

Inresistible



BUSINESS CHALLENGE



CREATED BY
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Annndddd...we're off!

I'M SO EXCITED TO HAVE YOU IN THE IRRESISTIBLE BUSINESS CHALLENGE!
(FEEL FREE TO CELEBRATE WITH A NEW PAIR OF SHOES, A FROTHY COFFEE DRINK, OR SOMETHING ELSE EQUALLY PLEASING.)

BELOW YOU WILL FIND 5 CHALLENGES FILLED WITH HOT TIPS 'N TRICKS TO CREATE YOUR MOST IRRESISTIBLE BUSINESS EVER - ALONG WITH AN ACTION STEP TO TAKE IMMEDIATELY.

»»» → *Challenge 1:* MAKE YOUR BUSINESS HOT + TRENDY

»»» → *Challenge 2:* TELL PAGE-TURNING BUSINESS STORIES

»»» → *Challenge 3:* CRAFT YOUR IMPRESSIVE BIO

»»» → *Challenge 4:* WRITE COMPELLING HEADLINES

»»» → *Challenge 5:* CREATE YOUR FAME PAGE

let's get this party started, shall we?

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BUSINESS CHALLENGE
#1

Make your Business Hot & Trendy

» DO YOU SQUEAL FROM THE MAILBOX ALL THE WAY TO YOUR KITCHEN TABLE WHEN THE LATEST J. CREW CATALOG ARRIVES?

» OR, DO YOU WAIT IN LINE FOR HOURS AT THE APPLE STORE FOR THE LATEST I-SOMETHING?

» OR, DO YOU GET ALL HOT + BOTHERED WHEN THE NEXT EPISODE OF YOUR FAVORITE SERIES IS ABOUT TO COME ON?

WOULDN'T IT BE SWEET IF PEOPLE TREATED YOUR BUSINESS JUST LIKE YOU TREAT THE THINGS THAT ARE HOT + TRENDY IN YOUR WORLD?

IT'S TOTALLY POSSIBLE. AND I'M ABOUT TO TEACH YOU HOW TO TURN TRENDS INTO MAJOR PROFITS AND/OR SIZZLING PRESS COVERAGE FOR YOUR BUSINESS.

SOUND AMAZING?

let's get started.

Why You Need To Be A Trendspotter

Sleuthing out trends and tying them into your business is the key to staying relevant, memorable, and exciting in your customer's (and the media's) eyes.

Your customer's dreams, desires + expectations are forever changing, are you keeping up?

Without a trendspotting strategy, your business risks becoming the equivalent of MC Hammer parachute pants (if you don't know what that is...trust me, it's not good).

Trendspotting means you'll always land on the HOT side of a "hot" or "not" list.

And, you'll be totally irresistible to existing customers and prospective customers. Plus, the media will think of you as "newsworthy" - meaning, hot enough to do a story on :-)

Now, not ALL things trendy will work for your business. You want to seek out the trends that have a positive impact on your brand in the following ways:

- » Trends that amplify your business goals
- » Trends that prove you're moving in the right direction with your business
- » Trends that serve as newsworthy story ideas to pitch the media
- » Trends that work as exciting marketing concepts
- » Trends that you can speak on as an expert

Where To Spot Trends

You may already rival Sherlock Holmes with your trendspotting abilities. If not - or if you're looking to increase your trendspotting abilities - I've put together a variety of ways for you to easily monitor consumer trends and tastes and use them to make your business irresistible.

HOLIDAYS/SPECIAL OCCASIONS/OBSERVANCES

One of the simplest ways to make your business trendy is to map out all of the holidays that are relevant to your business for the entire year and plan your promotions accordingly.

Sure, December holidays + special occasions like Valentine's Day are obvious, but did you know that January is National Oatmeal Month? This could be a prime trend for Nutritionists, Food Bloggers, Chefs, or anyone else with a foodie-lovin' business. Some of my favorite sources for finding quirky holidays + occasions are [Chase's Calendar of Events](#) and [Brownielocks](#).

And, don't forget Seasons for trendy business ideas.

