



Master Your Media Toolkit

Thursday 20th
APRIL 2023

@LucyWernerPR

**“Show a bit
of ankle”**

@LucyWernerPR





Agenda

Assess

Where we are today

Build

Get our press toolkit ready and find our hitlist

Curate

Build our list of topics and email pitch

Dream big.

Let's go, let's go. Taking it to the next level.

? Question

What stops you from hyping yourself?

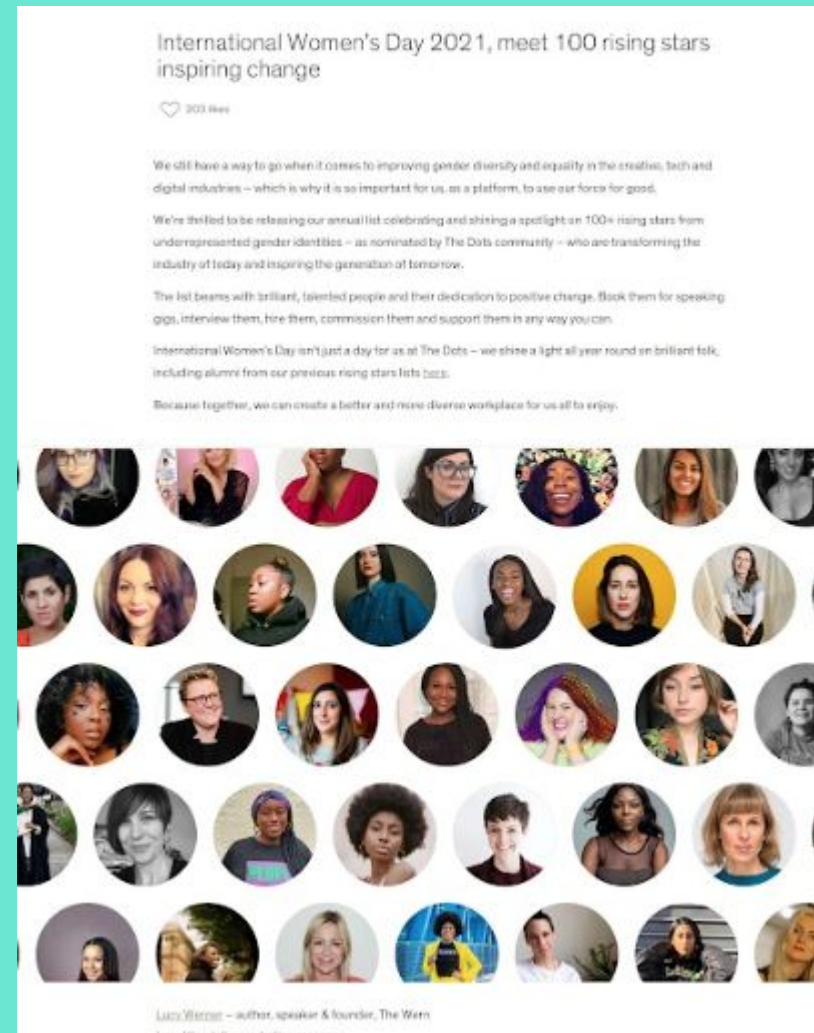
Head to [menti.com](https://www.menti.com) and type in number. Write up to three answers



GO TO
[menti.com](https://www.menti.com)


ENTER THE CODE
4924 4160

 0



About the author

Follow authors to get new release updates, plus improved recommendations.



Lucy Werner
 Lucy Werner is a PR expert and founder of Hype Yourself, a DIY PR & branding platform for small businesses. If you want it done for you, head to The Wern, an award-winning PR, graphic design and branding consultancy for She has 17 years publicity experience and is a speaker, teacher and writer for places like UAL, UCL, Cass Business S

+ Follow Read more

Why do I need a media toolkit?



EPISODE 222

Lucy Werner

Lucy Werner wears many hats: public relations (PR) expert, business owner, author, coach, and mother. This podcast episode is all about PR: what it is, what it isn't, and how to successfully use PR for your business (and yourself).

Listen on Apple Podcasts Spotify RSS Feed

The Future with Chris Do
 222 - The art of PR — with Lucy Werner
 Keep it simple. Keep it short.

SHARE SUBSCRIBE DESCRIPTION





Agenda

Assess

Where we are today

Build

Get our press toolkit ready and find our hitlist

Curate

Build our list of topics and email pitch

Dream big.

Let's go, let's go. Taking it to the next level.



**“A beautiful brand is amazing,
but a meaningful one is better”**

Hadrien Chatelet | Co-author of Brand Yourself



French
Dyslexic
Colour Enthusiast
Branding Geek
Fun



Sustainable
Innovation
Expert
reliable
Loyal
Committed
Dependable
Passionate
Courageous
Respectful
Inspiring
Honesty
Integrity
Consistent

Efficient
Humorous
Optimistic
Positive
Nurturing
Open-minded
Adventurous
Resourceful
Customer Service
Fun
Humble
Community
Responsibility
Quality

Delightful
Supporting
Caring
Partnership
Global
Local
Transformation
Serious
Teamwork
Diversity
Humility
Ethical
Inspiring
Extreme

Friendly
Family
Playful
Educating
Remarkable
Colourful
Noisy
Smart
Approachable
Intercultural
Respectful
Delicious
Logical
Creative

Exercise 1

Write down all of your values

Exercise 2

Select final five





Exercise 3

What are your current business goals?

