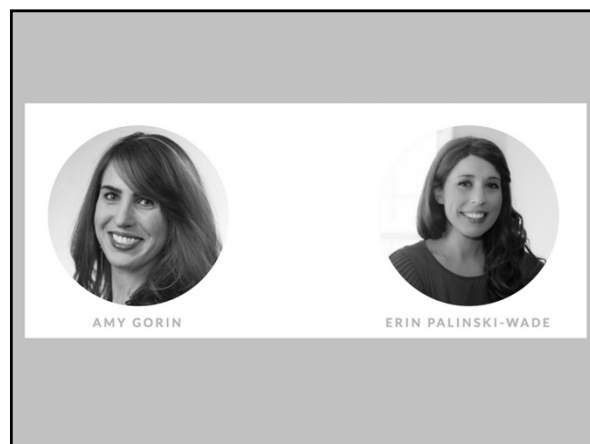




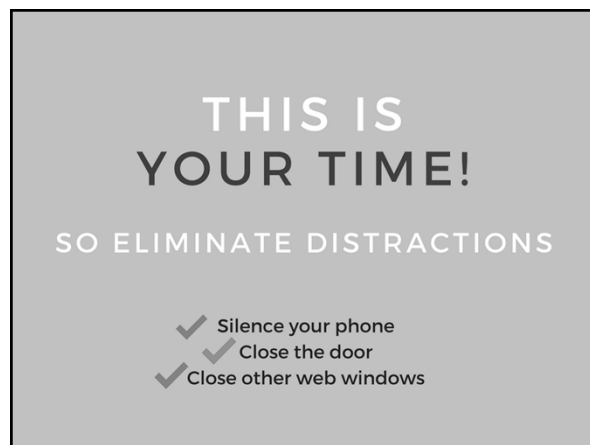
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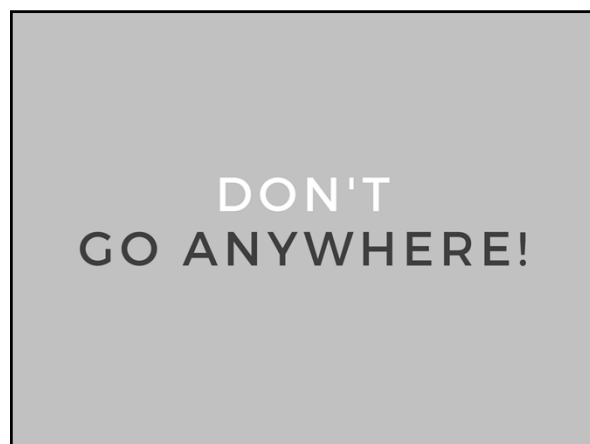
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WHAT YOU'LL LEARN:

- 4 ways to monetize your platform to earn 6 figures
- 4 simple strategies to land the interview
- How to connect with editors & producers

7

WHAT YOU'LL LEARN:

- 3 techniques to get your byline in national media
- How to double or triple your social media following
- How to leverage media attention to boost your income in 60 days or less

8



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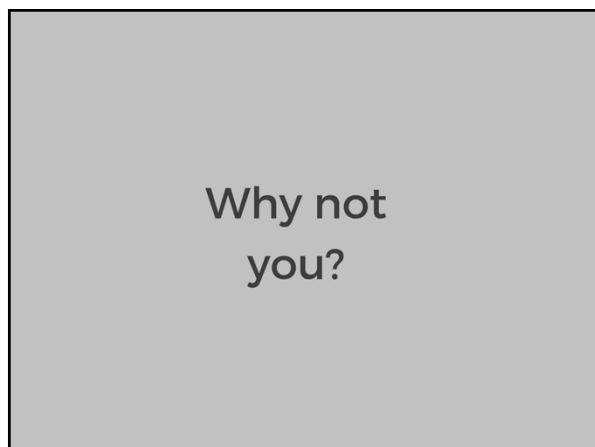
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2 WAYS TO LAND THE INTERVIEW



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CONNECT WITH REPORTERS



HELLO

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TOP TIPS FOR LANDING THE QUOTE

— *again and again* —



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MEET JUDY

Judy Barbe, RDN
Author, Your 6-Week Guide to
LiveBest LiveBest.info
IG/ Twitter: @JudyBarbe

"I've learned how to position myself as an expert to get noticed by the media. As a result, I've have had my recipes published in **WomansDay.com**, **ReadersDigest.com**, and more! I've also learned how to pitch the media and am eagerly awaiting to see my ideas land in major publications!"



