

Capitalizing On Free PR

10 Point Checklist

Cameron Herold

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**



"A good angle is all you need. You need to understand
the media outlet that you're pitching to."

CAMERON HEROLD

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.

- ☐ Build good relationships with people who are smarter than me so that I can learn something from them whenever I need inspiration or advice.
- ☐ Invest in masterminds and conferences that can refine the quality of my peer groups. This is not only an excellent avenue for improving my skills but also an effective area for networking.
- ☐ Identify a trusted second-in-command who is the yin to my yang. This is how to find a perfect balance and an open and honest relationship in the business.
- ☐ Hire people who have a proven skill set and can fit my workspace's culture. The whole hire-for-attitude and train-for-skill will not suffice anymore in this day and age.
- ☐ Master the act of R&D also known as rip-off and duplicate. This is not a wrong tactic in business because I am only following the formula, using it as a mold to create my own content.
- ☐ Find a good angle in my personal story. Ask myself what I can share to make people feel connected to my brand and me. Determine what tone of message I want to present that will get the best response from others.
- ☐ Cold-call media outlets so that they'll know about me. They are always looking for content. All I have to do is convince them that my story is worth sharing.
- ☐ Always try to see the bigger picture by refraining from micro-managing and letting my key people do their respective jobs. I will miss a lot of stuff as an entrepreneur if I'm so hyper-focused on one thing.
- ☐ Run meetings efficiently. Always follow an agenda so that it doesn't disrupt the team's productivity and end it five minutes early so that I have time to prepare for my other engagements.
- ☐ Read Cameron Herold's book about public relations, publicity, and PR strategy called Free PR, so I can understand the media outlets and come up with a good angle. Also, visit his website, COOAlliance.com, to find out more about his work.