Exercise 4



Litmus test

STEP 1:

Browse in private mode or using something like DuckDuckGo

STEP 2:

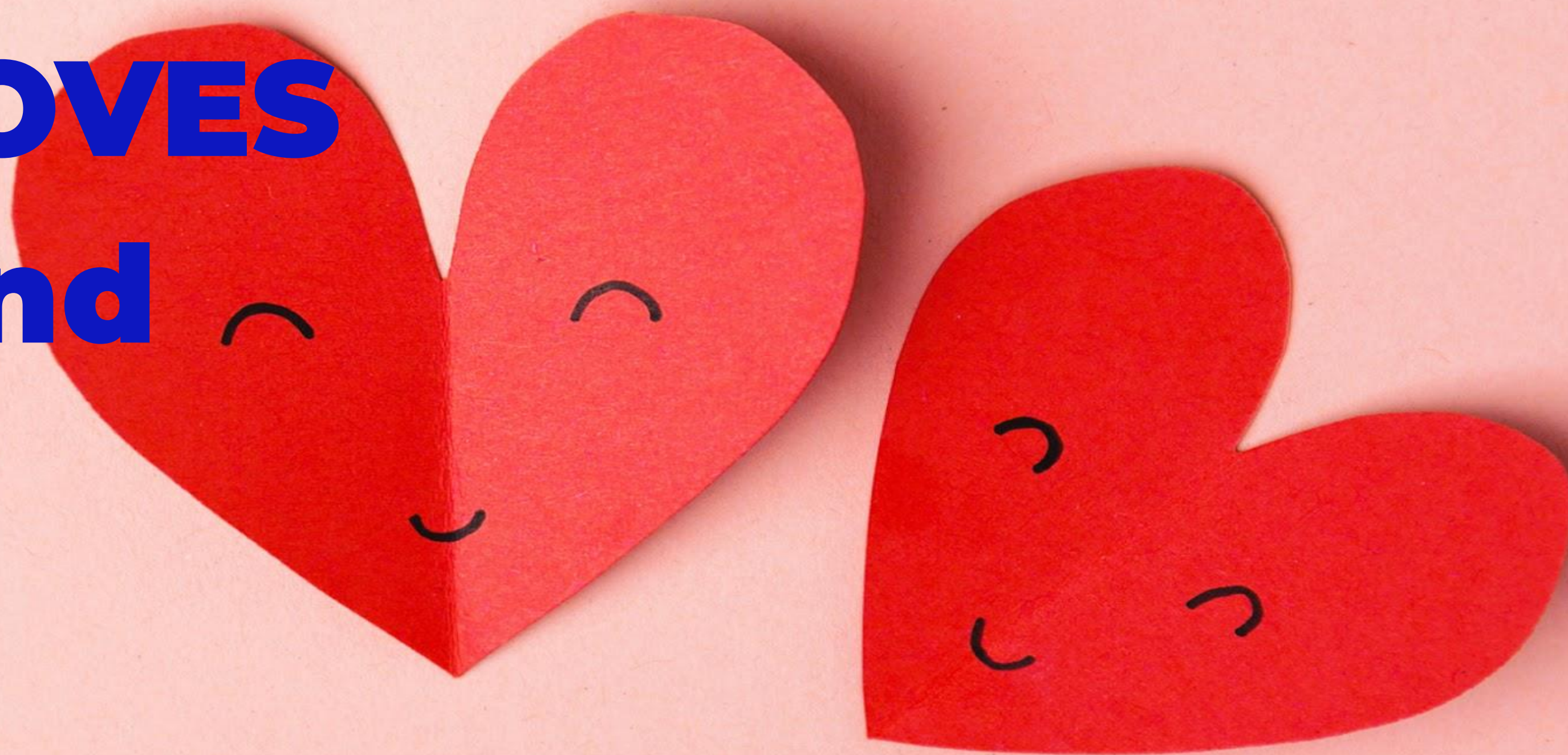
Take one minute to google yourself

STEP 3:

Discussion - what did you find out?



Google LOVES Twitter and YouTube





Agenda

Assess

Where we are today

Build

Get our press toolkit ready and find our hitlist

Curate

Build our list of topics and email pitch

Dream big.

Let's go, let's go. Taking it to the next level.



The Five Steps of a Kickass Media Toolkit

Press toolkit



Press toolkit



The Job of the One-Liner

Jargon Free


Ronseal 'Does what it says on the tin'

Say it slowly






The One-Liner - Examples



Chris Do (He/Him) · 1st
 Bilingual creative who lives at the intersection of business & design. Content creator, public speaker, workshopper. DM "eurotour" for tickets.



Andres Ramirez (He/Him) · 2nd
 Community Builder
 Canada · [Contact info](#)




FOUNDER AND DIRECTOR OF HIGH FIFTEEN LTD · **~ INCLUSION & BELONGING STRATEGIST**
 ~ SOLUTION FOCUSED EXECUTIVE & LEADERSHIP COACH
 ~ FACILITATOR + SPEAKER

GET IN TOUCH:
WWW.HIGHFIFTEEN.COM
HELLO@HIGHFIFTEEN.COM

HIGH FIFTEEN

Vanessa Belleau FRSA 🌟 (She/Her) · 1st
 Diversity & Belonging Strategy Expert & Educator | Accredited Executive & Leadership Coach | Facilitator | Keynote speaker | Angel investor

High Fifteen Ltd



Download FREE PR & branding resources
www.hypeyourself.com

Lucy Werner
 Helping founders to get famous | Founder & Author of Hype Yourself | Speaker | Workshop host |

Talks about #branding, #publicity, #hypeyourself, #smallbusiness, and

WE RN The Wern
 Nottingham Trent



Exercise 5

STEP 1:

Start with some key information about your professional experience, skills & business

STEP 2:

Input into ChatGPT and ask it to act like a publicity assistant and help with your one-liner.

