GETTING MEDIA **ATTENTION** FOR YOUR ICE POP BUSINESS

icepopuniversity.com

How to use this workbook

First! Thank you for being a part of this course and downloading this workbook. Hands down getting free media attention catapulted our business further then we could ever have imagined.

I deliberately designed this workbook in black and white so that you don't break the bank printing it. There are quite a few pages, so print it out, scribble on it, make notes, and use this as a working document to help you put a great strategy together.

Here's to getting awesome media attention out the wazoo!!!

xo Felecia

PS-If you'd like some 1 on 1 consulting or support to help get media attention and grow your ice pop business. Email us at info@feleciahatcher.com



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Perfect your product & perfect your Pitch!

"The right media attention will catapult your pop business to new levels. But always remember no amount of marketing and good press will mask a terrible product."

Where are the media feature opportunities....

- National TV
- Local TV
- National Syndicated Radio
- Local Radio
 - Satellite Radio
- Online Radio
- News Websites
- Blogs
- Youtube Shows
- National Newspapers
- - Local Newspapers

Before you pitch...

Before you pitch to the media you need to have a few things ready to go and easily available.

Checklist

- 1. Hi-Res Product photos
- 2. Hi-Res photos of owners
- 3. Hi-Res photos of cart/store/kiosk/distribution outlet
- 4. Fun Bio of owners
- 5. General Press Release
- 6. 2-3 Angles

Who will pitch stories to media?

Who will speak on behalf of company during interviews?

What makes this person the best fit?

Do you have hi-res product, cart and truck photos ready to go?

How else will you get the word out about your company?

- Experiential?
- Sampling Strategy?
- Word of mouth?

List the media stories of other pop business that have caught your attention

List the food business stories (non-popsicle companies) that have caught your attention:

Now it's your turn... What are the stories that you can pitch to the media?

FEBRUARY

20TH ANNIVERSARY ANNOUNCEMENT

Closing Date 12/04/14

On-Sale Date 01/13/15

MARCH*

MOST INNOVATIVE COMPANIES ISSUE

Closing Date 01/08/15

On-Sale Date 02/17/15

APRIL

GREATEST COMEBACKS IN BUSINESS

Closing Date 02/12/15

On-Sale Date 03/24/15

MAY*

WORLD CHANGING IDEAS

Closing Date 03/12/15

On-Sale Date **04/21/15**

JULY/AUGUST

UNITED STATES OF INNOVATION

Closing Date 05/14/15

On-Sale Date 06/23/15



JUNE*

MOST CREATIVE PEOPLE ISSUE (WITH A 20TH ANNIVERSARY SPIN)

Closing Date 04/09/15

On-Sale Date 05/19/15

SEPTEMBER

20 UNDER 25

Closing Date 07/06/15

On-Sale Date 08/11/15

OCTOBER*

INNOVATION BY DESIGN ISSUE

Closing Date 08/06/15

On-Sale Date 09/15/15

NOVEMBER

LEADERSHIP & Productivity issue

Closing Date 09/10/15

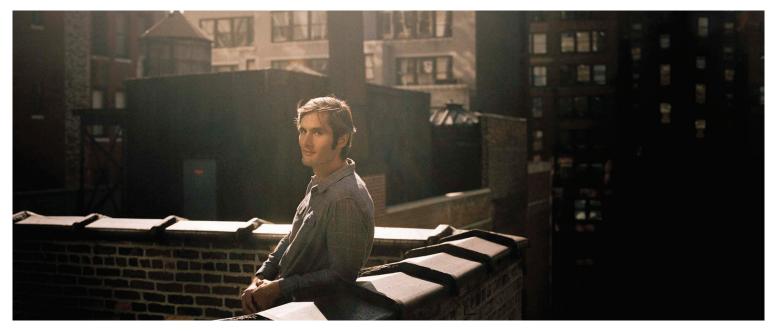
On-Sale Date **10/20/15**

DECEMBER/JANUARY*

20TH ANNIVERSARY ISSUE (WITH A GENFLUX TAKE ON THE NEXT 20 YEARS)

Closing Date 10/15/15

On-Sale Date 11/24/15





GRADUATED COLLEGE+

Comp: 86% | Index 125

TOP MANAGEMENT

Comp: 29% | Index 187

C-LEVEL

Comp: 31% | Index 227



AVG. MONTHLY UNIQUE VISITORS



AVG. MONTHLY PAGE VIEWS



MEDIAN HHI







GENDER

Source: Omniture, October 2014; Ipsos Affluent Survey 2014; Numbers represent brand totals (print + digital)

List Examples of stories you will pitch to the media.

Need ideas to pitch to the media, that gets them raving about your pop business? Check out the 50 PR tips in the course

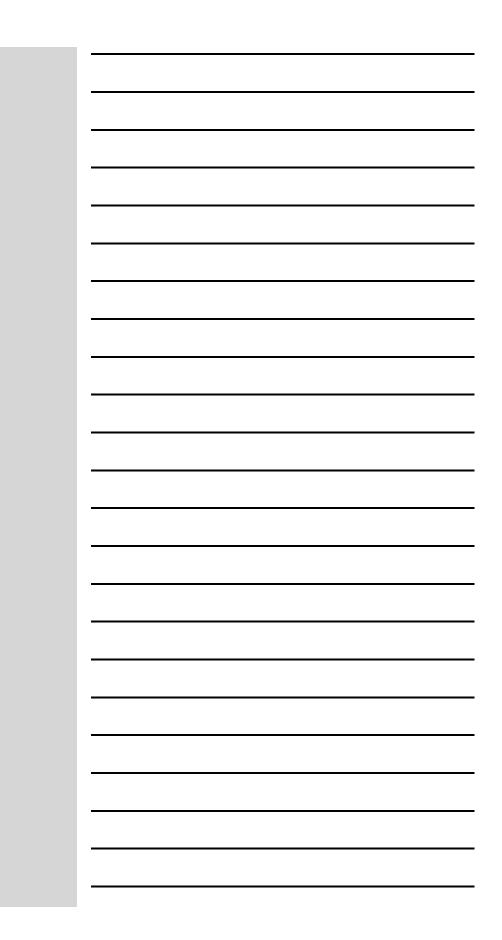
PUBLIC RELATIONS/PRESS

Aim to get into the following types of magazines and newspapers with a National distribution:

i.e. Lifestyle, e.g. Herald, New York Times, Food Network, Martha Stewart, Local media outlets

- PR trade magazine
- Food Trade Publications
- Bar trade magazine
- Wedding magazines
- Event magazines
- Blogs

Build your Media Contact List



Pitch Angles

Who?
What?
When?
Where?
Why?

Weekly Social Media Content Strategy

Consistency is key, and social media allows you to reach your audience in real time.

Check off how often you post content each week to the social media platforms listed below

Platform	Mon	Tues	Wed	Thurs	Sat	Sun
Twitter						
Facebook						
Instagram						
Pineterst						
Periscope						
Linkedin						

Week 1 Blog Post

Week 2 Video

Week 3 Behind the Scenes

Week 4 Contest

One final thing...

If you found this workbook useful will you:

Tweet about it with our hashtag #icepopuniversity
Let others know how awesome it was
Share this workbook with others

Here's to being a kick ass PopPreneur!