

Cracking The Publicity Code

10 Point Checklist

Selena Soo

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**



**"No one becomes a big media sensation overnight.
Publicity is a strategic, step-by-step process."**

SELENA SOO

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.

- Leverage online visibility opportunities by reaching out to similarly niched influencers so that I can share my work on their platform or vice versa.
- Create a clear game plan on how I will create my own publicity. Whether I hire a PR firm or do the publicity myself, knowing how to manage it will make my investment worthwhile.
- Adapt Selena Soo's publicity framework called Publicity Pyramid. Learn its five different levels; namely – developing a strong online presence, pursuing guest posts, posting podcasts and videos, getting on magazines, and appearing on TV.
- Consider outsourcing some of the PR tasks to virtual assistants so that I can maximize my time and investment without paying the full price tag of hiring a PR firm.
- Engage with my audience. Find out what they are following, watching, reading, and listening to. This will help me in finding opportunities to attract my ideal clients.
- Ask for advice instead of asking for favors. Seeking publicity or media connections are necessary but it's the relationship that I build that will matter the most.
- Track and evaluate my ROI regularly so that I can easily identify what's working and what's not and move on.
- Be a go-getter. To get all the attention I need, I have to put myself out there and do the work.
- Don't be afraid to present my unique story. Share my personal journey and the challenges I've overcome to become an expert in the area I've chosen.
- Take advantage of Selena Soo's [free publicity training](#). Gain sharper insight and apply strategies that will help me get more publicity today!