STEP 3:

Does it sound like you and your values. Does it align with your business goals? Refine. Test. Cross-promote on all platforms

Press toolkit



Your biography

- **Not more than 150-words**
- **Used across social media channels**
- **Bonus points if you can download from your website**

Tips: Look to leading figures in your industry



Sam Conniff

Talks & Workshops Bookings [Biography](#)   

“Sam has always been an advocate of business as unusual, operating at the intersection of brands, policy and social





Exercise 6

STEP 1:

ATTENTION: What is your opening one-liner

STEP 2:

BENEFITS: Experience, what you help with, kudos

STEP 3:

CREDENTIALS/CALL TO ACTION

Sprinkle the spice



Press toolkit



Images

Head & shoulders
Show a bit of business
Not heavily branded



Image Hack



Examples

Talking Point |
Are you an office drone or a WFH warrior?
 It's the issue dividing the capitol and the battle lines are drawn between those who can't live without the water cooler (and people who just can't face the commute). *Katie Strick reports*

THERE IS A big battle of wits playing out between the home office and the office. The home office is a place where you can work on your own terms, but it's also a place where you can get distracted and lose track of time. The office is a place where you can get distracted and lose track of time, but it's also a place where you can get inspired and motivated.

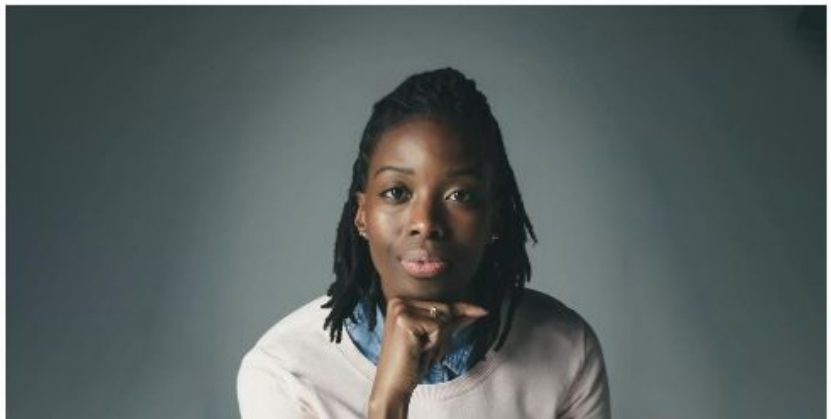
WORK IT OUT WHAT THE CAPITAL THINKS
PHILIP HAYES, 48, THE PARTNER AT
STRICKMAN, 32, MANAGING OFFICER
 "The reality is that the office is a place where you can get inspired and motivated. It's a place where you can get inspired and motivated. It's a place where you can get inspired and motivated."

DUSTY (DUST) IS MANAGING THE PARTNER AT STRICKMAN, 32, MANAGING OFFICER
 "The reality is that the office is a place where you can get inspired and motivated. It's a place where you can get inspired and motivated. It's a place where you can get inspired and motivated."

SEAN (SEAN) IS MANAGING THE PARTNER AT STRICKMAN, 32, MANAGING OFFICER
 "The reality is that the office is a place where you can get inspired and motivated. It's a place where you can get inspired and motivated. It's a place where you can get inspired and motivated."

Forbes

plethora of financial advice from various online personalities, but how does a young person discern the genuinely useful advice from the noise, fads and scams?



5 ways to teach future entrepreneurs about money DAVINIA TOMLINSON

Davinia Tomlinson is founder of Rainchq, a platform that helps people take control of their financial futures and live their best, most financially abundant lives, and author of new book Cash is Queen: A Girl's Guide to Securing, Spending and Stashing Cash. Tomlinson started Rainchq after 15 years working in investment management, becoming increasingly



Jimmy's Iced Coffee
SEAN (SEAN) IS MANAGING THE PARTNER AT STRICKMAN, 32, MANAGING OFFICER
 "The reality is that the office is a place where you can get inspired and motivated. It's a place where you can get inspired and motivated. It's a place where you can get inspired and motivated."



I'm just a dude from Dorset turned liquid lordship

Jimmy's Iced Coffee is a success story. The company has grown from a small startup to a major player in the market. The founder, Sean, has built a successful business by focusing on quality and customer service.

Seanz
SEAN (SEAN) IS MANAGING THE PARTNER AT STRICKMAN, 32, MANAGING OFFICER
 "The reality is that the office is a place where you can get inspired and motivated. It's a place where you can get inspired and motivated. It's a place where you can get inspired and motivated."

Seanz is another success story. The company has grown from a small startup to a major player in the market. The founder, Sean, has built a successful business by focusing on quality and customer service.



Collaboration on Sean's Success, with a focus on the future

Seanz is another success story. The company has grown from a small startup to a major player in the market. The founder, Sean, has built a successful business by focusing on quality and customer service.

