



MEDIA CHALLENGE

DAY 1

Be visible (Record an intro video of yourself and upload it to the Facebook group: <https://www.facebook.com/groups/1290743067768478/> or to your own group)
Who are you? Where are you from? What do you do?

☐

DAY 2

What is your niche/micro niche? (Use my free workbook to help you get clarity. You can copy and paste the following link to download your free copy: <https://view.flodesk.com/pages/5d68fe06520e04000f5c9203>)

☐

DAY 3

What is your elevator pitch? (List 3 - 4 things about yourself that make you memorable)

☐

DAY 4

What is your story? Why did you begin your business? Any pivotal moments in your life? This is your chance to be raw and authentic. Remember that story sells and your story will sell you.

[illegible]

DAY 5

Who is your ideal/soul mate client? Think about creating an avatar/profile of your client so that you can really start to understand their wants and needs. I suggest creating a pinterest board to help you. Think about how old they are, are they male, female or both, do they have children? Where do they live? What work do they do? Where do they travel to? Where do they shop? What are their likes/dislike?

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. A solid red vertical line runs down the right side of the page, creating a margin. The paper appears to be from a notebook or a standard writing template. There are no markings, text, or drawings on the page.

DAY 6

Which social media platforms are you currently using? Make a list of your social media channels. How many followers do you currently have on each? Which platforms do you receive the most engagement and interest from? Pick 2 - 3 platforms to be consistent on.

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.

DAY 7

Which media publications, blogs, podcasts, radio or TV shows would you like to feature on?

[illegible]

DAY 8

Do you have a blog? If not look to set one up via your website or check out medium.com and [Patreon](https://www.patreon.com). A blog will give you more exposure and attract more opportunities.

[illegible]

DAY 9

Have you downloaded my FREE press release template? You can download it by copying and pasting this link: <https://view.flodesk.com/pages/5da175e62f8cb4001522a58b>

Think about how you will pitch to journalists. Your title is very important and needs to stand out in order to capture the attention of the journalist reading your pitch.

[illegible]

DAY 10

Are you seeking opportunity? There are 2 prominent groups that I use on Facebook to seek media opportunities, these are Feature me (UK only) and the Entrepreneur & Press Hangout - Lightbulb group (worldwide) Twitter is also an amazing platform to seek out media opportunities and the hashtag that journalists use is #journorequest so make sure that you are following this hashtag.

[illegible]

DAY 11

Start to look into industry awards relevant to your niche/sector. Do not be afraid to put yourself out there and enter. Being nominated, shortlisted and winning an award will help increase your credibility and in turn raise your profile. If you have only recently started your business then perhaps make it a goal to work towards for the not too distant future.

[illegible]

DAY 12

What speaking engagements and events could you offer to speak about your expertise/niche at? The prospect of public speaking may feel extremely daunting but your confidence will begin to grow as you start to gain more visibility. If you are not ready to approach large conventions and events then perhaps start with local networking groups as well as offering to guest feature on other peoples podcasts and social media groups.

[illegible]

DAY 13

Have you considered starting your own podcast series? Having your own podcast show will give you another platform to be seen and heard on and as a podcaster you will be able to position yourself as an expert. If you are worried about having enough topics to talk about then interviewing others is a great way to run your show. I use the free anchor.fm app which is owned by spotify to produce my jumping through hoops podcast series and it is completely free. I record direct from my phone and anchor automatically distributes my show.

[illegible]

DAY 14

Are you on Facebook and have you set up your own Facebook group? Facebook groups are by far the best way to show up and increase your online following for free. Groups get over 50% more engagement than pages (although having a page is still important). A group will enable you to begin to build a community and a following that will consist of your deal client.

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. A solid red vertical line runs down the right side of the page, creating a margin. The paper appears to be from a notebook or a standard writing template. There are no markings, text, or drawings on the page.

DAY 15

Do your social media bios clearly explain who you are and what you do? Take a look at all of the platforms where you have a presence and overhaul your bio if need be so that it can really start to resonate and attract in your ideal client to you.

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. A solid red vertical line runs down the right side of the page, creating a margin. The top right corner features a small red rectangular box, likely a placeholder for a logo or header. The rest of the page is empty, with no text or other markings.

DAY 16

Start to gather testimonials from previous and present clients. Use these testimonials on your website page and social media channels to help you gain the trust and attention of new clients.

