

GET NOTICED

THE ONLY GUIDE YOU'LL NEED TO GET MEDIA ATTENTION





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The Only Guide You Need To Get Noticed

First things, first. Why on earth might you need a media kit, also known as an electronic press kit (EPK)?

Here are several reasons for having a well crafted media kit, which serves any entrepreneur:

- Establishes you as an expert
- Elevates your credibility
- Reflects your professionalism
- Allows you to be more visible
- Serves multiple purposes: preparation for media appearances and provides insight into you and your business for your prospective clients

Are You Ready?

Media Kit Elements

- Your logo (or book image)
- Media contact name
- Email Address
- Phone number
- Compelling synopsis of your work (or book)
- Your bio (250 words)
- A current, professional headshot
- “An Interview with” or FAQ segment

Easy Peezy!

Before You Begin

Gathering or having these elements first will make your media kit creation go smoothly.

- ✓ A file on your computer, labeled “Media Guide”
- ✓ Your company’s style guide into the file (A style guide includes names, codes, and samples of your brand’s fonts, logo, and color palette)
- ✓ Your logo in a JPG format
- ✓ Your headshot, sized for your document and in JPG format
- ✓ The name, email address, and phone number of your media contact (in most cases, this will be either you or your assistant)

Your Compelling Synopsis

Writing a book or business synopsis involves creating a summary that gives your reader a sweeping overview of the central events and the specific appeal of a book or business.

Word Nerds: The word ‘synopsis’ comes from the Greek prefix ‘sun-’ meaning ‘together’ and ‘-opsis’ ‘seeing’.

A synopsis is a way to ‘see together’ all the strands of a story.

- Keep to the essentials. This is a summary of your book or products and services. Use words you’d normally use (though keep the swear words to a minimum if you happen to curse like a sailor).
- Don’t give a dry, linear accounting of your story. The purpose of your synopsis is to entice potential readers to buy your book or work with you!
- For the first draft, ramble on – don’t be afraid to write in a stream of consciousness. You can’t create a work of art without first having the raw materials from which to carve it.
- Use active verbs (stay away from “to be” verbs).
- Read your synopsis draft out loud. Does it sound natural (and interesting) or stilted? Edit your first draft (and maybe your second and third). Be concise. Make every word count. (Do you mean to say “walk” or “amble,” or “trot.”)

Remove the words “very” and “really” as these two words prop up weak verb choices. For example, if you wrote that you “ran very fast,” replace the phrase with “dashed.”

- Share your edited synopsis with one or two ideal readers (not your mom – she’s going to love anything you write and likely won’t provide honest feedback). Take their feedback and mindfully use what’s most helpful to you.

To Be Or Not To Be

Choosing active verbs

Without getting all grammerly on you, writing in an active voice is always - repeat always - preferable to the passive voice.

The best example I can give you is by using a song by Marvin Gaye:

Active: I heard it through the grapevine.

Passive: It was heard by me through the grapevine.

Which title has you tapping your feet?

Active: I shall always remember my first visit to New York City.

Passive: My first visit to New York City will always be remembered.

Wise Investments

- William Strunk and E.B.White's
- "The Elements of Style."
- The Associated Press Stylebook
- Merriam-Webster Dictionary
- Rodale Press' The Synonym Finder

Your Compelling Biography

You've read one of "those" biographies, right? The ones that have your eyes glossing over because it's full of pompous corporate speak or confusing abbreviations. Your goal is to craft a biography that gets your ideal audience totally pumped to reach out to you.

- Know to whom you're talking. Before you write down even one word, it's imperative that you know exactly to whom you're writing and WHY. Picture in your mind one – and only one – person who you'd like to read your EPK. What's your goal? How do you want this person to feel reading what you're sharing?
- Don't list facts and degrees (they can get all that on LinkedIn). People need to know more about the real you. Show your true self. Explain how you got where you are by sharing a story. What catalysts led you to where you are today. Share your values. Tell people who you are and what you believe.
- Avoid abbreviations or lingo. Yes, your ideal audience may know the lingo. Yes, using the lingo may make you feel as though you're demonstrating expertise. But the reality is the use of lingo or abbreviations throws your readers off. (Is "POS" meant as "piece of sh*t" or parent-over-shoulder?") You want your readers to be engrossed in your story not googling unknown abbreviations
- Tell people how you can help them. Give a sense of what it's like to work with you and show people why they can trust you. Add client testimonials and stories about how you work
- Include the web address to your programs and/or services.

Ninja Trick:

Write your long bio first (500 words). Highlight the most important aspects and use those to create your short bio (250 words)

How to conduct a compelling “Interview with” or FAQs

Although the questions below are an excellent place to begin, I want to encourage you to think about what questions people always ask you. Make a list of those questions and use them in this section of your media kit. Also, think about the questions people don't ask you but you think they ought to.

- Why did you [write this book OR create this company]?
- Who [are you trying to reach with this book OR are your clients]?
- What results do your clients receive when they work with you?
- What kinds of clients are best to work with you?
Is there anyone with whom you don't work?
- How are you different from other [Insert your profession]?
- What's one of your dreams when it comes to your business?
- Share an experience, which changed the trajectory of your life.
- How can people work with you?

What Questions Can You Think to Include?

Once Completed

- Take your completed Word document created from the template provided and convert it to a PDF. Upload to your website to either your About page or a Press page
- Make a list of media outlets (or people) you'd ideally like to be interviewed by.

Research the media outlets to see what their submission (or pitch) guidelines are. Make sure you follow them.

- Search LinkedIn to see if you have any connections who work there. Ask for an introduction
- Following submission and contact guidelines, email inquiry, which includes both a link to your website and attaches your PDF EPK
- Your current professional headshot. Seriously, make sure it really looks like you now. Nothing introduces mistrust as much as an outdated photograph. For tips on how to get a great headshot, visit:

http://www.sophiafieldphotography.com/headshot_guide.html

- Save your headshot and/or book cover as either a JPG or PNG file. Be sure the image is crystal clear and not pixelated. Snagit is wonderful for many things but not for copying images and reusing them. Have the original files, which can be resized for different uses.
- Invest in a style guide, such as AP Stylebook. Use it to ensure your grammar and punctuation are correct.
- Speaking of style guides, if you haven't yet invested in the work of a great graphic designer to create your brand, which includes your logo, color palette, and fonts, make this investment a priority!

Woohoo! You Did It.

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