

Experts' Academy

Module 1: Planning & Strategy

This module is all about working on your PR strategy.

- PR Strategy Checklist
- Media Wishlist Worksheet
- Annual PR planner
- Google Alerts Video
- Researching Target Publications Video

Module 2: Discover Your Story

This module is all about discovering your story.

- 'Discover Your Story' Video Tutorial
- Links to examples mentioned in video
- Discover Your Story Workbook

Module 3: Guest Write Your Way To Fame

This module is all about guest blogging and writing guest articles.

- Guest-writing cheat sheet (incl. pitch template)
- Guest article/blog post template
- Blogging Directory
- 52 Blog Ideas Cheat Sheet
- 'Supercharged guest post'
- Bonus Blogging Resources

Module 4: Pitching The Media

This module is all about finding your news angle and creating killer press releases and pitches.

- Intro to Press Releases & Pitches
- Pitch & press release checklist
- PR Toolkit resources
- Pitch & press release swipe file

Module 5: How To Contact The Press

This module is all about how to get in touch with the press.

- Getting in touch with the press checklist
- Download the contacts tracker

Module 6: Media Requests & Social Media For Publicity

This module is all about using social media for publicity and responding to media requests

- How To Use Social Media For PR Worksheet
- How To Respond To Media Requests Worksheet

Module 7: Rock Your Interviews

This module is all about rocking your interviews, tips and techniques for TV and radio and pitching podcasts, woohoo!

- How To Rock Your Interviews Worksheet
- TV & Radio Cheatsheet
- Bonus Video - How To Pitch A Podcast
- Bonus Workbook - 6 Steps To Conquering Presentation Nerves
- Broadcast Media Training Tips

Module 8: Putting It All Together

This module is all about reviewing what you've learnt, and planning for the future.

- How to create a media planner video
- Media Planner Template
- How To Leverage Your Publicity