

THE MEDIA MAGNET WORKBOOK



*for Entrepreneurs, Coaches, &
Business Owners*



**YOUR STEP-BY-STEP GUIDE TO
IMPLEMENTING THE POWERFUL
STRATEGIES FROM THE MEDIA MAGNET
WEBINAR.**

**THESE EXERCISES WILL HELP YOU
ELEVATE YOUR BRAND, AMPLIFY YOUR
VISIBILITY, AND ATTRACT YOUR IDEAL
CLIENTS.**



FEATURED ON:



VOGUE



Hi, I'm Michelle! As a seasoned TV host, media expert, and bestselling author, I empower business owners and brands to share their unique stories and achieve their dreams.

I help you craft compelling brand messages, find perfect media opportunities, and pitch to top TV shows.

My personalized coaching builds on-camera confidence and creates engaging content, elevating your brand to new heights and significantly increasing visibility, credibility, and sales...

Together, we'll take your success to new heights.



1

Define Your Unique Brand Story

Your brand story is your greatest asset. It's what sets you apart and builds a connection with your audience.

Exercise: Craft Your Brand Story

Why did you start your business?

- *Reflect on your journey. What inspired you to take the leap?*
- *Example: "I started my business because I saw a gap in [industry/market]. I knew I could bring [unique skill/solution] to help people with [specific problem]."*

What is your mission?

- *Write down your mission in one sentence.*
- *Example: "My mission is to [specific outcome] for [target audience] by [unique approach]."*

What sets you apart?

- *Identify 3 unique qualities or aspects of your business.*



2

Position Yourself as an Authority

Standing out in your niche requires strategic positioning and consistent messaging.

Exercise: Build Your Authority Profile

What expertise do you bring to the table?

- *List 3-5 areas where you excel or have unique knowledge.*

Who is your target audience?

- *Define your ideal client or customer. Include demographics, challenges, and goals.*

What problems do you solve for them?

- *Write down 3 specific problems your audience faces and how you address them.*



3

Master Storytelling to Connect

Stories build trust and make your brand relatable.

Exercise: Create Your Signature Story

Identify a pivotal moment in your journey.

- *What challenges did you overcome, and how does it relate to your audience?*

Structure Your Story:

- *The Challenge: What obstacle did you face?*
- *The Turning Point: What action or decision changed everything?*
- *The Result: What was the outcome, and how does it benefit your audience?*



4

Leverage Media for Visibility

Media exposure amplifies your credibility and helps you reach a wider audience.

Exercise: Create Your Media Pitch

Headline: Craft a compelling headline for your pitch.

- *Example: "How [Your Expertise] is Solving [Industry Problem] for [Audience]."*

Key Message: Write 2-3 sentences that summarize your expertise and why it matters.

Call to Action: Clearly state what you want (e.g., a guest spot, interview, or feature).

Target Media Outlets: List 3-5 media outlets, podcasts, or blogs that align with your brand.



5

Build Consistency Through Content

Consistency builds trust and keeps you top of mind for your audience.

Exercise: Plan Your Content Strategy

Pick Your Platforms: Where will you focus your content? (e.g., Instagram, LinkedIn, YouTube)

Content Pillars: Identify 3 core topics you'll consistently post about.

- *Example: "[Industry tips], [personal stories], [client success stories]."*

Content Schedule: Plan out your posting frequency.

- *Example: "2 Instagram posts, 1 YouTube video, 3 LinkedIn updates per week."*



6

Turn Visibility Into Profitability

Visibility is just the beginning—turn your exposure into tangible results.

Exercise: Map Your Client Journey

Attract: How will you draw people in? (e.g., social media posts, webinars, blog articles)

Engage: How will you nurture your audience? (e.g., email campaigns, free resources, workshops)

Convert: How will you turn your audience into clients? (e.g., offers, consultations, or courses)

Retain: How will you keep clients coming back? (e.g., follow-ups, VIP programs, additional services)



7

Bonus: Quick Tips for On-Camera Confidence

- Practice Makes Progress: Record yourself speaking and review the playback.
- Be Authentic: Talk to the camera like you're talking to a friend.
- Focus on Value: Concentrate on the value you're delivering rather than how you look or sound.
- Smile and Breathe: A natural smile and deep breaths go a long way in projecting confidence.

Your Next Steps:

- *Use the strategies from the Media Magnet Webinar to start implementing your plan.*
- *Share your progress with me! Contact me: info@MichellePhillips.com*

Let's make your brand unstoppable! 🚀



LET'S CONNECT

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