



# Pam Atherton

speaker • radio host • media strategist

Pam Atherton is an award-winning talk show host, keynote speaker and workshop moderator.

*"Truly the best of the best!" -- Swim with the Sharks, Author Harvey Mackay*

## Are You Ready for the Spotlight?

### **Abstract: How to Gain Media Attention for Your Business**

So you want to get some media attention for your book, product, service, or business. Who do you call? Or should you email? What do you say? And once you GET the interview, how do you act?

In this workshop, we'll discuss how to approach different forms of media, and what to do before you even consider approaching anyone! We'll also talk about what to do when the media approaches you, and how to be clear on what points you want to make. The need for a solid platform before reaching out to the media will also be part of the conversation.

If time permits, we'll also review tips and tricks to keeping the conversation going and how to direct the conversation to your book or business when the conversation takes a different turn.

### **KEY POINTS:**

- Etiquette and expectations when dealing with the media
- What information and material you MUST have ready before making contact for interviews
- What platforms are important to put in place
- How the media wants to be approached
- Creating a clear message, and how to present it

***Bonus:*** You will get a pitch sheet that can be used as a template for your own project

***This is an interactive workshop, so be prepared to 'pitch' your book, service, product or project!***