can use to market you and your business in the future?
17. Have you built an 'experts platform' through previous media experience, regular public speaking bookings, high-end consulting, teaching or blogging?
18. Have you created a 'media calendar' with press releases staggered throughout the year that tie in with specific events (e.g. Health weeks, Christmas, holidays, etc)?
19. Do you know how to write and send out a press release?
20. Do you make regular contact with your media list including personal phone calls, eNewsletters, direct mailing, press releases and creative campaigns?

total score out of 5

media profile diagnostic score out of 20

media profile diagnostic score



Look at how you scored in each of the 4 specific categories and this will help focus on the immediate skills and strategies you can implement to improve both your score out of 20 and your bank balance!

Score	Recommendations
0 - 7	Welcome to the world of everything media. Work on understanding how to pitch your message and target the right people 6 Figure Trainer Monthly Podcast and How to Build a Media Profile will launch you to the next level.
8 - 15	You're definitely on your way to using the media as a vehicle to grow your business and make a lot more money. Look at the specific areas where you scored 'no' answers and work on these skill/strategies. Build a Media Profile Business in a Box and Private Mentoring with Andrew May will fast track your media exposure
16 - 20	Congratulations! You already have a very healthy relationship and profile in the media. Continue to work on specific skills and the clarity of your message to ensure you keep getting regular media appearances to boost your business and profile. Private Mentoring Program with Andrew May will get you on target, on demand and on the money.

moving ahead

The long term aim is to score 20/20. Check out www.ptplus.com.au for a range of products and services designed to fast track your fitness business.

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