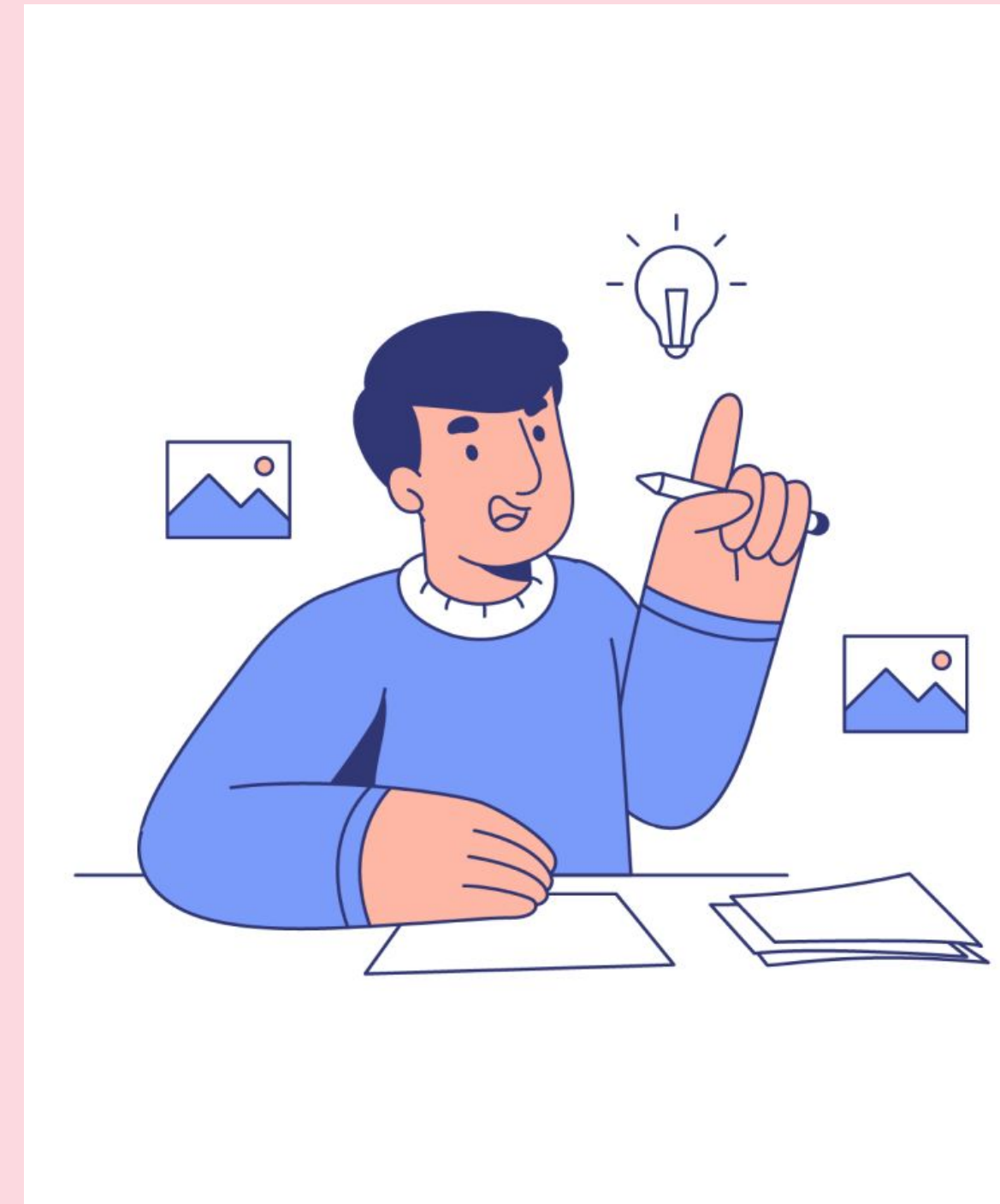
Other toolkit assets



Images



Graphics & Layout



Illustrations

Press toolkit



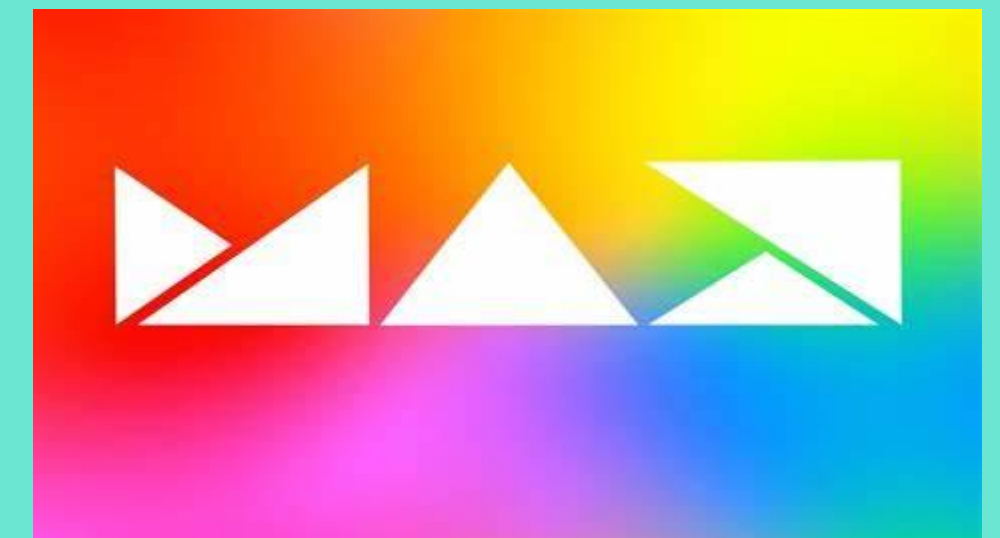
VALUES




BUSINESS GOALS



Pick A Destination



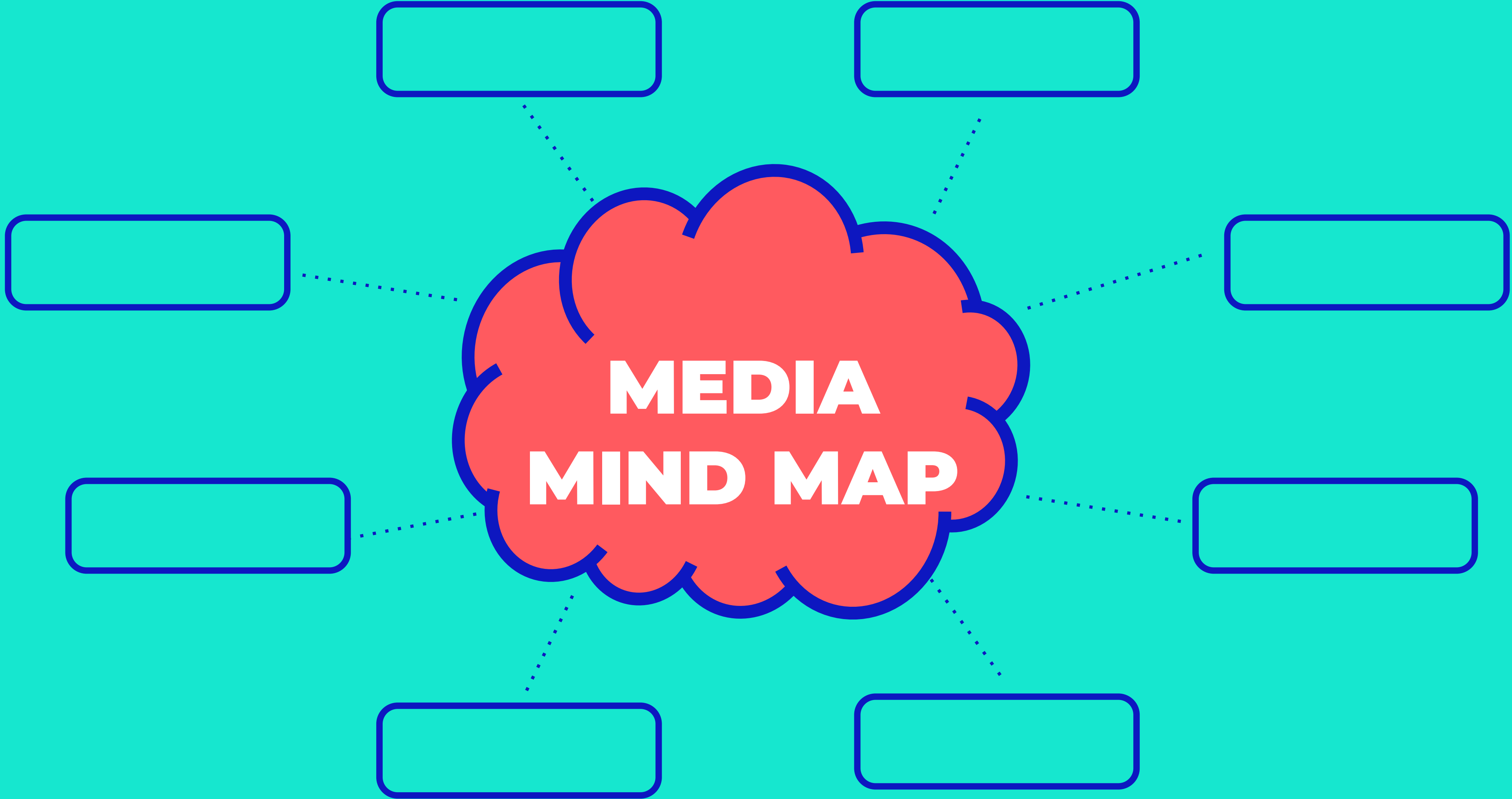
Adobe Express Creative Bundle: Designed by Rafik El Hariri



