

Press Release Checklist

My hook:

- ☐ My news angle is “hot” right now
- ☐ My news angle is evergreen

Press release creation:

- ☐ Communicates a message
- ☐ Includes background information
- ☐ Is written like a reporter
 - ☐ Reads like an article
 - ☐ Minimal editing
 - ☐ No hard selling
 - ☐ Information-based
 - ☐ Short and to the point
- ☐ Includes quotes
 - ☐ Quoting myself
 - ☐ Quoting my book

Press release distribution:

- ☐ Fiverr.com
- ☐ PRNewswire.com
- ☐ Sent to news outlets individually
- ☐ _____
- ☐ _____

Radio Interview Checklist

Radio shows that book authors like me:

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Notes:

Radio Interview Checklist

Radio booking:

- ☐ Show name: _____
- ☐ Show contacted
- ☐ Ask for event coordinator
- ☐ Explain why I'm a good fit for the show
(send pitch)
- ☐ Book it!
- ☐ Conduct interview
- ☐ Send thank-you note
- ☐ Ask for a future booking

Radio publicity:

- ☐ Posted on social media
- ☐ Press release written and distributed
- ☐ Shared with my list
- ☐ Other: _____

Notes:

Podcast Interview Checklist

Podcasts that book authors like me:

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☐	_____
☐	_____

Notes:

Podcast Interview Checklist

Podcast booking:

- ☐ Show name: _____
- ☐ Show contacted
- ☐ Explain why I'm a good fit for the podcast
(send pitch)
- ☐ Book it!
- ☐ Conduct interview
- ☐ Email thank-you note
- ☐ Ask for a future booking

Podcast publicity:

- ☐ Posted on social media
- ☐ Shared with my list
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Notes:

Online News Outlet Feature Checklist

News outlets to research:

- ☐ The Arizona Republic
- ☐ Chicago Sun-Times
- ☐ The Chicago Tribune
- ☐ The Dallas Morning News
- ☐ The Denver Post
- ☐ The Detroit Free Press
- ☐ The Houston Chronicle
- ☐ The Huffington Post
- ☐ The Los Angeles Times
- ☐ Newsday
- ☐ The New York Daily News
- ☐ The New York Post
- ☐ The New York Times
- ☐ The Oakland Tribune
- ☐ The Oregonian
- ☐ Philadelphia Inquirer
- ☐ The Plain Dealer
- ☐ San Diego Union-Tribune
- ☐ The San Francisco Chronicle
- ☐ Seattle Times
- ☐ The Star-Ledger
- ☐ The Star Tribune

Online News Outlet Feature Checklist

(Cont.) News outlets to research:

- ☐ The Tampa Tribune
- ☐ USA Today
- ☐ The Wall Street Journal
- ☐ The Washington Post
- ☐ _____
- ☐ _____
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Online News Outlet Feature Checklist

News outlets that interview authors like me:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

- ☐ News outlet contacted
- ☐ Explain why I'm a good fit for the publication (send pitch)
- ☐ Book interview or feature article
- ☐ Conduct interview/write feature article
- ☐ Send article (if applicable)
- ☐ Send thank-you note

News outlet publicity:

- ☐ Posted on social media
- ☐ Shared with my list
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Magazine Guest Author Checklist

Magazines that my colleagues write for:

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Notes:

Magazine Guest Author Checklist

Magazine booking:

- ☐ Magazine name: _____
- ☐ Magazine contacted
- ☐ Explain why my article is a good fit for the audience (send pitch)
- ☐ Book it!
- ☐ Write article
- ☐ Deliver article
- ☐ Send thank-you note
- ☐ Ask for a future writing spot

Magazine publicity:

- ☐ Posted on social media
- ☐ Shared with my list
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Notes:

Magazine Interview Checklist

Magazines that feature authors like me:

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Notes:

Magazine Interview Checklist

Magazine booking:

- ☐ Magazine name: _____
- ☐ Magazine contacted
- ☐ Explain why I'm a good fit for the audience
(send pitch)
- ☐ Book it!
- ☐ Conduct interview
- ☐ Send thank-you note
- ☐ Ask for a future feature

Magazine publicity:

- ☐ Posted on social media
- ☐ Shared with my list
- ☐ Other: _____
- ☐ Other: _____
- ☐ Other: _____

Notes:

Media List Building Checklist

My current favorite media outlets:

- ☐ _____
- ☐ _____
- ☐ _____

Sources to search:

- ☐ Alltop
- ☐ Audit Bureau of Circulations
- ☐ Congress.org Media Guide
- ☐ FAIR's Media Contact List
- ☐ Help A Reporter Out (HARO)
- ☐ The Internet Public Library
- ☐ LinkedIn
- ☐ MediaOnTwitter Wiki
- ☐ PRSourceCode
- ☐ Regator
- ☐ Technorati
- ☐ TradePub
- ☐ TVA Productions
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Media List Building Checklist

Outlets recorded:

- ☐ In Excel/spreadsheet
- ☐ Favorite outlets highlighted
- ☐ Favorite outlets on "first contact" list

Booking type:

- ☐ Radio interview
- ☐ Podcast interview
- ☐ Newspaper interview
- ☐ Newspaper column
- ☐ Magazine interview
- ☐ Magazine article
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Notes:
