

Annie Jennings PR

Work With The PR Firm That's **ALL HEART!**

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How To Create A Successful Thought Leadership Campaign For Your CEO, Spokesperson Or Company

KNOW YOUR EXPERT'S (CEO, SPOKESPERSON AND/OR COMPANY) RANGE OF EXPERTISE: Develop a working list of all of the topics that support your expert's credentials, education and experience.

ANTICIPATE THE NEWS & CREATE TALKING POINTS FOR THESE TOPICS: Be aware of the breaking news and headline stories that fall into your expert's area of expertise. Follow the articles written by your target journalists so your expert can anticipate the next step, logical development in the topic or story.

FOR EVERY MEDIA EVENT THERE IS AN EXPERT COMMENTARY: Your expert should have opinions, commentary and reactions on events happening in your industry. As news develops in your expert's area of expertise, you can personally call your target media or email your expert's commentary so they see how your expert can contribute to the story.

CREATE A MEDIA PROFESSIONAL BIO: Create a well-developed bio for your expert that showcases their credentials, experience and education. Lead with top credentials, education, special areas of expertise and follow with accomplishments, awards or any other special positioning statements. Include impressive media the expert has secured to show that your expert is not only well-credentialed but is experienced and media savvy as well.

CREATE A MEDIA TARGET LIST: Watch the target shows that you would like to book for your expert, subscribe to target print media and visit target internet sites to familiarize yourself with their reporting style, experts they like to use for commentary and/or how they position the experts in the article. Be sure to pitch "next level" ideas at all times!

MEDIA TRAIN YOUR EXPERT IN ADVANCE: When the media moves, they move FAST. The media books very quickly with little advance notice so it is a great idea to media train your expert in advance so they are ready anytime to deliver a top notch, on topic media interview.

STAY SHARP: Radio interviews keep your expert's media skills sharp and news commentary relevant to the current issues. Radio interviews also build lots of confidence and become media savvy by being "LIVE and ON THE AIR" on a regular basis which increases their ability to discuss industry issues as they arise.

CREATE A MEDIA WEBSITE & ONLINE MEDIA KIT: Create a media site or media section on your expert's website that contains the info the media needs to say "YES!" to your expert. Your media section and online media kit should contain your expert's professional bio, topics of discussion, areas of expertise, top quality photo, demo link, audio recording, previous media placements, suggested interview topics with expanded segments. The idea is to lead the media to YES by having all of the info they need to make a choice at their fingertips.

ANNIE JENNINGS PR

Annie Jennings of the National PR firm, Annie Jennings PR is a National Publicist specializing in promoting authors and experts to the media. Annie's vision and insight has revolutionized the publicity industry as many of the publicity techniques, tools and strategies in widespread use throughout the industry today have been developed by Annie Jennings PR. Annie freely shares her publicity strategies with authors and experts so everyone can have access to PR strategies, both the basics and advanced PR thought, so they can share their messages with millions **for the betterment of all.**

PUBLICITY EDUCATION & TELESEMINARS: Annie Jennings has appeared as a guest lecturer for NYU's Publishing Program and for the American Society Of Journalists & Authors. Annie Jennings PR has provided over 500 SMASH HIT PUBLICITY Teleseminars for consistent standing room audiences, reaching hundreds of thousands of CEO's, Authors & Experts. Annie Jennings is the premier publicity expert in the country with her knowledge sought out by professionals and organizations everywhere.

FAST COMPANY Magazine Says: Industry leading business magazine known for their coverage of trends and identifications of firms on the move, FAST COMPANY, says that "Annie Jennings PR is the **place to go** to learn how to become a bestselling author".

JOURNALIST'S RAVE: Journalists rave about Annie's unique and outstanding ability to provide them with the perfect expert FAST! "Annie Jennings does a wonderful job of grasping the essence of the story and finding exactly the right people," says Peggy Noonan, USA WEEKEND Magazine Journalist.

CONTRIBUTION TO ALL: Annie created the concepts of media websites and online press kits, defined how to create a powerful platform, developed the most advanced branding concepts known to the industry, created the HOT 35! & HOT 50! Radio campaigns where you are only booked on TOP SHOWS in major BIG CITY markets and on regional and nationally syndicated shows and crafted the revolutionary Pay For Placement Publicity Program that has helped thousands of authors and experts build powerful platforms and land six figure book advances.

MISSION STATEMENT IN MOTION ALL OVER THE WORLD: Annie Jennings PR has over 25,000 authors experts signed up with her company and every morning Annie and her staff have but one thing to say: "Let's Kick It Up A Notch Today!"

It's the Heart That Matters!

Contact Annie: Annie Jennings PR, annie@anniejenningspr.com 908.281.6201