Reward Details

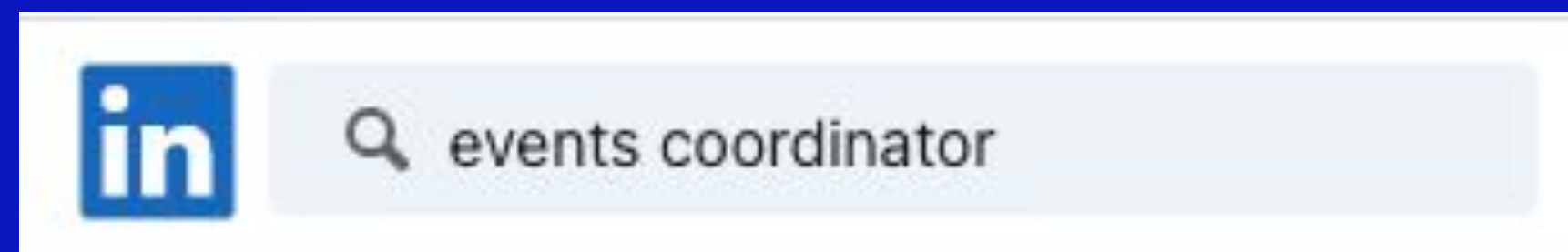
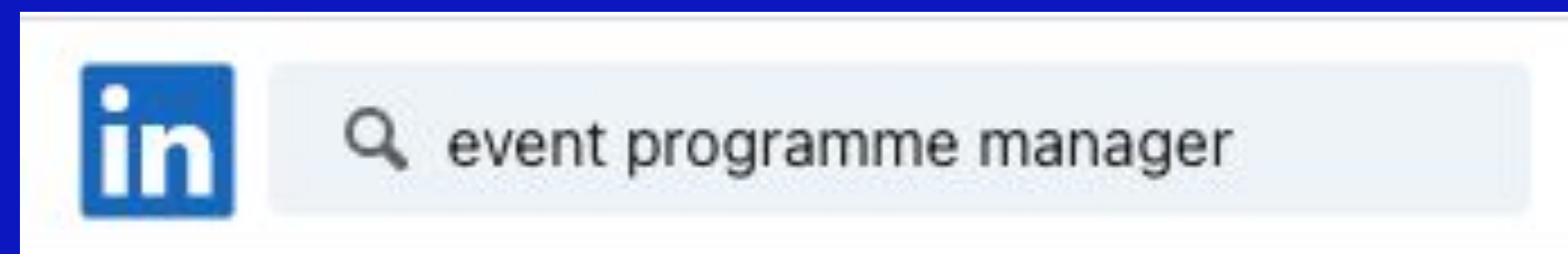
Enjoy this incredible bundle designed by your fellow ambassador and incredible illustrator, Rafik El Hariri. In this bundle, you'll find a beautiful tote bag, two enamel pins, a notebook, and a tumbler for your favorite warm beverages!

