

STELLAR *Life*

Hosted By *Orion*

Publicity Secrets for Success

10 Point Checklist

Amanda Berlin

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take **TODAY** to start living a Stellar Life!

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"Public relations is offering your expertise
in exchange for coverage."

AMANDA BERLIN

10 STEPS YOU CAN TAKE TODAY

Take charge of your health, wellness, and success.
Here are 10 steps that can move you closer to your goals – today.

- Believe that you have an expertise worth sharing with the world. Enhance your knowledge and skills in that area so that you become a trusted authority within your niche.
- Figure out what you can offer to get the media's attention. Make sure that it's something so valuable and worthwhile that they'd be willing to grant you some exposure.
- Create a list of places where you want to be seen such as podcasts, magazines, conferences, TV shows, etc.
- Share your story and don't be afraid to show your vulnerable side in a healthy way. You never know whose hearts you can touch by making them feel that they're not alone in whatever they're going through.
- Build a strong brand that will clearly define who you are as a person of public interest. Make the first impression a memorable one through tagline, colors, or a logo.
- Your primary mission should be to help people rather than gaining popularity. Set your intention to serve others and positivity will flow back to you.
- Recognize and respect your own boundaries. Being in the public eye can quickly become too much. Always remember that you cannot pour out of an empty cup. It's best to take care of your feelings and wellbeing first.
- Be authentic when reaching out or responding to media prospects. Don't just use a generic script to answer as it may seem robotic. Take time to write tailored messages that show you care and appreciate their time.
- Hire a PR consultant or agency to help you with the zig and zag of public relations.
- Check out Amanda Berlin's website to get her free publicity tips and best practices to grow your business.