

PIMP YOUR PR SERIES



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Participant Worksheet

The Aftermath

What We Covered Today:

- Example of newsjacking working
- Be yourself, blur, bumped
- Lead with logos
- Get Your Clips...DARNIT!



DURING THE SHOW Checklist

I thought of a few more things I wanted to make sure you are aware of:

- Even if your interview is pre-recorded, you still must apply all the principles you have learned.
- Breaking news happens. Your segment might get bumped or canceled. There's nothing you can do except go with the flow.
- Your segment will go by in a blur.

AFTER THE SHOW Checklist

- Send thank you card
- Get your clips at www.TVVideoClips.com
- Lead with logos on your website
- Incorporate your clips into a sizzle reel
- Rinse & Repeat for more Newsjacking

Notes
