

FOUNDATIONAL MEDIA TRAINING

COURSE CURRICULUM

**POWERFUL PRESENTERS, POWERFUL MESSAGES,
POWERFUL IMPACT**

COURSE OVERVIEW

Why Get Media Training

Do you...?

- See your competitors getting media coverage and think 'I want a bit of that!'
- Feel really intimidated by the thought of approaching a journalist or TV Show Host
- Feel totally out of your comfort zone when it comes to media and PR
- Struggle with that voice in your head saying, 'who are you to pitch yourself to the media?!'

Getting media or speaking coverage (placements) for your business has never been more important.

Because Media is marketing. A media interview can be a game changer for

Why?

Because:

- **83%** of people trust personal recommendations when it comes to buying a product or service - according to a Neilson study.
- **8 out of 100 (8%)** individuals who watched a product review on YouTube will buy the product? The average online marketing rate only has a conversion of 4%, this platform doubles it.
- Third-party endorsement & recommendations are essential for brands in all sectors.
- Media & speaking placements influence & affect the way a business or individual is viewed by the wider public, which will impact its brand, image, and sales.

Media is Marketing. Obtaining media & speaking exposure for your business, online, through social media, YouTube, Instagram TV, Facebook LIVE or similar, pod & webcasts, in a newspaper, magazine, on a traditional radio or TV show, pod, webcast is important for both start-ups and established businesses and can help turn you from your industry's best-kept secret to a recognized expert overnight.

- Unlike other forms of marketing even posts on Facebook and Twitter, media allows you to share your message & reach hundreds of people (your ideal client) at once.
- Episodes are essentially videos that can easily be shared on YouTube & almost everywhere on the Net without the hassle just by copying & pasting the link.
- Plus, YouTube has 1.5 billion monthly active users. There are 4 billion people on Facebook every day too. This is more population than most countries in the world. That fact alone shows how many people love it. It means that people are accustomed to it. And you will have no worries marketing it or showing a link to an episode or video as people trust YouTube more than any other video sharing network.

Journalists, speaking bureaus and event-planners are constantly looking for interesting and engaging guests and speakers to tell captivating stories to their readers, listeners, viewers; attendees to increase their ratings, and fill seats at their conferences & conventions. When you make yourself available for comment in the media or deliver speeches on world stages, you elevate your name, voice & profile. People that you want as clients/customers, investors, and sponsors take notice.

Whether you dream of being featured in print, radio, TV, on pod & webcasts, dazzling audiences with your marketing message, obtaining more virtual & in-person speaking gigs, or improving your own video production on Social Media, LIVE streams or Zoom meetings, the trick is to:

- Know your message - so you successfully introduce yourself & don't get frazzled at a loss of words.
- Feel comfortable on camera – so you can showcase your personality & connect with the audience on the other side of the lens, extend your reach, and close more sales.
- Connect & approach the right media & speaking contacts.

To get results, you must be confident, in-control, and well-prepared. Otherwise, you run the risk of saying everything there is to say about your business & being remembered for nothing, being taken out of context, misquoted, put on the spot, and damaging your credibility & reputation - thereby wasting a golden opportunity for publicity & exposure.

With the right skills and strategies in place, almost anyone can transform into an industry expert and land all sorts of traditional and online media appearances.

In fact, my clients have routinely appeared in/on local, regional, national and international media and skyrocketed their brand and influence without a massive following or formal credentials.

WHO THIS COURSE IS FOR

Step 1 in Janette's 4-Step signature Brand Showcase Package, this Media Training course is for CEO's, executives, entrepreneurs, professionals, coaches, speakers, book authors, and content creators who, as the spokesperson for their business and brand, want to land top traditional print, radio, TV, pod & webcast as well as speaking placements, may have already tried & been rejected, and now realize that they need to:

- Improve their media, on-camera & speaking presence.
- Ignite their WOW factor.
- Develop the skills they need to be taken as a reliable source the media, speaking bureaus & event-planners want to feature time and time again.

COURSE BREAKDOWN

Receive the same pre-show prep that television professionals get which creates the all-important perception of authenticity, trustworthiness, and credibility when I teach you all of this and more! Here's just some of the assets you'll walk away with in Janette's comprehensive, transformational, hands-on, 12-week Media Training course, consisting of 10, 1-hour, informal group sessions + 1, 90-minute private session with Janette + 1 BONUS CLASS:

Lesson 1 - GETTING AT YOUR MARKETING MESSAGE

- Develop a guided narrative of your personal Turning Point Story & main marketing message as it relates to your niche, ideal clients, and the problems that you solve for them.
- Discover what type of story you actually have.
- Discern the difference between story telling & story selling – injecting anecdotes, facts, statistics, and humor where necessary.

