

Achieve Celebrity Status as a Management Consultant

*Position Yourself as an Expert of Choice in the
National Media*

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In today's competitive environment, it is imperative that we position ourselves as the management consultants of choice.

In the course of our session today, we will discover the secret of achieving celebrity status with the media and getting our names on TV, radio, and in print so that our target market will quickly know who we are and how we can help them achieve their goals.

Presentation Outcomes

In this edifying, entertaining, and interactive session, we will work toward assembling the outline of our own, highly targeted media campaign:

We will:

1. Define how to shape the media's perception of who we are and why we are relevant to their market;
2. Distinguish ourselves by finding and developing the stories our key media contacts want and need;
3. Position ourselves as valuable, trusted source to the media so they will come to us again and again.

Key Points

1. The media wants and need us, but we must approach them in a specific way;
2. The media values our expertise, clients in our Rolodex who can

3. Why it's important to take seven minutes when a reporter calls wanting to interview you for a story;
4. How to ensure your key message points are never left on the cutting room floor;
5. How to boomerang a reporter back into discussing your key message;
6. Why you should never speak take on a topic if it's not within your area of expertise;
7. Why turning down an interview opportunity but recommending a colleague, or even a competitor, could benefit you in the long run;
8. How to develop newsworthy stories;
9. How to leverage local media coverage into national media coverage;
10. Why you should never send a media release (and what to send instead);
11. How to develop a referral mindset;
12. Conducting effective interviews with the media.

Conclusion

You don't need high-priced PR agents to get the kind of heavyweight media attention that will crown you a celebrity, firmly establish your expertise, and attract high-profile clients.