

Chandra Whitfield and Eric Anderson

Magic of Publicity Bootcamp

**Power of Publicity
Action Guide.**

Saturday May 22, 2021

This Is For You If You Fall Into One or More of The Four Categories

1. _____

2. _____

3. _____

4. _____

Magic Lamp



You Become _____

Sell More Products And
Services With _____

Incredible Results Without _____

Three Reasons Why Should You Listen To Us About This?



Quiet _____



Why Should You Listen To Us About This?



16 Benefits of Publicity

1. _____

2. _____

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3. _____

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4. _____

5. _____

6. _____

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7. _____

8. _____

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9. _____

10. _____

11. _____

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12. _____

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13. _____

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14. _____

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15. _____

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16. _____

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5 Big Media Myths

1.



The _____ outlet
_____ out to
_____.



3. _____



4. _____



5. _____



Why Are We Teaching This



**You Are About To
Discover The Secret
Formula To Getting Free
Publicity On Demand!**

$$y = a \cdot x^2 \pm \sqrt{xy}$$

$$V = \frac{G \cdot h}{\omega}$$

$$x^2$$

$$\pi \pm$$

$$=$$

$$E = mc^2$$

$$x^{1/2} = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

$$V = \frac{\pi \cdot r^2 \cdot h}{3}$$

Chandra and Eric's Secret Formula To Free Publicity

1. _____

2. _____

3. _____

5 Step Perfect Publicity Model

- ✘ What is your _____?
- ✘ Write Down A List of _____ From Your _____.
- ✘ Look for ways to connect the _____ on your list to your _____.
- ✘ Is there a _____/ _____ you can attach your _____ combined with your _____.
- ✘ Go to www._____.com

Results Case Study #19

Rich Theater - _____ Seats

_____ Local Media Interviews

Sold _____ Tickets at \$20.00

Out of Pocket Investment \$ _____

Total Profit \$ _____



With The Media



Simple And Direct

1. Go online and cull together a _____.
2. Go their website and find _____.
3. Call the media outlet and ask _____ enter your
_____ here _____.
4. When they give you the name most likely they will
provide an _____
5. Ask when is the best time to call _____.
6. Call until you _____. *The Fortune Is In The Follow Up!*
7. When you talk with this person say to them *I would love to chat
with you about a possible idea for a story* _____.

Chandra's Perfect Pitch

NOTES

Communicate Your Message

Your Introduction Template For Your Interview

Your Introduction

Our special guest this Time of _____ is Your Name Here _____.

Day
Describe what you do here

Enter your 1st Credential Here

Enter your 2nd Credential

Here
Enter the Audience Here

Please join me in welcoming Your Name Here



Up Until This Point You Have Discovered

1. _____

2. _____

3. _____

Get This One Thing!

Free Publicity Used _____

Is one of the _____ To

Create _____ For

**You, Your Career, Your
Business or Your Cause!**