

CREATE YOUR DIY MEDIA OUTREACH STRATEGY

Set up Your System

BY STARTUP FASHION

It's a good idea to approach your media outreach tasks in a daily, weekly, monthly, and quarterly plan.

LET'S GET STARTED!

Here is some guidance for figuring out how to categorize your media outreach tasks:

- Quarterly tasks are going to be big picture. Things like updating your media kit.
- Monthly tasks are going to be more mid-sized. Things like reviewing your business goals and adjusting media outreach if necessary.
- Weekly tasks will be things that tend to be research based. Things like going through your Google alert notifications and adding to your media list based on your findings.
- Daily tasks will be things that tend to focus on keeping the conversation going and connecting with the media. You need to have consistent interaction with the media. And it can't be all about you.
- In the beginning you'll also have one-off tasks like the preparation tasks you listed at the start of this workbook.

Possible tasks to add to your lists:

- Tweet at a journalist or media outlet (This can't be a pitch. No "check us out!")
- Instagram love and connection with a journalist or media outlet
- Review Google Alerts\Hashtag research
- Update press list with new contacts
- Tweak media kit
- Pitch media
- Research articles or interesting things to share that can be connected to a media person to generate relationships
- Research/RSVP for events that media will attend
- Create your original content

Make a list of your One-off Tasks for your media outreach.

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Make a list of your Quarterly Tasks for your media outreach.

Make a list of your Monthly Tasks for your media outreach.

Make a list of your Weekly Tasks for your media outreach

Make a list of your Daily Tasks for your media outreach