## QUICK ACCESS - MARKETING CONTACT LIST

This is your go to list for promoting anything in your business big and small. This is a list that can grow over time, just add to it as you go.

When you are ready to launch a book, new service, or course - use this list.

When you post a blog – use this list.

If you are featured in an article – use this list.

Any time you have something to promote, scan the list, and contact with who it makes sense to contact. Sometimes it may only be your email list and social media. Sometimes you might use the whole list for one launch.

Adapt the fields to suit your needs, add as many rows as you like. If you get access to a media list along the way, pop it in here. If you have a lot of lists – use Excel instead if that makes it easier to manage.

### Friends, family, colleagues, industry contacts

Who has a database, community, or social media account with a relevant audience? In some cases, you may not have had personal contact yet, write them down anyway. They are a potential collaborator. When you contact these people do it personally – best by phone if that is possible. If you email them – email them individually.

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| Company | Website | Name | Phone | Email | Notes |
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### Email Database

Your email list or lists if you have access to more than one!

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| Database 1 | Database 2 |
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### Social Media

When posting to social media *know your audience*. Facebook groups can be a great place where you can share an offer or post from time to time but you need to know what is appropriate. Understand if there are posts specific to promotions and utilize them, follow the rules of the group. Social Media is a great place to share your work, but don’t oversell or be a weirdo!

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| **Facebook Personal Profile** | **Facebook Pages** | **Facebook Group** | **Facebook Group** | **Facebook Group** |
|  |  | Wellness Renegades |  |  |

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| **Instagram** | **YouTube** | **Twitter** | **LinkedIn** | **Tik Tok** |
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| **Telegram groups** | **Other** | **Other** | **Other** | **Other** |
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### Media

Contacting the media makes sense when you have something exciting or newsworthy to share. Do you have expertise about something that is big in the news? Are you doing exciting work? Do you have a launch coming up?

It’s important to separate what you are selling, from you as the storyteller. Forget about what you are selling and craft a STORY! The interesting points. The specialty. What makes you unique. The thing you help people overcome. The more interesting and less salesy you are, the more people will want to interview you.

Get callouts from: <https://www.sourcebottle.com> & <https://www.helpareporter.com> and anywhere else your industry connects with the media.

### Media tips

1. Don’t SPRAY AND PRAY! In general, don’t send a press release without contacting the media organization first. Find the right contacts, pitch your story to them directly on the phone and have the press release ready to send them after they have expressed an interest. If you are unable to speak to the right person, find out who the right person is and send your press release with a great intro email.
2. When you speak to the media – as well as pitching your story, always ask if they are working on any other stories that you could help with.
3. If you see a story from your industry, look at who wrote it, and contact them. They are the reporters with an interest in what you do.
4. Don’t ever hold back from contacting the media. Worst case scenario – they say no. Best case – you get some excellent FREE marketing. This process made my first book a best seller and I was able to launch some fantastic courses.
5. When you respond to callouts, respond properly! Give them lots of detail, make it easy for them to see that you are interesting and the right person to feature. Don’t make them work too hard. You are far more likely to be chosen if you use the opportunity to do a proper pitch in the callout response.

### TV stations

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### Magazines

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### Radio stations

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### Community radio

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### Podcasts

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| **Podcast** | **Website** | **Name** | **Phone** | **Email** | **Notes** |
| Wellness Renegades |  |  |  |  |  |
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