Woman'sDay

**Readers
Digest**

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"I love experts who can
speak in sound bites."

-HEALTH EDITOR AT A MAJOR
MAGAZINE

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STEP #2: CRAFT THE PERFECT PITCH

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Ideas are all around you!



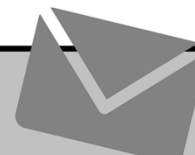
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TOP TIPS FOR CREATING THE

Perfect Pitch



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✓ IS IT TIMELY OR
EVERGREEN?

✓ IS IT ORIGINAL?

29

✓ DOES IT HAVE AN
"AHA" MOMENT?

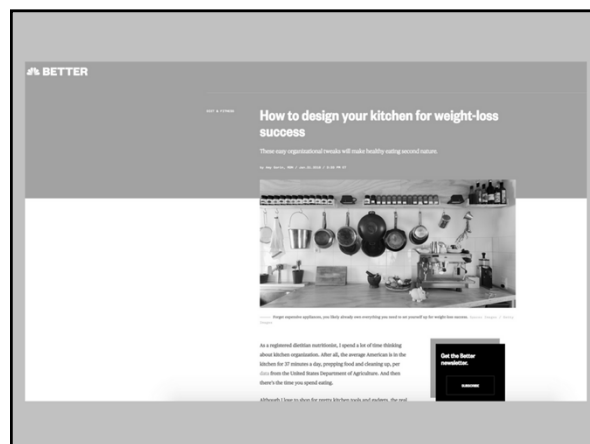
✓ HAS IT NOT BEEN
DONE BEFORE?

30

"The idea should be clear, concise, and relevant to our publication. We get so many pitches that just don't fit our brand."

-HEALTH EDITOR AT A MAJOR WEBSITE

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STEP #3: LEVERAGE CONTACTS TO LAND WRITING ASSIGNMENTS

33

TECHNIQUE #1: PROVE YOUR WORTH AS AN EXPERT

34

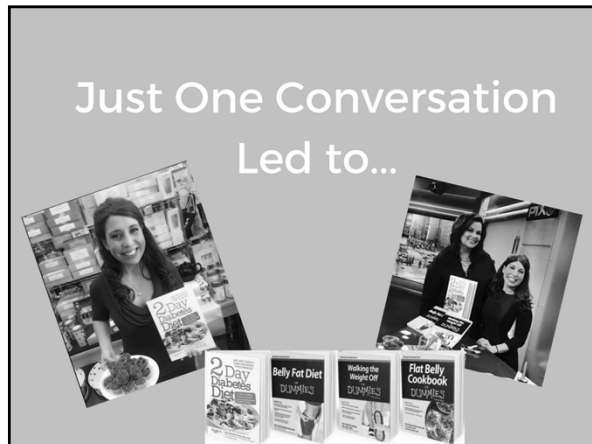
EDITORS SAY THEIR TOP WAYS
TO CONNECT WITH EXPERTS &
WRITERS ARE...

- Word of mouth
- Networking events
- HARO
- Seeing who is quoted in other magazines & websites
- Book authors

