



Platform, PR, and Media Placement - Mike Loomis

1. Platform:

Pro:

Con:

Don't buy the lie:

Who are you called to reach?

2. Brand Foundation

Value Proposition: WHY should I care?

People make judgements by: words - images - actions

3. Media and PR

Media, and readers, do judge books by their cover and judge you by your brand (in about ten seconds!) Media kryptonite:

4. Christian and Secular Media

It's possible to have both kinds of media outlets book you, or run stories

Before publishing - are you unnecessarily limiting your audience? Are you creating walls with coded language?

5. Strategy

Don't be intimidated: Media are always looking for stories. Make it easy for them to say "yes"

Your Pitch: Brief, customized, professional, and did I mention, *brief*?

Confidence - How would a multiple NYT bestselling author pitch?

Writing a pitch, and any marketing copy, is as foreign to many writers as another language.

Pitch goal:

Start small and collect badges (media logos) along the way.

Mike Loomis helps people develop, write, and launch their dream books. Since starting and selling two businesses, he's a strategic partner to bestselling authors, ministries, publishers as well as startups, and aspiring messengers.

Co-wrote with Gary Smalley on the late author's 2015 release.

Co-wrote with Texas Governor, Greg Abbott on his 2016 release. (Simon and Schuster)

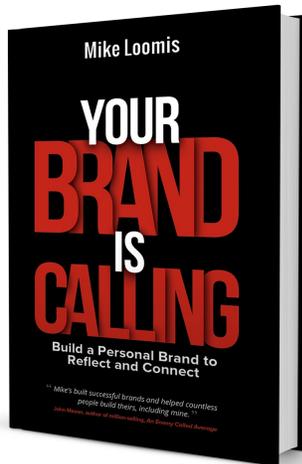
Branding and marketing with internationally-known authors and ministries.

He and his wife live in the mountains of Colorado with their pet moose. www.MikeLoomis.CO

Special book/course offer for the Colorado Christian Writers Conference



Readers buy brands and publishers sign brands. Does your brand reflect your calling?



Is your personal brand moving you toward your goals?

This **book** and video course will help you build your personal brand with confidence.

Special sessions for **writers** are also included.

Mike has built his own successful brands and helped countless people build theirs, including mine.

– John Mason, author of the million-plus selling, *An Enemy Called Average*

This weekend only: \$50 for book and video course (Regularly \$199)

www.MikeLoomis.CO