- » → **Fall:** Back to School, Cold + Flu Season, Fall into Savings, Pumpkins (my personal fave!)
- » → **Winter:** Share the Warmth, Winter Wonderland, Holiday Cheer
- » → **Spring:** Spring Cleaning, Spring Fever, Spring Forward, Spring Break
- » → **Summer:** Beat the Heat, Scorching Savings, Summer Travel

CELEBRITY/POP CULTURE



Celebrity and pop culture news is considered mainstream content. If you don't treat People Magazine as your bible and religiously check E Online! on your iphone, it's time to start a new habit. For those of you that are already gossip junkies, you have my full permission to spend your morning reading Perez Hilton or Lainey Gossip. It is work...after all.

Here are some ways that celebrity + pop culture trends can work for your business:

- » → Tie your blog/newsletter content into movie releases and new TV shows (example: **Smartypants Business Tips to Snag from Twilight**)
- » → Experts on various topics can comment on celebrity happenings (example: Fashion/Beauty Experts can talk about how to create runway looks in real life, Relationship Experts can discuss "what went wrong" in celebrity relationships, Nutrition + Fitness Experts can discuss how to get a celebrity bod)
- » → Design events around popular pop culture events (example: Restaurants and Bars can host red carpet parties, businesses can host Superbowl savings or contest promotions)

TRENDWATCHING: TOP 10 TRENDS OF 2013

Trendwatching outlines the Top 10 Consumer Trends each year and it's an excellent list to get your wheels turning. For example, #1 on this year's list states that customers desire to "participate in the funding, launch and growth" of businesses. As a trendy business, you may decide to launch a project on crowdfunding sites like Kickstarter or IndieGoGo.

#3 on the list talks about mobile, stating that "consumers will look to their mobile devices to maximize absolutely every moment." This is a great time to check how your website shows up and navigates on a mobile phone. (If it looks wonky - fix it...pronto.)

CLICK HERE to check out the full report from Trendwatching.

INDUSTRY-SPECIFIC MEDIA

Every industry has a magazine, newsletter, or website devoted to its craft. For example, everyone in the advertising industry has a copy of Ad Age on their desk. People in the tech industry wake up to Mashable. Those in fashion swear by Women's Wear Daily.

Often these industry-specific media outlets will break trends before they reach the mass media (and certainly before they reach your customers.) You can break down these jargon-filled trend stories into bite-sized commentary for your own customers, or offer to speak to appropriate media outlets on these topics using plain, everyday language.

Think of it as the difference between reading Finance Monthly (<http://www.finance-monthly.com/>) and reading a Suze Orman book. To reach the masses, you must speak the language of your customers and mass media.

TRENDING ON TWITTER



Visit your Twitter homepage every morning and you'll find a list of Trends on the left-hand side of your profile. Right now I see "Lance Armstrong Movie in the Works" - which is a great indicator that everyone is buzzing about Lance Armstrong, and sports-related businesses should discuss the Lance Armstrong case to stay trendy + relevant.

STUDIES/STATISTICS



There's nothing more powerful than a study or statistic from an accredited institution to give social proof to your business. Let's say you just started an online healthcare website that's a hipper, younger version of WebMD. To prove this business model will be profitable, you may use this statistic from the California Healthcare Foundation: "One-in-Three People Turn to the Internet for Medical Self-Diagnosis."

A great place to search for relevant studies + stats for your business is the **Pew Research Center** .

Your industry-specific media (discussed above) is also a great place to check for hot studies/stats.

NATIONAL NEWS + EVENTS



Presidential Election? Royal Wedding? Two monumental events - two amazing opportunities to tie your business into a national event that is on everyone's minds + lips.

One of my clients (a bridal accessory company) scored a huge feature in a national bridal magazine by pitching an idea for a Royal Sleepover. The editors wore her designs while drinking tea, eating scones and watching the wedding for a feature story in the magazine.

Awesome exposure!

Check the Wall Street Journal, New York Times, or your favorite National Newspaper to keep abreast of national news and events that relate to your business.

How to Use Trends to Explode your Business

Here is a laundry list of ways you can piggyback your business onto sizzling hot trends:

- » 1. Get more blog traffic + leads by creating trendy topics/headlines for each post.
- » 2. Pique the interest of popular bloggers (and drive boatloads of traffic to your own site) by pitching a guest blog post on a trendy topic.
- » 3. Create exciting social media content + contests around trends.
- » 4. Make every media pitch trendy and newsworthy (hint: watch your deadlines. Magazines work 4-6 months in advance of deadline, meaning you would pitch May/June issues now and your trendy tie-ins must match those issues.)
- » 5. Become a contributor to Huffington Post, Forbes, or other online site by writing trendy articles.
- » 6. Create company promotions around trends.
- » 7. Host sold-out business events by tying them into an exciting trend.
- » 8. Build a product or service around a trend (example: when the movie Black Swan was popular, there was a surge in interest for ballet classes. Ballet studios, gyms, and yoga centers started offering adult ballet classes or barre classes to fill this need and to stay “trendy.”)
- » 9. Be the local angle for a major national news story (example: serve as a guest expert on your local news station talking about a national breaking story that relates to your industry.)
- » 10. Speak on a trendy topic (either live or on a webinar/teleseminar.)

Action Item

ARE YOU FEELING ALL HOT N' TRENDY?

All you need to do to complete today's challenge is come up with ONE trendy idea for your business. This could be a blog post idea, contest or promotion idea, event idea, product/service idea, speaking topic, etc. The sky is the limit!

Here's an example: I'm going to write a blog post on "10 Ways to Make Your Sweetie Swoon"

WHAT'S YOUR ONE TRENDY IDEA?

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#2

Tell Page-Turning Business Stories

HOW GOOD DOES IT FEEL TO RIP INTO A REALLY JUICY NOVEL? YOU KNOW, THAT BOOK YOU CAN'T SEEM TO PUT DOWN EVEN THOUGH YOU HAVEN'T EATEN IN HOURS AND HAVE A LAUNDRY LIST OF TO-DOS TO FINISH. YOUR BUSINESS NEEDS TO BE AS GOOD AS THIS JUICY PAGE-TURNER. PEOPLE SHOULD FEEL TRANSPORTED BY YOUR MISSION, FALL IN LOVE WITH YOU AS A CHARACTER, AND GET SO ENGROSSED IN WHAT'S GOING ON IN YOUR BUSINESS THAT THEY CAN'T PEEL THEIR EYES AWAY.

You can accomplish this by diving into today's lesson....how to tell page-turning business stories.

Why Tell Stories?

Stories help people learn, digest, process, and remember your business. It allows you to explain what you do in an entertaining and memorable fashion.

Stories also make your business wayyyy more interesting to the media. Journalists have one job...to tell a great story. If you can help them do their job, you'll score tons of press coverage for your business.

If you remember one thing, it's this...facts tell, stories sell.

Storyline :: The Stories You Should Tell

I bet you're already thinking of a ton of stories but wondering how they fit into your business and why anyone would care.

Am I right?

Don't worry...I've outlined here the 5 stories you should be telling in your business below:

1. THE "WHO AM I" STORY

This story is perfect for your Bio or About Me page - it should give people a glimpse into your behind-the-scenes, mixed in with your highlight reel.

For example, you definitely want to share your most impressive credentials and business accolades with your audience. But, how about you also reveal a flaw, a quirk, or a guilty pleasure? You can check out **MY BIO** for a sample.

This humanizes your business and makes it more approachable for your customers. It also makes you more interesting and provides a connection point for people (case in point: I have at least a dozen clients that claim they first contacted me because I was a fellow True Blood fanatic. Team Eric!)

2. THE "TEACHING" STORY



Teaching stories are an excellent way to show off your expertise on a subject. These stories are most powerful if you have a personal anecdote to share (example: **How to Turn your Slip-Ups into Success**)

You can share teaching stories in blog posts, newsletters, books, webinars, teleseminars, and while you're rockin' the mic on stage.

3. THE "SUSPENSE" STORY



Ooh...there's nothing better than a good suspense-filled story. Your business should follow this same strategy with "teaser" campaigns for all of your upcoming promotions, product/service launches, or other exciting happenings.

Before you launch anything, you'll want to create a series of small + cryptic "coming soon" stories that get people pumped and excited for your official launch.

Suspense stories can be told in behind-the-scenes blog posts or video "trailers," in pitches to the media (the press always loves a good preview), and in social media promotions (like photos + personal quotes). Some examples might be:

- »————→ A photo of you working on an upcoming project with the caption "Coming Soon - {project name}"
- »————→ A behind-the-scenes video of your business (what goes into making YOU successful)
- »————→ A press preview of an upcoming product/service launch (well before it releases to the public)

You have my full permission to blare epic movie trailer music in the background while you craft your suspense stories...just visit the **Two Steps from Hell** Youtube page for some great tracks.

2. THE "INSPIRATION" STORY



Have a big movement or message you want to share with the world? If you're an inspirational scribe like Deepak Chopra, your best bet is to tell inspirational stories.

There are many ways to share stories of inspiration including daily inspiration email prompts, personal stories of determination and triumph, authoring a book, and - probably the best way to share - speaking at live events and motivating audiences into action..

3. THE "READ YOUR MIND" STORY



Do you know what your customers are thinking? You should. And, when you know, you'll have an arsenal of story ideas at your disposal.

Survey your customers, fans + followers and ask them what's on their mind when it comes to {your business/industry}. They will share all kinds of ditties with you, and you can turn those into a "read your mind" story.

These stories are perfect for industry experts, coaches, consultants and other advice-givers.

Here's an example:

One of your blog readers expressed that they are struggling with losing their belly fat, even though they are in shape otherwise. You are a Nutritionist and also have a personal story of dealing with extra belly fat. You write a blog post that starts with "I know what you're thinking...you're completely in shape + in control, but you can't seem to lose that jiggle around your middle. I've been there too. And after smoothing out my own tummy and helping hundreds of clients do the same, here are my no-fail tips to a flat belly..."

How to Tell Better Stories

Already pumped and excited to tell one of the stories above? Here are some quick tricks to make your story even more gripping...

- » → 1. **Use Visual Language.** Always paint a picture for your readers so they can experience your story with you. Example of BAD STORYTELLING: I walked in the room and felt really nervous. Example of GOOD STORYTELLING: I inched in the room, my hands so sweaty and trembling that I could barely hold onto my lime green laptop bag.
- » → 2. **Create a compelling character.** Be the person that people want to root for. Share your triumphs AND your mistakes. Show your goofy side. Be yourself and you'll attract your tribe.
- » → 3. **Speak your customer's language.** There's nothing worse than a story filled with industry jargon and gobbledeygook that no one understands. Pay attention to how your customers speak and how they write. What language do they use? Use these words + phrases in your own prose.

How + Where to Share your Stories

- :: Bio or About Me page
- :: Blog posts
- :: Videos
- :: Newsletter
- :: Media pitches
- :: Advertisements
- :: Product descriptions (tell the story behind your product)
- :: Company retreats (to inspire your team)
- :: Speaking engagements
- :: Teleseminars/Webinars
- :: Books (print books or eBooks)

Action Item

ARE YOU ARE YOU READY TO WRITE YOUR OWN JUICY STORY?

Choose one type of story:

- :: The “Who Am I” Story
- :: The “Teaching” Story
- :: The “Suspense” Story
- :: The “Inspiration” Story
- :: The “Read your Mind” Story

Then create a story idea. For example:

I'm going to tell a “teaching story” about how a trip to the grocery store changed my mindset about food.

WRITE YOUR STORY HERE:

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#3

Craft Your Impressive Bio

YOUR BIO IS LIKE THE ACADEMY AWARD OF YOUR MARKETING EFFORTS. IT SUMS UP ALL OF YOUR IMPRESSIVE CREDENTIALS AND GIVES YOU MAJOR SPARKLE + SHINE.

THAT IS, IF IT'S WRITTEN CORRECTLY.

I WISH I COULD TELL YOU THAT ONCE YOU WRITE ONE VERSION OF YOUR BIO, YOU'LL BE DONE. UNFORTUNATELY, THAT'S NOT THE CASE. THERE ARE SO MANY PLACES + SPACES THAT YOU NEED TO SHARE YOUR BIO THAT ONE VERSION WILL NEVER BE ENOUGH.

Today's lesson is all about crafting your impressive bio and tweaking different versions of it for a variety of audiences.

Four Hot Versions of your Bio

Here are four of the most popular places you'll need to display your bio, and tips on how to write it the "right" way:

1. "ABOUT ME" PAGE

This is the page on your website where people come specifically to learn more about you. The biggest consideration for your website About Me page is this - should you write your bio in firstperson or third-person? This means, are you referring to yourself as "I" or are you speaking about yourself as if you're another person (example: Melissa Cassera is....)

My recommendation? If you're a coach, consultant, or anyone that works 1-on-1 with clients, I recommend using first-person. This is a more inviting way of writing about yourself that draws people into wanting a business relationship with you. If you have a different type of business, you have your choice, whatever feels most snazzy to you.

For an example of my first person bio, [read this](#).

2. SOCIAL MEDIA BIOS

If you use Twitter, Facebook, LinkedIn or any other social network, there is a place where you can include a bio of varying lengths. The shortest being Twitter.

Even if you only have 140 characters, you still want to pack in your expertise + personality. Here is my Twitter bio as a sample:

PR Expert + Storytelling Junkie that turns business owners into celebrities. Premium Cable Addict. Loves pumpkin.

3. MEDIA BIO



If you're planning to go after press coverage, there will come a time when a journalist will ask for your bio. This should be a third-person bio (also with personality) that cleverly stacks your impressive credentials and media prowess. Here's my media bio for a sample:

Melissa Cassera is an award-winning PR Expert and President of Publicity Firm Cassera Communications. When it comes to turning business owners into celebrities, she's the real McCoy. Melissa has 10+ years of experience as a PR strategist, marketing + communication virtuoso and has led multi-million dollar campaigns for companies + start-ups in the US, Canada, the UK, Japan, and France. Her clients regularly score national media attention, book deals (with bidding wars), paid speaking gigs — and sometimes, 6-figure spokesperson deals + reality TV show pilots.

From uncovering the latest pop culture trends for business success to prowling around E! Online for hours + hours for legitimate research, Melissa loves the challenge of blending business with passion (and guilty pleasure). Her advice has been featured on NBC, ABC, CBS, and Fox News as well as glossy magazines + web portals like Glamour Magazine, Redbook Magazine, AMEX Open and Forbes. You can visit Melissa at www.casseracommunications.com

4. BYLINE BIO FOR GUEST BLOGS/ARTICLES



If you're writing a guest blog or online article, you will be required to send a byline with your piece. A byline is a mini-bio - usually 2-3 sentences - that will appear either at the top or bottom of your contributed article/blog.

Because your goal with guest blogs/articles is to drive traffic back to your own website, make sure your byline bio has a clear call-to-action. This means asking your audience to do ONE thing (sign up for your newsletter, join a free webinar, purchase a product with discount code, etc.) The key is just to give ONE action. More than one and people will choose to do...none.

Here's a sample of my byline to help you craft your own:

Melissa Cassera is a PR Rockstar that helps business owners go from best-kept-secret to business superstar. Visit www.casseracommunications.com to snag a free business popularity assessment featuring a checklist of tips n' tricks to improve your visibility

Irresistable Bio Checklist



Here are some ditties that each version of your bio should include:

1. SHOW OFF YOUR PERSONALITY



The tone of your bio should match the tone of the rest of your marketing. Are you spunky and fun? Conservative and highly intellectual? Silly and spontaneous? Sweet and adorable? Use the language of your brand in your biography. If you're confused how to speak your brand – think of magazines, writers, authors, television shows, and celebrity personalities that are similar to your brand. How do they speak? What phrases do they use? Get inspiration from these places to spice up your wording.

2. WIPE AWAY THE JARGON



It's super cool that you've won awards or came up with a super snazzy slogan in your sleep, just make sure the people reading your bio will understand what you're saying. For example, if you were visiting a marketing consultant's website and it said they won an "Addy" - would you know what an Addy was? Probably not. Unless you are in the ad industry.

Instead, you can say you're an award-winning marketing consultant, that way the masses will understand what you mean.

3. SERVE YOUR READERS



The tone of your bio should match the tone of the rest of your marketing. Are you spunky and fun? Conservative and highly intellectual? Silly and spontaneous? Sweet and adorable? Use the language of your brand in your biography. If you're confused how to speak your brand – think of magazines, writers, authors, television shows, and celebrity personalities that are similar to your brand. How do they speak? What phrases do they use? Get inspiration from these places to spice up your wording.

4. GET PERSONAL



Include at least one of element of your personal life in your bio (especially relevant for your website version and your social media version.) Including things like your travel adventures or your love for guilty pleasure TV will forge a special bond with readers that have the same interests as you. My favorite way to “get personal” is by including a “Fun Facts” section or “10 Things You Don’t Know About Me.” You can check out mine at the bottom of [my bio](#).

Action Item

ARE YOU ARE YOU READY TO SPICE UP YOUR BIO?

Let's begin with a little business bragging + showing off your personality. Your action item is to write 3 things you want to incorporate into your new irresistible bio including:

- :: One professional credential (the proof is in the pudding - share one professional kudo)
- :: One guilty pleasure you haven't admitted publicly, but totally want everyone to know (hint: you're allowed to use the same one you shared in our Facebook group!)
- :: One thing you're incredibly proud of achieving (professional accolades are fine, but also think about baby raising, puppy training, running a marathon - those really special things that make your heart all warm + fuzzy)

THE 3 THINGS YOU WANT TO INCORPORATE INTO YOUR NEW IRRESISTIBLE BIO:

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4

Write Compelling Headlines

YOU MAY BE ABLE TO WRITE YOUR LITTLE HEART OUT, BUT WHEN IT COMES TIME TO CONJURE UP A SUPER JUICY HEADLINE...YOU FREEZE.

WHAT IF IT'S NOT GOOD ENOUGH?

WHAT IF YOU SPEND DAYS TRYING TO FIND "JUST" THE RIGHT WORDS AND COME UP WITH NADA?

WHAT IF YOU'RE NOT A PROFESSIONAL WRITER AND JUST CAN'T DO IT?

HEADLINE WRITING DOESN'T HAVE TO BE SO HARD. IN FACT, IT'S ONE OF MY FAVORITE THINGS TO TEACH AND I'M SO SUPER STOKED TO SHARE THESE METHODS WITH YOU.

REMEMBER HOW I MENTIONED BACK ON DAY #1 THAT YOU SHOULD START THINKING OF PEOPLE MAGAZINE AS YOUR BIBLE? THAT YOU MUST PAY ATTENTION TO POP CULTURE TO BECOME IRRESISTIBLE?

Here it is :: The Trashy Tabloid Method to Writing Fascinating Headlines

How to Get Started

The first thing you want to do is create a fascinating headline file. Advertising pros call this a “swipe file.” Basically it’s just a list of headlines you like (or a folder filled with magazine + newspaper clippings.) These headlines do not need to relate to your business (in fact, it’s better if they don’t.)

My personal preference is to start a Google Doc and whenever I see a compelling headline, I pop it on the page.

Some places to find good headline examples:

- » National consumer magazines (Cosmopolitan, Marie Claire, Men’s Health, etc)
- » Entertainment magazines or tabloids (US Weekly, People, InStyle, etc)
- » National morning show segment titles (Today Show, Good Morning America)
- » National newspapers (NY Times, Wall Street Journal)
Must-read blogs (pick your faves!)

Here are a few headlines I recently jotted down:

- :: Financial Collapse: A 10-Step Recovery Plan
- :: Sizzling Role Play Ideas You’ve Never Tried Before
- :: The Job-Hunting Trick you Need to Know
- :: 10 Things that Should be on Every Girl’s Beauty Bucket List

Hint: most of these headlines can be found online by visiting the website of the magazine, TV show, or newspaper. You can also spend a few hours in Barnes and Noble (or another bookstore with a huge selection of magazines), grab a frothy coffee beverage, and start writing down the headlines that inspire you!

How to Remix Headlines for your Business

Remixing takes a little practice, but after awhile - you'll be an old pro :-)

To start, remove any words from the headline that aren't relevant to your industry.

Financial Collapse: A 10-Step Recovery Plan
_____ *Collapse: A 10-Step Recovery Plan*

Sizzling Role Play Ideas You've Never Tried Before
Sizzling _____ *Ideas You've Never Tried Before*

The Job-Hunting Trick you Need to Know
The _____ *Trick you Need to Know*

10 Things that Should be on Every Girl's Beauty Bucket List
10 Things that Should be on Every {your customer}
_____ *Bucket List*

Now that you've finished removing the specific words, plug in words that DO fit your business and see if it pops.

Some examples:

Business Collapse: A 10-Step Recovery Plan
Diet Collapse: A 10-Step Recovery Plan

Sizzling Workout Ideas You've Never Tried Before
Sizzling Self-Care Ideas You've Never Tried Before

The Marketing Trick you Need to Know
The Parenting Trick you Need to Know

10 Things that Should be on Every Business Owner's Bucket List
10 Things that Should be on Your Travel Bucket List

Easy peasy!

