

DIY PUBLICITY - PREPARING FOR & GETTING PRESS *2 hours*



Publicity - You Can Do It Yourself!

Journalists are hungrier than ever and there are more of them than at any other time in history. They come in all shapes and sizes, from the ever popular news reporter for press and TV, to bloggers, writers, even producers looking for a great story angle.

Loaded with tips from veteran TV news producers, local news reporters and a shameless self promotion guru, Jenn Flaa brings you just what you need to know to get started promoting and pitching your stories.

What You Will Learn:

- The 3 things you must have in place before you get publicity
- What's a pitch, how to pitch and where to pitch
- The lifecycle of a story
- Dos and Don'ts when communicating with reporters
- What to expect from publicity
- The 3 must haves for your media only site
- Top 3 warning signs to stop DIY and hire a PR rep

"An amazing teacher and the perfect person to guide you when it comes to promoting yourself..." Zuzy Martin Lynch

YOUTUBE SAMPLE



EXPERT TOPICS

VIDEO BLOGGING & PODCASTING
ON CAMERA WORKSHOP
MEDIA INTERVIEW WORKSHOP
DIY PUBLICITY
SOFTWARE TESTING
BETTER BOYFRIEND



Jenn Flaa

Entrepreneur, Vocalist, Author and Speaker

Serial entrepreneur with deep roots in technology and a passion for music. Jenn merges creativity and tech with fun and energy.

After starting her career as an engineer at NASA and a stint in Silicon Valley as a Quality Assurance Manager, Jenn started her first of four companies.

Vettanna setup the QA department at eBay and provides high tech resources and training.

Vettanna ToGo teaches executives, entrepreneurs, authors and speakers to be calm, concise and natural on-camera and during media interviews.

Not content to use one side of her brain, Jenn is also the rock vocalist and song writer for the band Urban Fiction.

Full bio online

Contact

jflaa1@gmail.com

www.jennflaa.com

240.352.1386

"You were great to work with. You're like a diva without the attitude!" Linda White, Membership Coordinator, San Jose Chamber of Commerce