

Using Publicity to Appear Larger Than Life

10 Point Checklist

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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**



"It's all about sharing your story"

HEIDI KRUPP-LISITEN

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.

- Have a clear understanding of my message when creating my pitch. Make sure that my story tells who I really am at a personal level.
- Know the show I am reaching out to before sending my pitch. My pitch should be relevant, add value, and connect to an audience and theme.
- Package an engaging and inviting pitch that sticks to my branding. Have a clever tagline that the audience will remember.
- Ask myself 3 key questions: who cares, so what, and why me? Answering these questions will help me come up with a guide for my branding strategy.
- Understand that getting media coverage is not simple. Figure out what works and what doesn't by trying out different strategies such as hiring a publicist.
- Improve my social proof by telling people about my accomplishments such as testimonials, speaking events, and awards. This builds trust in my expertise and capabilities.
- Come up with a clever label for what I do. For example, instead of just saying business coach, try "possibility expert."
- Always connect my message to my personal story because people love connection. It's important that my audience can relate to me on a deeper level.
- Believe in my message so that others perceive its true value and buy into it.
- Continuously build relationships while pitching. Connections with others can help make my job easier and more rewarding.