



how to build a media profile

learn all you need to build a national media profile from the ground up resulting in stacks of free marketing for your business, and more money in your bank account...

Have you ever wanted to know how to get media coverage on TV; over the radio; through magazines, newspapers and periodicals; and how to tap into the ever growing digital media landscape?

This program contains everything you need to know about contacting different media channels, and more importantly - getting your message heard! Learn from a number of Australia's leading experts and walk away with loads of techniques and strategies to build a media profile, now!

what you get ...

getting your message to stick DVD (valued @ \$97)

- understand the importance of understanding your 'master message' so you get through all of the competition and noise
- how to craft memorable stories to ensure your message sticks
- learn to package your message into bytes so it can be delivered through multiple channels
- tips for fast research and where to find the latest content and trends
- lessons from the pros to ensure you get asked back again and again

creating products and services DVD (valued @ \$97)

- learn a 13-step process for designing heaps and heaps of different products and services
- 3 ways to overcome writer's block and how to package your own information articles, e-books, special reports and compilation books
- developing a digital platform including online learning programs, intranets, webpages and blogs
- how to record your first CD/podcast positioning you as an expert and templates for recording successful interviews
- use the publishing pyramid to write a best-selling book in 3 to 5 years and learn why books get you gigs
- using information products to break into the media (radio, TV, newspapers and magazines)

building a platform and developing media skills DVD (valued @ \$97)

- how to make contact with the right people, without pissing them off!
- using registries like the Australian Media Guide and online resources
- working with public relations firms and publicists
- the 3 most important skills you need for each of the 4 main mediums - TV, radio, printed materials and digital publications
- how to write and send out a press release
- 5 creative strategies to get through to the decision makers and break into the media

media profile eWorkbook (valued @ \$77)

- checklists, information flyers and materials to help you build your media profile

media profile diagnostic (valued @ \$47)

- designed to show you how you score in the 4 C's of building a media profile - Content, Creations, Contacts and Circulation

... all this for a special rate of \$250 + GST



5 reasons to buy this program

1. Learn how to avoid the 3 most common mistakes most people make when breaking into the media
2. You've had some media exposure in the past yet are unsure how to land ongoing media work
3. You want to position yourself in the media to launch a new or existing business
4. Increase your profile and credibility through regular media exposure
5. Understand how to put a media kit and press release together and use them to land regular media appearances

media profile business in a box is for the person who ...

- has tried getting media appearances before but hasn't had much luck
- has already had some media exposure, but wants to know how to land regular segments/appearances
- believes tapping into the media will make a dramatic difference to their marketing and their business turnover
- wants to raise their profile to launch a speaking career, sell more books or other products
- wants to reposition their message/brand and appear to more people, more of the time

program facilitator - Andrew May

Andrew May is the author of the best selling book *Flip the Switch* and the upcoming title *f-words!* He presents a regular health and lifestyle segment on 2UE every Wednesday morning at 10.30am with Steve Price. He is the resident Performance Coach for Channel Nine's TODAY show covering a range of segments on psychology, productivity and how technology impacts the way we work and play and has also appeared on Channel 7, Sky News Channel and the ABC. Andrew writes for a number of national publications including Women's Health and Ultrafit as well as CanFit (Canada) and Fitpro (UK), he is regularly quoted in newspaper stories across Australia. Andrew writes a minimum of 5 to 6 new articles a month for digital publications including Kochie's Business Builders, Flying Solo and Super Living Magazine. Go to <http://andrewmaymedia.blogspot.com/> to review Andrew's complete media profile.

**Order now by filling out your details below or
purchase online at www.ptplus.com.au/products**

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I wish to purchase **Media Profile Business in a Box - \$250 + GST (total \$275)**

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PT Plus Pty Ltd
PO Box 832 Strawberry Hills NSW 2012 Australia
P: +61 2 9690 0503 F: +61 2 9690 0506
www.ptplus.com.au

