

A person is holding a vintage camera on a tripod. The camera is black with a silver lens and a red stripe. The person's hands are visible, holding the camera. In the foreground, another vintage camera is visible, also on a tripod. The background is blurred, showing a person's legs and feet. The text is overlaid on the image in white and black boxes.

**GETTING**

**MEDIA**

**ATTENTION**

**FOR YOUR**

**ICE POP BUSINESS**

# 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 than 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](mailto:info@feleciahatcher.com)

[www.IcePopUniversity.com](http://www.IcePopUniversity.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

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# 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**

- 1.
- 2
- 3
- 4

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

- 1.
- 2
- 3
- 4

**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**



**JUNE\***

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

Closing Date **04/09/15**

On-Sale Date **05/19/15**

**JULY/AUGUST**

**UNITED STATES OF INNOVATION**

Closing Date **05/14/15**

On-Sale Date **06/23/15**

**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**

\*Issue to be measured by GfK MRI Starch; Issue themes subject to change



725,000

RATEBASE

11.2MM

AVG. MONTHLY  
UNIQUE VISITORS

39.3MM

AVG. MONTHLY  
PAGE VIEWS

**GRADUATED COLLEGE+**

Comp: 86% | Index 125

**TOP MANAGEMENT**

Comp: 29% | Index 187

**C-LEVEL**

Comp: 31% | Index 227

\$181,725

MEDIAN HHV

60%

45

MEDIAN AGE

40%

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



# 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!**