

## Reach the World – with Linda Evans Shepherd © 2021

### Session FIVE; Media, 502 © 3, and More

#### **MEDIA: Where/How to get the message out.**

- **Interviews**
- **Elevator Speech:**
  1. I had a problem.
  2. XYZ helped me solve the problem
  3. I want to tell you what XYZ can do for you.
- **TV Interviews**
- **Press releases** – [http://www.ehow.com/how\\_8793\\_write-proper-press-release.html](http://www.ehow.com/how_8793_write-proper-press-release.html)
  - **Christian:** AssistNews.net and Christiannewswire.com
  - **General:** PRWeb.com ereleases.com
- **Profnet.com** – register as expert.
- **Letter to the edit**
- **Church**
- **Speak** –
- **Phone Seminar:** [www.FreeConferenceCall.com](http://www.FreeConferenceCall.com)
- **Webinars:** [www.GoToMeeting.com](http://www.GoToMeeting.com) [Zoom.us](http://Zoom.us)
- **YouTube how to: Websites:** [www.GoDaddy.com](http://www.GoDaddy.com)
- **Comment on e-news stories.**
- **Write Articles**
- **Write Books**
- **Write Ebooks and Ereports**

#### **What Next?**

- **501 © 3**
- **A Brand**
- **A Trademark** <http://www.uspto.gov/> (click on trademark search)
- **A URL:** GoDaddy.com search.

Linda Evans Shepherd: [www.AWSA.com](http://www.AWSA.com); [www.AriseEsther.com](http://www.AriseEsther.com); [www.LindaEvansShepherd.com](http://www.LindaEvansShepherd.com);  
[www.AriseDaily.com](http://www.AriseDaily.com), [www.LeadingHearts.com](http://www.LeadingHearts.com), [www.YesYouCanWriteaBook.com](http://www.YesYouCanWriteaBook.com)