Exercise 8





Take connecting steps



Submit an event idea for WeWork

Most popular matches

- Creativity Club**
Fri, Apr 21, 2023 12:00 AM BST + 14 more events
Free
Talia Dashow
273 followers
- Creativity Talk 11: The Creativity Virus by Katja Tschimmel**
Thu, May 4, 6:00 PM
Room B021, Faculty of Engineering - University of Porto • ...
Free
- Igniting Creativity**
Thu, Apr 27, 6:30 PM
Impact Hub Barcelona • Barcelona
Starts at €10.00
Lean In Network Barcelona
185 followers

Press toolkit





Agenda

Assess

Where we are today

Build

Get our press toolkit ready and find our hitlist

Curate

Build our list of topics and email pitch

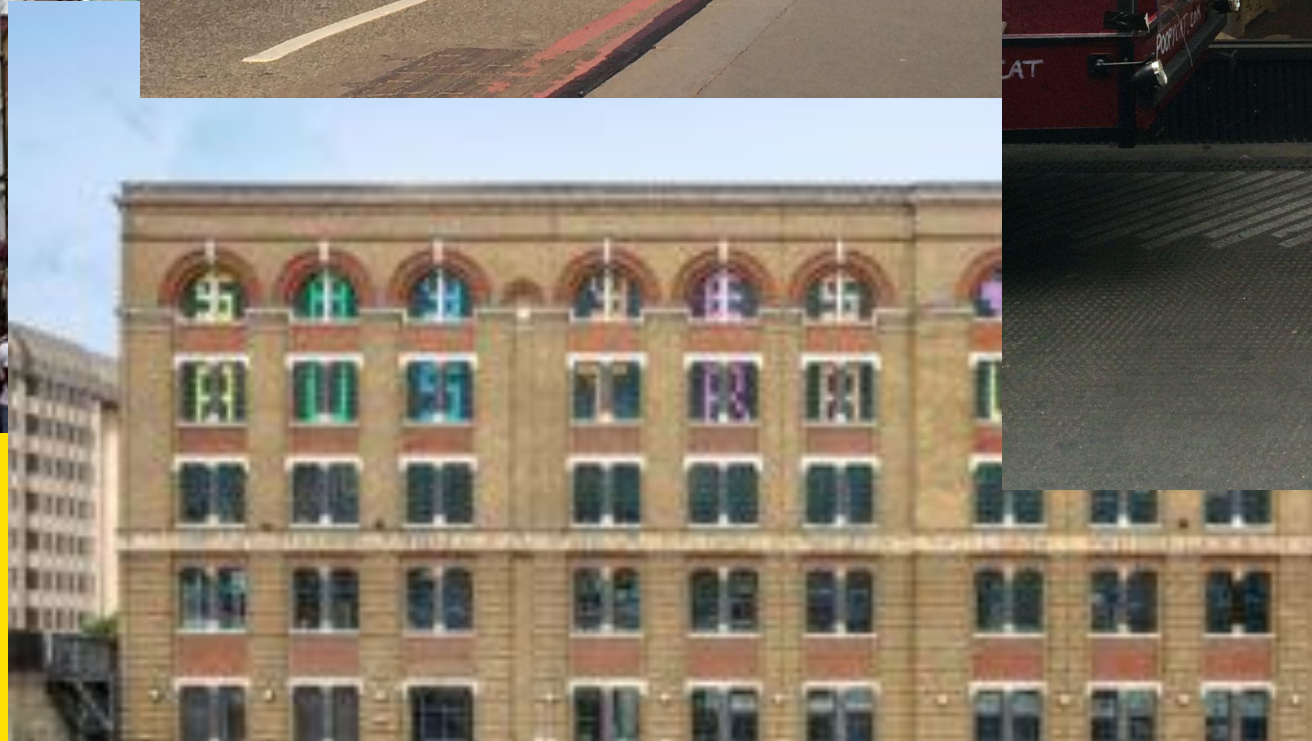
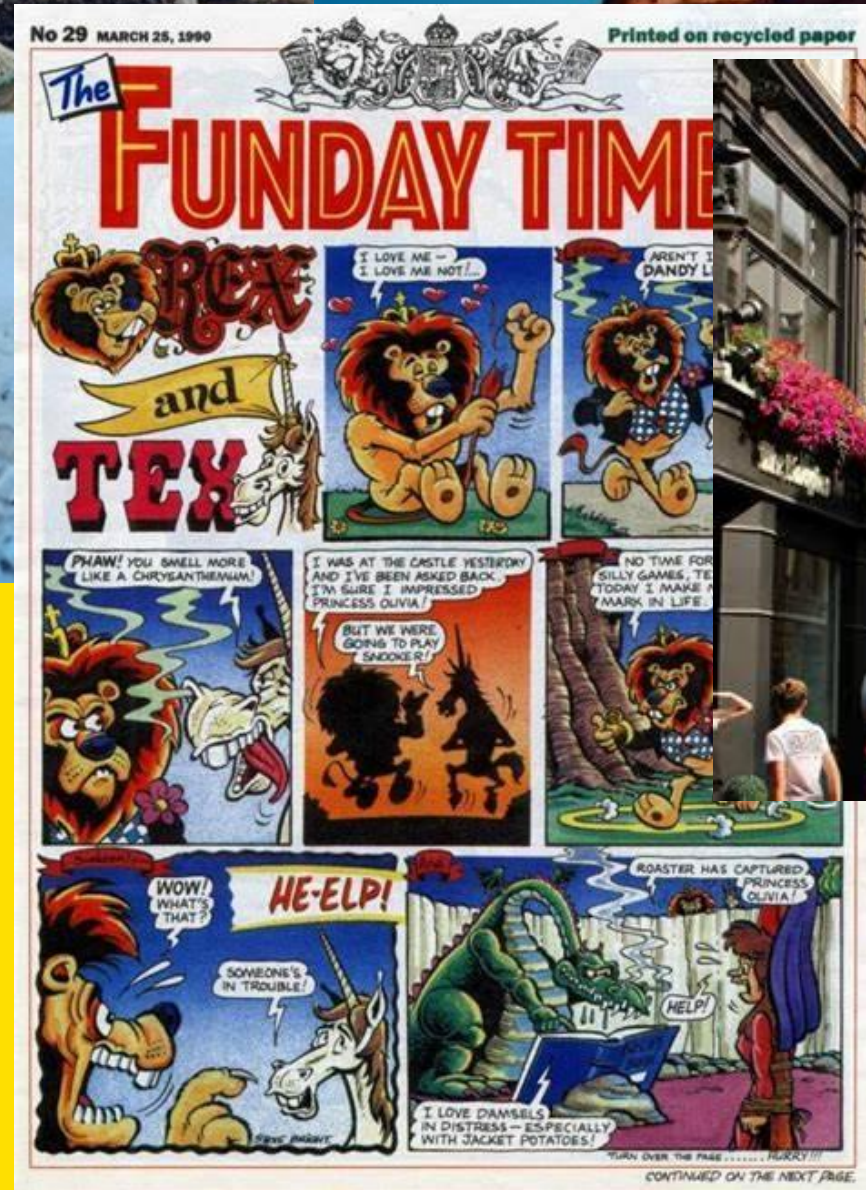
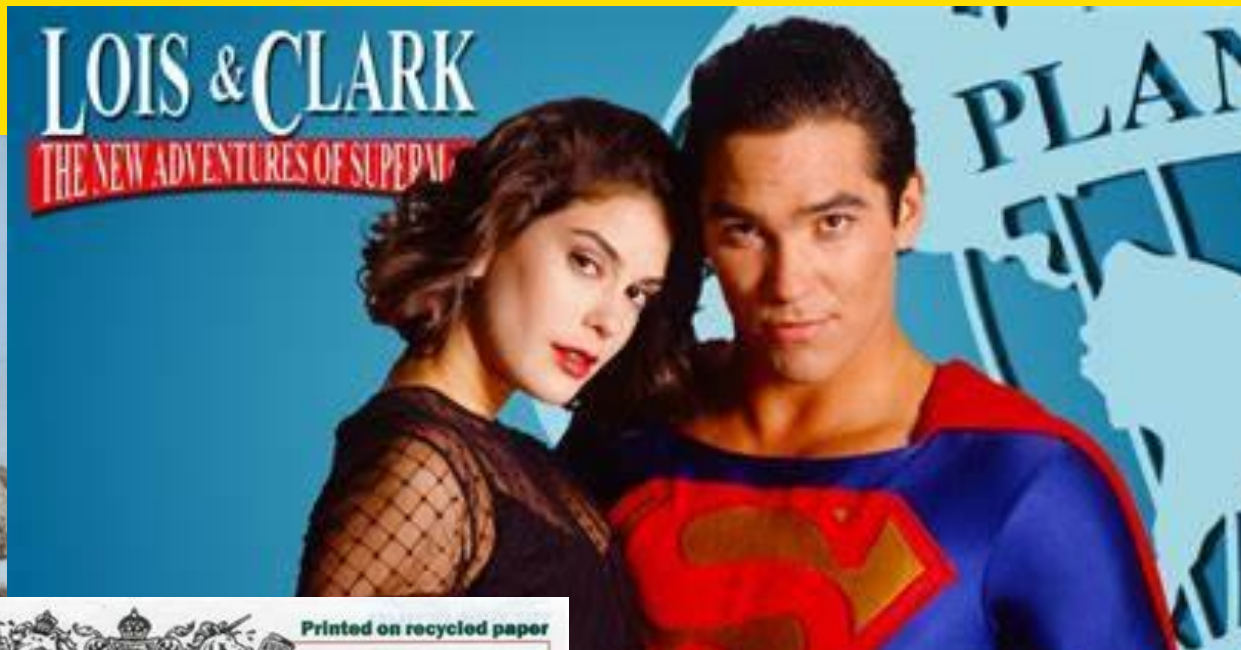
Dream big.

Let's go, let's go. Taking it to the next level.



**“It All Starts
with A Story”**

Hadrien Chatelet | Co-author of Brand Yourself





Discover

Templates

Text

Photos

Shapes

Design assets

Backgrounds

Logos

Libraries



Colors

Animation

Layout

Resize

Design

Think In Headlines

Expertise

- Top 5 tips to...
- How to XX by doing YY
- What I learnt from XX
- 3 time-saving hacks to
- One must-have trick to ZZ
- What doing AA has taught me for doing BB

Human Interest

- Triumph over adversity
- Life-changing events
- Big juicy headline

Passion Points

- What are three cultural areas you are interested in?

Article examples

INSIDER

Log in [Subscribe](#)

HOME > STRATEGY

I did a course about handling uncertainty at work used by Netflix and Google. It cost \$134 and involved a green screen – here's what it was like.

