

# Getting TV and Media Appearances

## 10 Point Checklist

### Chris Winfield

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**



**“One day, I decided I didn't want to ever rely on somebody else for my paycheck again. So that's when I started a company.”**

**CHRIS WINFIELD**

# 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.**

- Set myself apart from the competition and boost my authority by getting featured on major media outlets.
- Curate an outstanding pitch that showcases and highlights my expertise. Make sure to include my short bio, talking points or interview topics, contact details, as seen on logos, and client testimonials.
- Aside from media appearances, get booked for speaking gigs as well. Find appropriate statewide and nationwide conferences in my niche and pitch myself as a guest speaker.
- Keep widening my network and improving my connections. Saying hi and engaging in small talk at events isn't enough. Be intentional in my conversations and make the experience worthwhile.
- Boost my social media presence. Follower count plays a huge role in discerning one's authority but getting verified is another level. Work to obtain a blue check beside my name.
- Write for major content websites. Being a contributor on sites like Huffington Post, Medium, Inc., Forbes, etc., will emphasize how I'm the subject matter expert in my field.
- Hold events aside from attending them. Amplify my reach and strengthen my credibility by organizing my event. It can be a mastermind, retreat, or workshop.
- Take note of the mantra, HOPE, aka Help One Person Every Day. Having this in mind is a good reminder that it only takes helping one person daily- I don't have to conquer the world in 24 hours.
- Don't be discouraged if things don't seem right at the start. It's ok not to excel on the first try. But don't let this be a reason for giving up, and just keep polishing my skills.
- Join the [Be On TV Bootcamp](#), Chris Winfield's exclusive 5-day challenge designed to help me book my (first) or next TV appearance in less than five days.