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DON'T STOP HERE!

Congratulations! You've done SO much in the past six weeks!

- You studied how the media works and learned what they want in print and broadcast.
- You learned what makes a perfect segment and ideal expert guest.
- You have begun to rethink your brand, and identify the cornerstone so that you can present that brand with focus and intention.
- You learned to pitch yourself with precision—and follow up.
- You put systems in place to generate content and ideas going forward.
- You have learned to think, and act, like a producer!

What to do now

Pick one thing off this list to do each day or each week so that you don't lose momentum.

- **Review your worksheets** and all of the ideas you came up with throughout this course.
- **Make some old ideas new again** by creating news hooks that are relevant today.
- **Capture new ideas and pitches** in whatever system works for you (Evernote, Google docs, the Notes app on your phone, etc).
- **Tell people in your circle and others you meet** that you're interested in getting more media this year. You never know who they might know.
- **Revisit your media goals** and write down 3 things you'll do to make them a reality.
- **Find two shows or publications to pitch** and start watching and planning your ideas. Track down the show producers as well.
- **Post in the private Facebook group** what you're working on now and what your goal is for this week and this month.
- **Listen, or relisten, to the Greenroom podcasts.**

Don't forget...

Bodies in motion stay in motion. The people who do more media are pitching and connecting more to make those segments and stories happen. Think of it less as a checking of a box, and more of an ongoing process.

This is a long game. Great stuff doesn't always happen overnight. No effort is wasted, even if it doesn't get accepted or used, because every time you do it, you're creating momentum and getting better. Put in the time and you will see results.

It's OK to have quiet periods. Sometimes you'll feel like you've got lots of media going, and there will be stretches of time when nothing is happening. That's fine! It ebbs and flows.

See this as an investment in your brand. We can't stress this enough. Does it require effort? Yes. But try not to see it as "extra" or "unpaid." It's an investment in your brand. If you want to be a media expert, it's part of your job. Being on a mission means finding ways to share it, all the time.

Come back anytime. You have lifetime access! That's the beauty of this course; you can come back anytime for a refresher, or to hone your presentation or pitching skills. Plus, we'll always have new stuff to read and listen and learn about, to keep you on top of your game.

Share your good news! When (not "if") you get booked and have clips to share, please send them along and post them in the community so we can all support one another's success and share your brilliance, too!

Don't let your fear get the best of you. We all have the capacity to feel unstoppable one day, and totally stuck the next. Try not to measure your success by this segment or that exchange with a producer. That same old anxious voice will say things like, "This isn't going anywhere," and "No one cares what you have to say." That's fear talking. It's not real. Don't let it take the wheel. Because you're driving this thing! And you, my friend, are going places.

Thank you for letting us be part of your success! -Terri & Paula