

PITCHING YOURSELF

Without a Publicist

LEARN THE SECRETS TO GETTING PRINT MEDIA EXPOSURE FOR YOUR BUSINESS OR YOURSELF!

A top-notch publicist is typically well worth the investment, but most entrepreneurs, executives, and experts either don't have that access or simply can't afford one. The truth though is that you don't need a professional publicist to get great publicity.

Stop waiting to be discovered and start pitching yourself for valuable print media exposure!

LinkedIn Learning instructor Dana Brownlee has been extensively published in major print publications and has written hundreds of published articles as a former Senior Careers Contributor for a major publication – regularly receiving dozens of unsolicited publicist pitches every week. She knows that there's a right and wrong way to pitch.

During this engaging session, she demystifies the pitching process and provides a formula that you can use to secure valuable print media exposure to promote your business or yourself!

PARTICIPANTS WILL LEARN:

- HOW TO CURATE A TAILORED JOURNALIST TARGET LIST
- THE 5 ELEMENTS OF A GREAT PITCH
- TECHNIQUES FOR MAKING YOUR PITCH STAND OUT
- COMMON PITCHING MISTAKES AND HOW TO AVOID THEM
- STRATEGIES FOR LEVERAGING YOUR MEDIA MENTIONS TO BUILD YOUR CREDIBILITY, BRAND AND/OR BUSINESS



DANA HAS BEEN PUBLISHED IN OR CITED BY THESE NOTABLE PUBLICATIONS AND OTHERS:



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