

The 2017 Publicity Challenge!


Publicity for Solopreneurs

THE 6-STEP CAMPFIRE METHOD TO GET YOUR STORY TOLD

It is time to get publicity for your business. No more wasting time. No more thinking you'll get to it one day. Remember - getting publicity will build your **credibility**, give you broader **awareness** and **grow** your business. So take this challenge and get it done!

The Publicity for Solopreneurs course is designed to be super practical. You're not just doing theoretical learning. By working through each module, you will be creating part of your PR campaign. By the time you reach the end of module 6, you will be reaching out to the press.

Module 9 helps you create a communications plan for the entire year that includes your PR stories as well as your social media, newsletter and blog topics. One chunk of work, your content strategy for the year solved!

You in?

Already a Publicity for Solopreneurs student?

- Make sure you have your log in details & watch the welcome video if you haven't already. Email melissa@campfirecommunications.co.uk if you have any difficulties logging in.
- Make sure you're signed up to the Facebook group
- Get organised! Create a folder on your computer and download all the workbooks to it so you're ready to roll
- Look at your diary - set aside time each week to complete the tasks over the next 9 weeks

Not a student yet?

- Go to www.publicityforsolopreneurs.com and buy the course
- It costs less than a single ad in a publication and a fraction of what you'd pay a PR company to do this for you
- Once signed up, watch the welcome video and join the private Facebook group
- Then follow the instructions above and get ready to get publicity by the end of March!

Let's do this!

Publicity Challenge Countdown Calendar

23 January	10am FB Live	Module 1: The view - Goals & Mindset	Complete by 9pm Sunday 29 Jan
30 January	10am FB Live	Module 2: Groundwork - message & audience	Complete by 9pm Sunday 5 Feb
6 February	10am FB Live	Module 3: Tribal Gathering - create a press list BONUS! Get free press contacts from me during this week	Complete by 9pm 12 Feb
13 February	10am FB Live	Module 4: Storytelling - finding story ideas	Complete up to page 3 by Friday 17 Feb. ANY LAST Qs to be asked by today Complete up to page 9 by 23 Feb Complete all of workbook by Sunday 5 March
6 March	10am FB Live	Module 5: Tool Kit - writing your press release or pitch BONUS! Get your pitch or press release sanity checked free	Complete by 9pm Sunday 12 March
13 March	10am FB Live	Module 6: Do it - reach out to the press	Complete by Sunday 19 March
20 March	8pm FB Live	Challenge wrap up and next steps	Write an action list of your next steps

Challenge kick off and week one Monday, 23 January 2017

- 10am Facebook Live session (15 mins max) on the private Facebook group outlining the challenge
- Overview of module one:
 - The view: Goals and mindset - and the work you need to do this week
- You have until Sunday 29 January 9pm to complete the first module
- Ask questions and get support any time on the FB group during the week
- Post on the FB group to let me know when you're done
- You'll get a reminder email from me too

Week two - Monday 30 January 2017

- 10am Facebook live session (15 mins max): overview of module two
 - Groundwork: messages and audience
- I'll cover the work you need to do this week
- Got any questions - ask them during the live session or during the week
- You have until Sunday 5 February 9pm to complete module 2.
- Post on the FB group to let me know when you're done and you'll get a reminder email.

Week three – Monday 6 February 2017

- 10am Facebook live session (15 mins max): overview of module three
 - Gathering your tribe: creating a press list
- I'll cover the work you need to do this week.
- If you are battling to find the press contacts you need for your list, if you ask in the group **this week**, I will personally look them up for you (I normally charge for this service but you will get it FREE if you do it on time).
 - For example if you know you want to reach Bob Jones, travel editor for Madeupmag.com – tell me and I will see if he is on my database and give you his email.
- Share the names/outlets of your press list by the end of this week
- You have until 9pm on Sunday 12 February to complete this. You'll get a reminder email as always. Evidence please!

Week four, five and six – Monday 13 February

- Monday 10am Facebook live session (15 mins max): overview of module 4
 - Storytelling – coming up with your news and feature stories
- This is a big module so I will break it into chunks – you have three weeks to complete it
- By Friday 17 February, you need to have watched the video and completed to the end of page 3 in the workbook.
- If you have any questions about the topics covered in this section, ask them by Friday 17th.
- By Friday 23 February, complete up to page 9 of the workbook
- By Sunday 5 March, have completed all the research and the module. Evidence please!

NOTE: I will be away from 18 Feb – 4 March unable to answer questions as I will be up Kilimanjaro! So please ensure you ask any questions before 17 Feb. Also please keep sharing how you're doing in the group. Ask each other for ideas or brainstorm together. I have also given you three weeks for this as I know it falls over half-term week.

Week 7 – Monday 6 March 2017

- I'm back and ready to kick butt!!!!
- Facebook live session 10am on Monday 6 March for 30 minutes. I will use the extra time to cover any questions that arose while I was away.
- I'll cover what goes in module 5
 - Tool kit: writing your press release or pitch
- If you want to post your pitch or press release to the group or email it to me, I'll review it and provide suggestions (I normally charge for this service so you will be getting it free as a bonus just for doing it on time!)
- You have until Sunday 12 March at 9pm to complete the module. I'll send you a reminder email. I'd like to see evidence please!

Week 8 – Monday 13 March 2017

- It's showtime! This week you are going to reach out to the press
- Monday 13 March 10am – FB live (max 15 mins): overview of module 6 and you tell me who you are going to pitch to
 - Do it – working with the press
- You spend the week sending out your press release or pitch
- I will be on hand in the group to answer any last minute questions
- Share any successes or challenges in the group. If a journalist wants to talk to you, move the the next module to practice for the interviews.

If you get any press coverage, we will help you celebrate and you can move onto module 8 for how to maximise the press coverage.

Week 9 – Monday 20 March 2017

- Campfire chat on the FB group – 8pm – 30 mins
 - Any response?
 - Next steps?
 - If successful, overview of next two modules
 - Reminder of module 9 – pulling it all together so you don't just do this once and forget about it.

I will personally email you a week later to check whether you have completed your plan and what your next steps are.

Are you ready to take up the challenge?

www.publicityforsolopreneurs.com