

Bringing Your Best Self to Every Media Appearance


10 Point Checklist

Rachel Hanfling

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“When you’re trying to get any kind of attention,
it’s super important to be paying attention to what’s
going on in the world.”

RACHEL HANFLING

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Start thinking about, planning, and preparing for media contact at the beginning of your venture. This will help you create a more successful product with an audience in mind.
- Before an interview, figure out how you're going to say what you want to say in as succinct a way as possible.
- Work on becoming comfortable with your own messaging. It should be so much a part of you that you can talk about it without sounding rehearsed or scripted.
- Practice sharing your messaging in different ways, in answers to different questions, and in different contexts. This will help you naturally answer questions that you don't expect.
- Start preparing for a pre-interview right away. This way, when someone gets in touch with you, you'll be ready to show off the best of who you are.
- If you absolutely aren't the right fit for a media opportunity, recommend someone who is a better fit to the producer. Relationship-building is more important than snatching every opportunity.
- Prepare five different pitches related to your topic, each designed for a different audience. At least one should be written for a general audience.
- When planning what to wear for your appearance, take several pictures of yourself from various angles, standing and seated.
- During an appearance, make yourself comfortable so you look less tense. At the same time, though, lean forward rather than lounging backward.
- Try to focus on providing value by listening to (and really hearing) the people you're talking to. This way, you'll be able to give them something they're truly excited to receive.