Other Go-To Headlines that Grab Attention

1. HOW-TO HEADLINES

Your crazy busy customers will seek out tips, tricks, and methods to make things better, easier, and happier. What can you teach them how to do?

:: How to Lose 10lbs in 30 Days

:: How to Date your Mate

2. LIST HEADLINES

Lists are an excellent way to demonstrate your expertise and provide solutions to specific problems.

:: 5 Winter Outfit Ideas

:: 10 Ways to Ask for Things You Really Want

2. SECRET HEADLINES

Using the word “secret” in your headlines implies you have a special “secret” to share that no one else knows.

:: 5 Secrets to Mind-Blowing Dates

:: 10 Secret Ways to Sneak More Vegetables into your Diet

Where to Use Headlines

Headlines are a crucial part of marketing and publicizing your business. Here are some ways you'll use headlines to become irresistible:

- » Draw more attention to your blog posts with compelling titles
- » Increase your readership and build your list with fascinating guest post ideas
- » Make the media swoon with pitch ideas that look like they were written by a pro
- » Increase your email newsletter open rate with enchanting subject lines
- » Write online articles that allure readers with a juicy headline
- » Grow your list by offering something free to those that “opt-in” to your email list. This freebie should have a captivating headline to compel people to sign up.



Action Item

ARE YOU READY TO USE COMPELLING HEADLINES TO
MAKE YOUR BUSINESS IRRESISTIBLE?

Create at least ONE headline that you plan to use for your
business.

**ATLEAST ONE HEADLINE THAT YOU PLAN TO USE
FOR YOUR BUSINESS:**

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#5

Create Your Fame Page

LOOKING FOR MEDIA ATTENTION?

OF COURSE YOU ARE... OTHERWISE YOU WOULDN'T BE HERE :-)

There is a massive strategy to become irresistible to the media (and customers)...and it all lies in your fame page.

What is a Fame Page?

A fame page is usually called a press page, media page, online media kit, or online press kit and exists as a standalone page on your website.

Those names are super boring, so I renamed it your fame page :-)

Your fame page is basically your highlight reel of press coverage + media endorsements that make visitors “ooh” and “ahhh” over all of your exposure.

Your fame page makes you irresistible to both customers and journalists. Here's why:

- » *Media coverage is like the ultimate endorsement/testimonial for your business. Customer testimonials are important, but having Glamour Magazine or the New York Times or Huffington Post singing your praises or using your advice....there's no question that you are a major player and that your business totally rocks. Having a whole page of press goodies...mind.blown.*
- » *Your fame page makes life super easy for journalists who are researching ideas and writing stories. In one juicy page they can come and learn more about you, what topics you can speak on, and how to get in touch with you right away.*

How to Create Your Fame Page

If you manage your own website, you will just create a brand new page that's devoted solely to your press coverage.

If you have a web designer, ask them to create the page for ya.

Your fame page should be easily accessible to both customers and the media. The best thing to do is have a link in your main navigation bar that either says "PRESS" or "NEWS." If that's not possible, just make sure the page is easily accessible from your homepage.

As an example, you can check out [my homepage](#) and see the word PRESS in the top navigation bar.

What to Include on your Fame Page

There are soooo many things you can include on a Fame Page and there really is no right or wrong answer here. You can keep it simple, or go totally buckwild and pop lots of goodies on the page.

That said, these are your fame page must-haves, no matter what business or industry you're in:

1. CONTACT INFORMATION

You probably have a contact page. That's cool. But journalists don't want to go plucking around your site trying to find your info.

Make it super easy for them by putting your contact information front + center on this page. Journalists will want to connect with YOU, so make sure to put YOUR contact information (personal email and/or direct phone line.) If they see a random "direct inquiries to press@ or info@[company name]" message - they are outta there. And you don't want that.

2. FAME INTRO



Journalists should just know you want press coverage...right?

You'd be surprised at the number of people that don't make publicity a priority. Journalists reach out and hear nothing....and it's a huge waste of time.

Putting yourself out there as an eager resource for the press will help you attract more opportunities. They will immediately know that you are media savvy and ready to help them create a great story.