Lesson 2 - CUSTOMIZED INTERVIEW Q & A – PART 1

- Determine your captivating headline, hook & storyline

- Frame your interview topic, angle & segment proposal
- Extrapolate your key messages, outline your talking points & learn to speak in soundbites

Lesson 3 – CUSTOMIZED INTERVIEW Q & A – PART 2

- Formulate timed-out, customized interview questions & answers with Janette's customized Q & A template that can be used over and over and presented to reporters, broadcasters, TV Show hosts, pod & webcasters to minimize their PREP time

BOOK YOUR FIRST 90-MINUTE PRIVATE SESSION WITH JANETTE

- Review your GETTING AT YOUR MESSAGE Workbook
- Review your interview/speech topic, hook & angle
- Review your customized interview Q & A

Lesson 4 – NON-VERBAL COMMUNICATION – PART 1

- Eye Contact
- Body language
- Facial Expressions

Lesson 5 - NON-VERBAL COMMUNICATION – PART 2

- Breathing
- Voice-Techniques/Tonality
- Gesturing & Props

Lesson 6 – SHARPENING YOUR PERSONAL BRAND, IMAGE & WARDROBE

- Hair & Makeup for the camera & stage
- Dressing for the camera – What to & not to wear
- Making a lasting impression

Lesson 7 – CRAFTING YOUR ONE MINUTE PROMO VIDEO SCRIPT

- Create a **60-second** promo video script for a **60-second** promo video that captures the most relevant information about your business

Lesson 8 – INCORPORATING A TELEPROMPTER

- Learn how to use a teleprompter when recording any promo, sales, training, case study, or personal video for your website, blog, or social media posts - so you always stay on point without rambling, present naturally and authentically without needing to worry about what you're saying or memorize your script

Lesson 9 – SETTING UP YOUR HOME STUDIO

- Learn the fundamentals of how-to set-up a great do-it-yourself home studio using equipment you likely already own or can easily acquire to easily create your own amazing videos and LIVES

Lesson 10 – UNDERSTANDING HOW MEDIA & EVENT-PLANNERS WORK

- Discover the basic process of dealing with the Media, Speaking Bureaus or Event-Planners when applying for media & speaking placements
- Devise your media or speaking strategy to begin connecting with the right media & speaking sources
- Write a media or speaking Pitch Letter to send to journalists, broadcasters, TV hosts, pod & webcasters or event-planners & speaking-bureaus that positions you as a go-to expert in your field

BOOK YOUR SECOND 90-MINUTE PRIVATE SESSION WITH JANETTE

- Discuss what direction to take your interview in & what you can expect to happen on the day of your Janette's TV & Podcast interview
- Review your **60-second** commercial for your promo video with Janette's feedback

BONUS CLASS – MOCK INTERVIEWS & ROLEPLAY

- Mock interviews & Role Play
- Review

COURSE DURATION & DELIVERY

- Group Sessions - 10 consecutive weeks, same day & time each week, hosted on Zoom
- Private sessions with Janette will be booked on a first come, first serve basis during the 12-weeks

INCLUDES

- Bonus Workbooks (see full list below), Plug & Play Templates & Cheat Sheets
- Mock Interviews & Role Play
- Recordings of each session for your review
- In-between email support

BONUS WORKBOOKS

- Getting at Your Message Workbook
- Dos & Don'ts of Being On-Camera
- Tips & Advice for Being On-Camera
- Preparing for Your Split Screen Interview
- Janette's Facebook Live Guide – Good for all Social Media LIVES
- How to Dress Like A Celebrity
- Quick Tips for Filming Professional Videos at Home

FEATURES & BENEFITS

Zoom Calls

Learn from the comfort of your home – saving you time & money

Payment Plan

So that you can start today & have the course affordably meet your budget

Small Class Size

Maximum 12 participants, so you can access my expertise, get your questions answered and be properly guided

START DATE

- July 5th – Inaugural Group
- Join now before the price goes up

REQUIRMENTS

You will need to have a device that can capture video - a computer, laptop, smartphone or i-Pad with webcam, digital recorder is fine.

- High Speed Internet.
- Access to Zoom.
- Basic lighting equipment can improve the look of your video but is not necessary.
- Additional sound equipment can improve sound quality, but again, is not necessary.