

NEVER LET YOUR GUARD DOWN

- // Cameras are everywhere
- // Everyone has media power
- // When provoked, don't give them a "YouTube" moment
- // Use social media with a purpose: Connect with fans/clients & build your brand

MEDIA HOT TIPS



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PREPARE

- // Envision the headline you want for your audience
- // Know your simple message (2-3 points)
- // Anticipate questions
- // To stay on message:
 - “What we’re focused on is...”
 - “What’s most important to us is...”
- // Make it personal: Connect with energy and storytelling

MEDIA HOT TIPS



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