Create a mini-intro that explains what type of source you are and how they can work with you.

Here's an example of what I use:

Melissa Cassera is a bubbly and engaging guest with an infectious personality. Audiences eat up her advice on PR, branding + pop culture. She is available for interviews, profiles, and expert commentary.

Here's a different example:

Joe Schmoe is a thought-provoking guest that challenges audiences to consider new perspectives. Audiences appreciate his quick wit and {sometimes} contentious viewpoints as he tackles and takes down the day's biggest headlines. Joe is available for interviews, profiles, and expert commentary.

3. JUICY TOPICS



Journalists care about what you KNOW, not always what you DO. If you feel comfortable speaking on certain topics as an expert source, this is the place to showcase them! You don't have to make these headlines (save those for your media pitches), instead just list general areas that you can speak on as an expert source.

Some topics Melissa can cover include:

- :: Publicity, marketing, and social media strategy
- :: Communication, confidence and charisma
- :: Personal branding
- :: Business celebrities

4. YOUR MEDIA BIO



In Day 3, you learned how to craft a media bio. This is the place to show it off!

5. YOUR PHOTO



Journalists want to see your face....and it's not because they want you to look hot like Brangelina. It's because they feel more connected with facial recognition. Many journalists will ask for a headshot or professional photo to run alongside a story so, if you don't have a professional photo, get one...stat. (Blurry or badly-cropped camera phone pictures don't count.)

There are lots of cool professional photographers right in your hometown so dial 'em up and get your mug on camera.

5. DEMO REEL



If you plan to book TV appearances, you need to have a professional video to show producers that showcases you interacting with a host/reporter. This is a catch 22 in most cases, as you need a TV appearance in order to book your first TV appearance!

Here's my suggestion. Start with local TV. And I mean....really local TV. Local stations are more lenient in booking guests that are not as seasoned. Once you book one appearance, showcase this appearance on your Fame Page. Now you have something to share with producers that book national or bigger market shows.

If you're a seasoned TV veteran, you might consider having your clips professionally edited together into a Demo Reel. I have one on my page as [a sample](#).

7. LINKS TO PRESS COVERAGE



You might think that journalists want to know about all of your past press coverage so they will jump on the bandwagon and want to feature you too.

Unfortunately, it doesn't work this way. Journalists look at people with tons of press coverage as "sloppy seconds." This is why you never want to pitch the Today Show and say "I was just on Good Morning America."

That doesn't mean you should HIDE your press coverage. You just want to put it at the bottom of your Fame Page instead of waving it like a flag at the top.

You DO want to include past press coverage on this page for your customers so they can see how awesome you are. And don't worry if you haven't received any big, splashy coverage yet.

You can still put those blog features or local news hits here and keep filling in the page as you get more + more exposure. (you also never know who is a die-hard fan of a certain blogger or a daily reader of your local newspaper - "smaller" media outlets can often be just as powerful as the big boys!)

Extra Things to Include on your Fame Page (if ya want)

A decorative horizontal bar consisting of a series of overlapping, right-pointing chevrons. The colors transition from dark pink on the left to bright yellow on the right.

I'm a simple gal, so my Fame Page stops there. But there are some additional things you may want to add if your page feels a little empty:

- :: Downloadable images of your headshot, logo, or product photos
- :: Book cover photo (if you're an author)
- :: Company history
- :: FAQ
- :: Tip Sheets (one page documents that list tips like "10 Ways to Get More Press")
- :: Sample Interview Questions (Q's journalists can ask if they interview you)
- :: Press Releases
- :: Media Testimonials (if a journalist gave you extra kudos with permission to post on your site)

Action Item

ARE YOU READY TO CLAIM YOUR FAME?

Go ahead and take a stab at writing your fame intro.

Reminder “Fame Intro” Examples:

Melissa Cassera is a bubbly and engaging guest with an infectious personality. Audiences eat up her advice on PR, branding + pop culture. She is available for interviews, profiles, and expert commentary.

Joe Schmoe is a thought-provoking guest that challenges audiences to consider new perspectives. Audiences appreciate his quick wit and {sometimes} contentious viewpoints as he tackles and takes down the day’s biggest headlines. Joe is available for interviews, profiles, and expert commentary.

YOUR FAME INTRO:

Now go on,
BE IRRESISTIBLE