

CREATE YOUR DIY MEDIA OUTREACH STRATEGY

Create Original Content for Media Outreach

BY STARTUP FASHION

One part of your media strategy needs to be the creation of original, sharable content created by you that your audience and the media will be interested in and share.

This is a great way to get the media to catch notice of what you're doing and to reach the audience that the media outlet has before they've even written about or interviewed you.

What that original content is, depends on you and your skills.

LET'S GET STARTED!

Here are some options, check off the one that seems like the most logical for you to handle at this stage of your business.

- ☐ Video series
- ☐ Photo stories
- ☐ Guest posts or Contributing writer (Huffington Post, Entrepreneur.com, or Forbes)
- ☐ FB Live videos
- ☐ Graphics (inspirational quotes, Infographics)
- ☐ Medium posts

Based on your choice above, write down four ideas for your original content.

Answer these questions: What will it be? When will you post it? Where will you post it? What resources will you need? Give as much detail as you can so that you have a clear picture of what your original content will be in your media strategy.