

READY. SET. **Media Page**

*Prepare Your Website to Get
More Interview Opportunities*



Karen R. Power

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Why Do You Need a Media Page?

If you are a speaker or author, you should be seeking opportunities for interviews on radio, television, online, newspapers, magazines, etc. Doing interviews helps to set you up as an expert on a particular topic, and it helps to promote you, your message, books, products, programs, etc.

Regardless of whether or not you've actually done an interview, it pays to be prepared. The easier you make it for a journalist or reporter to find your information, and see that you're prepared with the items they will need, the better your opportunities for landing more and more interviews will be.

A media page is the landing page on your website where your information and all the elements needed for your next interview can be easily found.



Why should you care about getting more interview opportunities? Interviews create exposure for you and your book, product, or program. If it's recorded, it can be replayed and listened to over and over as long as it's available. If it's available on the Internet, then your message can reach around the world. As a result of added exposure, you then have created opportunities for more speaking engagements, concerts, etc. to share your message.

What's a Media Page?

A Media page, sometimes called a Press or News page, a Press Kit, or a Media Kit is a page of your website designed as a specific marketing tool for those people who want to learn more about you, but also (and especially) those who want to write about you. Whether you'll selling a product or a service, or yourself as an expert, a Media page is a great addition to your website.

If a journalist wants to write about you, it would be terrible if they can't find the information they need and choose to write about someone else instead. Reporters, researchers, editors and producers regularly trawl the web looking for people to interview on a variety of topics. They are busy people who will naturally gravitate towards those websites which make it easy for them to get the information they need quickly & seamlessly. (Kate McMillan, Outbox Online Design Studio, <https://www.outboxonline.com/your-websites-media-page-what-to-include/>)

A media page is a huge asset to your website. I've developed websites for speakers and authors since 1998. In all those years, most do not have a media page. Of the ones who do, their media page most often gets more hits than any other page on their website. It's the one page where someone interested in interviewing the speaker or author can get a snapshot of what you do.

Make it easily accessible — one of the main tabs on your website's navigation. Your media page becomes the hub of your website. It's separate from your home page but you should have a link or section to it on your home page. Make all the items of your media page easy to find. You don't want a journalist digging for info or they may decide to interview someone else.

Reporters, researchers, editors and producers regularly trawl the web looking for people to interview on a variety of topics. They are busy people who will naturally gravitate towards those websites which make it easy for them to get the information they need.

When a journalist is interested in interviewing you and can easily find information to do so, they know you are savvy and have probably done interviews. Even if you haven't, this let's them know you are prepared. When they can go to your media page and find a list of past interviews, and already prepared Q&As, they are more eager to work with you because you've just made their job easier!

Interviews breed more interviews. When a journalist sees that you're moving up the levels of stations/shows that have you as a guest, they can tell where you

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are as an interviewee. They will be more readily interested in interviewing you, if you have a proven track record of past interviews.

If you are setting up your media page for yourself and several books or products, make a page for each one and link it to/from your main media page.

Remember, your media page should be clean, organized, and easily navigable to each of the areas you are promoting. Again, if it gets too cluttered, a journalist probably isn't going to spend the time figuring it out and move on to someone else.

Creating a press page is a tricky balance between giving the media what they need to complete your story without giving away so much information that they don't actually contact you.

What Should Be On Your Media Page?

Use the following as a checklist for setting up or updating your website's media page.

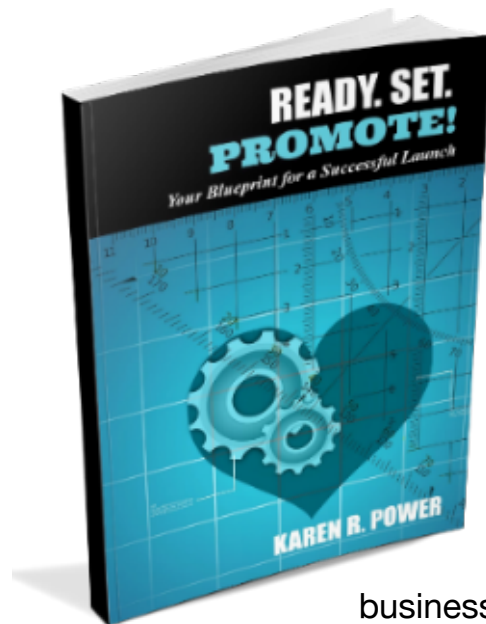
- Contact Information: Who is your designated media affairs representative or person on your team that handles your media requests? Include their name, direct email, and telephone number.
- Video or audio of previous interviews. This show that you can handle yourself during an interview.
- Publicity photos and logos of yourself and your books or products: Used in promoting you, your books or products, and business/ministry.
- Written Q&A for each book or product, and for your overall. Easily downloaded in PDF format.
- Press releases
- Your bio
- List of previous interviews with station or show name, and city/state.
- Links to articles about you and your books or products on other websites.
- Endorsements
- Other interview topics - try to be relevant with what's happening in the news today.
- If you're selling a book or other product, include the specifics about it such as the title, ISBN, number of pages, available formats, publisher, purchase venues, etc.

What's Next?

The **Speak & Get Paid** program helps you get all of your promotional materials ready to share with event planners from your head shot, bio, speaking presentation topic descriptions, and other promotional items, to where to find those elusive speaking opportunities.



You've been promoting your book, speaking presentations, program, or other product but you're not getting the results you expected. What should you do?



Ready.

Set. PROMOTE! leads anyone with something to promote step-by-step through the maze of opportunities; grows their audience into a loyal tribe through relationship marketing; shares real-world case studies and examples that work; and develops strategies to generate multiple income streams from their books, products, programs, or events by harnessing the power of the Internet and social media.

With the information and activities in this program, you can promote anything ... products, programs, speaking presentations, business/ministry, or events.

Visit **STORE** at karenpower.com

About the Author

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

**Speaker Business Training. Support
Services. Promotional Strategist.
Speaker Booking Agent.**

Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

Karen has 40+ years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the

following books: ***Your Spiritual Personality*** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer, and Lauren Littauer Briggs, and ***The Authentic You*** by Anita C. Lee. She has also managed virtual book promotion tours for New York Times best-selling authors such as Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

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