[illegible]

DAY 17

Research awareness days that relate to your business/industry and try and use the opportunity to pitch a story/feature to the media or write a blog/record a podcast around the topic to help you raise more awareness for both the day and your business.

[illegible]

DAY 18

Think about who you consider an expert in your field that you could approach to collaborate with. Could you ask them to feature on your podcast show, speak to your facebook group or offer their expertise at an event that you organise. Teaming up with other experts is a great way to build your audience as their audience will then become your audience.

[illegible]

DAY 19

Do you have an email list? Having an email list is essential for any business as it is the most secure and safe way to build and nurture relationships with your ideal client. There are many email marketing platforms to choose from but my preferred platform to use is Flodesk. You can use my affiliate link to get money off here: <https://flodesk.com/c/83AXIM>

[illegible]

DAY 20

Once you have decided on your email marketing platform you need to start building your list. A great way to get potential clients to sign up to your list is through creating an attractive opt in to entice people onto your list. An opt in is a free giveaway that you can create and give to people in exchange for their email address. Get brainstorming below on what opt in you could offer. It could be a free guide, tutorial or even a quiz.

[illegible]

DAY 21

Think about running a competition or giveaway to help you gain more exposure. If you are trying to build your social media channels then this is a great way to do it. What could you afford to giveaway for free in return for page shares and likes as well as email addresses?

[illegible]

DAY 22

Do you have a YouTube channel? This platform may not be for you but YouTube is a platform often overlooked and the good thing about the platform is that the content does not disappear once it is shared (unlike Instagram stories etc) It is a great way to get noticed so have a think about creating an account.

[illegible]

DAY 23

A very up and coming social media platform is TikTok and again business owners often overlook this platform, however it is a great place to be seen and heard, and there is a lot of space on the platform right now. Think about what evergreen content you could post on the platform in the form of a mini tutorial or demo clip for example.

[illegible]

DAY 24

What hashtags are you using on social media? As well as offering valuable content, hashtags are the way that you will get noticed and start to build your following. You can use up to 30 hashtags on an instagram post. Check out my hashtag bank for entrepreneurs, influencers and bloggers here:
<https://www.jumpingthroughhoopswithhannah.com/shop>

[illegible]

DAY 25

Think about the content that you are sharing on social media. Is it providing value? Make a list of some public figures who you look up to and are inspired by. What attracts you to them and what content are they posting?

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							
26							
27							
28							
29							
30							
31							
32							
33							
34							
35							
36							
37							
38							
39							
40							
41							
42							
43							
44							
45							
46							
47							
48							
49							
50							
51							
52							
53							
54							
55							
56							
57							
58							
59							
60							
61							
62							
63							
64							
65							
66							
67							
68							
69							
70							
71							
72							
73							
74							
75							
76							
77							
78							
79							
80							
81							
82							
83							
84							
85							
86							
87							
88							
89							
90							
91							
92							
93							
94							
95							
96							
97							
98							
99							
100							



DAY 26

Are you showing up on the first or at least second page of google? You may want to look at adding keywords to your website to help your SEO. Once people find out about you then chances are that they will look up your web page so make sure 1. That they can find your web page easily and 2. That your web page is up to date and in line with you and your message and branding.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

DAY 27

Do you have a LinkedIn profile? Traditionally LinkedIn is known as more of a corporate/professional platform but it is worth having a presence here as if potential clients look you up on the platform then it shows that you are professional and who you say you are. It is also a great platform for networking and recruiting if you are at this stage in your business.

This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. A vertical red margin line runs down the right side of the page. The top right corner features a small red tab-like shape. The entire page is otherwise empty of text or markings.

DAY 28

Are you feeling confident enough to go live on your social media platform yet? Try showing up live or pre recorded at least on your platform of choice 7 days in a row and watch your engagement grow!

[illegible]

DAY 29

When posting on social media what pictures are you using? People will not stop scrolling to read your post in full if the picture is not engaging enough. Did you know that portrait pictures of the face are 10 times more likely to get engagement than any other picture? Are you feeling brave enough to fully show up and show your face and the authentic you to the world?

[illegible]

DAY 30

How are you getting on with your media pitches? If you haven't yet received a response then now may be a good time to politely chase up your pitch and re send your original email.



To get more free marketing and business content and support pop
on over to the Jumping Through Hoops Facebook group:
<https://www.facebook.com/groups/1290743067768478/>

www.jumpingthroughhoopswithhannah.com