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TECHNIQUE #2: LET OTHERS KNOW ABOUT YOUR AMBITIONS

36



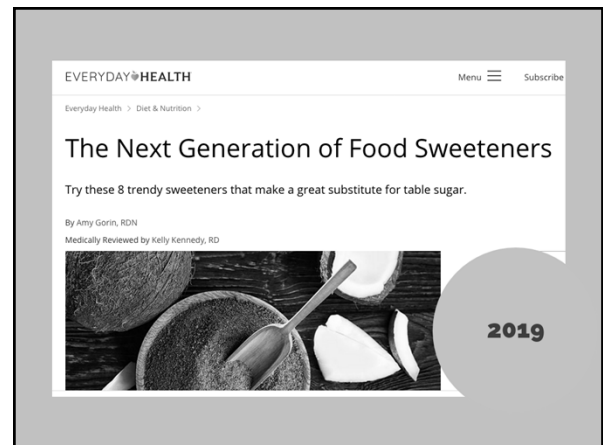
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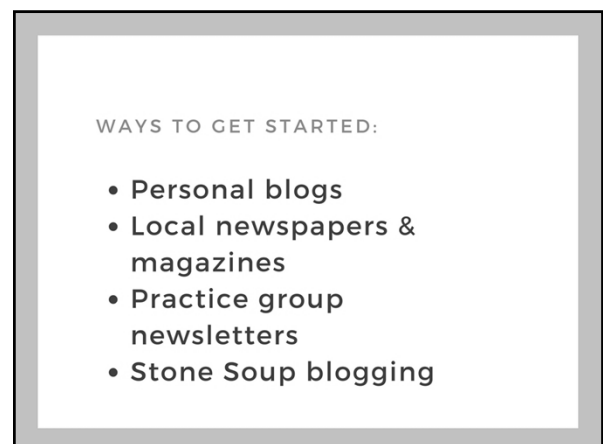
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STEP #4: INCREASE SOCIAL MEDIA REACH TO INCREASE \$\$

43

WHERE TO FOCUS?



44

TOP TIPS FOR INCREASING FOLLOWERS

— *and boosting engagement* —

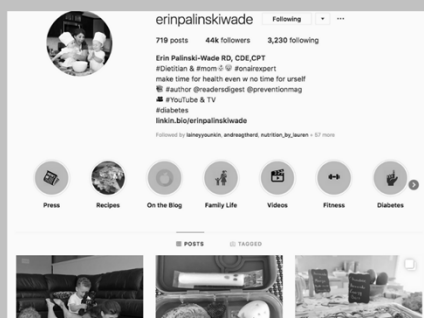


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How I Gained Over 40,000 Followers in One Year



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49



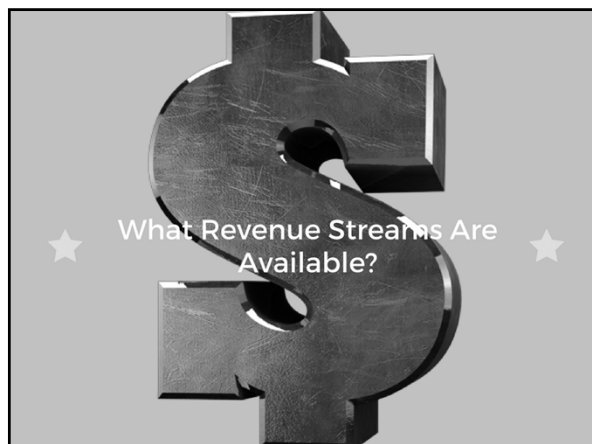
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MEET WENDY JO

Wendy Jo Peterson, MS, RDN
 Author, Born to Eat
 JustWendyJo.com
 IG/Twitter: @BornToEatBook

"In just two months, I have been **quoted** in two national publications, pitched and landed a TV segment in a top media market, and secured segment sponsors!"

"I significantly **grew my followers** on both Facebook and Instagram, too!"

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ANGIE ASCHE, RD

Sports dietitian EleatNutrition.com

"Before taking Amy and Erin's course, I didn't have a single paid partnership with a brand. The past few months alone, I've had paid partnerships with five different brands! And I now have an agent and publisher for the book of my dreams."

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HOW MEDIA SKYROCKETED MY INCOME

58

AND HOW IT SKYROCKETED MINE

59



60

60 DAY PLAN TO BOOST REVENUE:

- Promote media work on your website and social media channels
- Create a list of companies, brands, events, and/or publications you would love to work with
- Reach out to introduce yourself
- Promote your reach, your name, and your services
- Offer an opt-in on your website to build your list

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WHY DID YOU SHOW UP TODAY?

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Dreams Can Be Reality...



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HOW DO I MAKE ALL OF THIS HAPPEN?

Free resources!

MastertheMedia.co

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