Kiera Fields Jan 12, 2022, 3:51 PM GMT

THE TIMES INTERVIEW BY GEORGIA LAMBERT

Our lockdown business success allowed us to move to France

My husband, Hadrien, and I met in London in 2015, when we both worked in marketing [says Lucy Werner, 39]. We moved into a terraced home in Homerton in Hackney, east London, in 2016. In 2017, we had our first son. However, in 2019, during the pregnancy of our second child, life got more difficult for us.

[Read the article on thetimes.co.uk >](#)

FIRST PERSON

Lucy Werner
Sunday 16 May 2021 12:30 pm

[Share](#) [WhatsApp](#) [Twitter](#) [Messages](#) [More](#)

100 SHARES



Exercise 9

What would your first piece of content be about?



Reactive PR

LIGHTBULB
ENTREPRENEUR & PRESS HANGOUT

LIGHTBULB 💡 Entrepreneur & Press Hangout

+ Invite

#journorequest & #fashion

Top Latest People Photos Videos

Luke Sam Sowden @lukesamsowden · 7 Apr
I'm still looking for some [#MaleFashion](#) Brands to include in my [#FathersDay](#) [#GiftGuide](#), so if any Brands would like to be included, please get in touch. [#PRRequest](#) [#BloggersWanted](#) [#BrandsWanted](#) [#Journorequest](#) [#Fashion](#) [#MensFashion](#) [#FashionForMen](#) [#GiftsForMen](#)

2 3 347

Kate on thin ice @kateonthinice · 6 Apr
Would you like to share a fashion story with me on my award-winning blog? [dld.bz/hpHg2](#) [#fashion](#) [#style](#) [#bloggerrequest](#) [#prequest](#) [#journorequest](#)

[kateonthinice.com](#)
Fashion Archives - Woman on thin ice
Fashion helps us show who we are by expressing our unique style and taste. Highlighting the best ...

319

Arya @arya_jyothix · 4 Apr
Looking to speak to UK-based Indian fashion designers/bloggers/influencers who design/promote/wear Indian clothes (saris etc) for a feature I'm writing following the [#NMACC](#) event. Email [arya.jyothi12@gmail.com](#) or DM me! [#journorequest](#) [#fashiondesigner](#) [#BritishIndian](#) [#fashion](#)

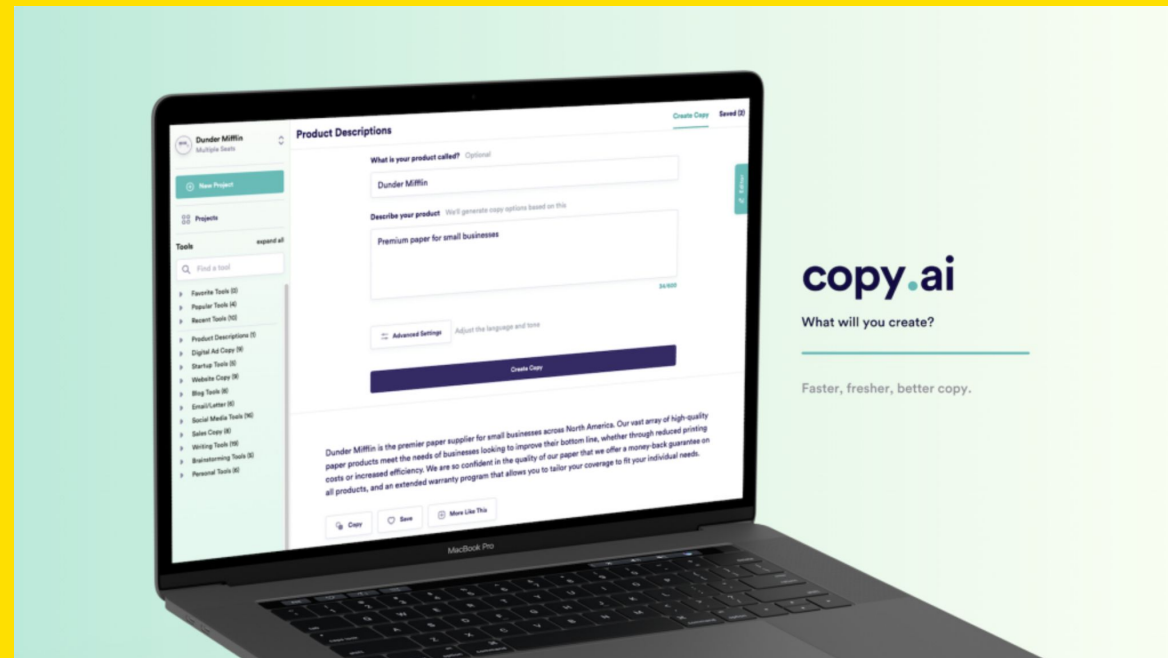
5 5 7 1,919

HOMEWORK

- 1. What is the headline**
- 2. What are the supporting bullet points**
- 3. How can you support and promote with your own audience**
- 4. Include links**



HACKS



[Copy.ai](https://www.copy.ai)



[Coschedule.com/Headline-Analyzer](https://coschedule.com/headline-analyzer)



[Answer The Public](https://www.answerthepublic.com)



[ChatGPT
Chat.openai.com/chat](https://chat.openai.com)



Agenda

Assess

Where we are today

Build

Get our press toolkit ready and find our hitlist

Curate

Build our list of topics and email pitch

Dream big.

Let's go, let's go. Taking it to the next level.

Exercise 9

Dream Big





Master Your Media Toolkit

Thursday 20th
APRIL 2023

@LucyWernerPR