



How to Triple Your Media Leads in 30 Days or Less

THRIVE BY DESIGN WITH TRACY MATTHEWS

“You don’t want to pitch your entire line. You want to pitch one or two products or maybe just one collection that has a cohesive theme and pitch that particular thing.”

You’re listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let’s get started.

Tracy: Welcome to episode number 97 of Thrive by Design. I’m Tracy Matthews here and I’m your host today for the Thrive by Design Podcast and I’m super thrilled to be talking you to Andreea _____ of Launch Grow Joy and Media Leads. I’m thrilled about this episode because I love talking about all things PR but I also love Andreea’s approach to getting media exposure because as we know to get more exposure, to get our name out there, to reach more of our dream clients, it’s important to get beyond our circle of friends at a certain period of time. So our circle of friends and family are great for like helping us to build our business when we are first starting but as we begin to grow and as our businesses start to expand getting media exposure is really important for several reasons. It helps us build credibility for our brands. It helps us reach audiences that we might not otherwise reach and it also helps create credibility and position you as sort of a brand to be sought after so I mean there is about a thousand reasons more why media exposure is important but today I’m really thrilled because Andreea is going to walk us through how to triple your media leads in 30 days or less and one of the cool things that she is sharing with us today is what you can do month by month to pitch media and what editors are looking for actually every month of the year. She is also going to share with you a really amazing download that you can grab that you can use as a reference guide and on top of that we have something else super cool for you; Andreea is going to talk a little bit more about your PR service, Media Leads but before we do I want to share a little bit more about Andreea.

She is really a force to be reckoned with. She is the founder of www.LaunchGrowJoy.com and





she has also been on a long entrepreneurial journey. She had a t-shirt line that was really successful that she sold. She also launched a soap line, I think about two years ago which is amazing. I love her soaps. I wish she was still making them. She has learned a ton and she loves to teach entrepreneurs how to get more traffic to their online stores and how to build more media presence in the media through gift guides and monthly media placements. So I'm very excited to have Andreea on the show today. This is probably the third or fourth time I've featured her either on video blog or on our podcast so it's exciting to have her back because we always have amazing conversations which is going to be amazing. So let's get excited and let's get started but before we do I just want to take a really quick word from our sponsor.

Today's sponsor is www.HalsteadBead.com. One of the things I really love about Halstead they are an amazing company. It's a family-owned business. They have been in the industry years and years and years. You have heard me have Hilary Halstead-Scott on the show. She is just incredible. They are really out there to support small business and family-owned businesses. The thing that I love about them is every year they put out this opportunity for designers to apply for their grant. There are couple of rules involved that you have to be in business for less than seven years and also be a U.S.-based company but the cool part of it is that it's an opportunity for you to get a cash investment in your business to use to either grow your collection or to get more exposure or to build your brand in so many ways. I love Hilary's approach. You have heard her on the show several times. I have had her on a few times. She is also a speaker at our live event last year on our panel. She just has a wealth of knowledge about the jewelry industry, business and she is really out there to support the company Halstead along with Hilary At The Helm to support you in your jewelry business so if you're interested in checking out more about the Halstead grant head on over to www.flourishthriveacademy.com/Halsteadgrant. That's www.flourishthriveacademy.com/Halsteadgrant and they are giving you another sweet bonus, you can head on over to www.halsteadbead.com and use the code FTA2017 and get \$10 off your first order of \$100 or more. They have really great supplies, bindings, materials that you need to make your jewelry beautiful and really build an amazing business.

Alright let's dive into our episode right away.

Tracy: Today I have a very special guest with me, Andreea ____ of Launch Grow Joy and Media Leads.com. Andreea, thanks so much for being here.

Andreea: Oh Tracy, thanks so much for having me. I'm excited to chat with you again.

Tracy: I love having you on the show. I feel like I have you on at least once a year either in the past on our blog and now on the podcast to talk about getting more media attraction, getting more exposure, holiday gift guides like it runs the gamut and today we're going to talk a little bit more about how to triple your media leads in 30 days or less which I know everyone can totally use and utilize for their business especially for a jewelry business, right?

Andreea: Absolutely, absolutely. It's one of the topics that I'm most passionate about talking about so I am super excited to share how everybody can really grow like





double and triple their media leads.

Tracy: Oh my gosh, this is going to be so much fun today so I want to dive right in but before I do, I know that a lot of people in our audience know who you are but then we also have newbies around so I would to hear or for you to just tell us a little more about who you are, tell us about your businesses and your journey into kind of having this passion for building media lists and media leads and all that stuff.

Andreea: Sure, so I started my entrepreneurial journey. I can't believe it but it was a little over 10 years ago.

Tracy: It's so crazy.

Andreea: It's crazy how time flies and I started out with a t-shirt business and this was back in 2006-2007 before the days of Shopify and before e-commerce was so popular like it is today so the landscape was quite different but one thing that I learned and realized with my t-shirt business was that in order for me to grow my sales I had to focus on publicity so I started to learn how to pitch editors. I started learning what they are working on. How the whole industry works and I took every course I could, I read books, you know even practiced by sending out a ton of email pitches and before I knew it, I started to get featured in a ton of magazines and on TV and on celebrities. I realized that it was such a great way to get a steady stream of sales for my business because I would pitching magazines every single month and we're going to talk about themes and what magazines are looking for in a second but I really realized that if I can set aside a bit of time each month to pitch based on what the magazines were looking for, I can have a steady stream of sales every single month. So that's something that I became really focused on, really passionate about and then I started getting emails from other entrepreneurs saying how did you do that, can you teach me, what courses did you take, how did you learn and before I knew it I was teaching online courses on how to get publicity for your online business. So that's kind of how I started. I ended up running my t-shirt business for 4 years before I sold it. I've been doing publicity and coaching and consulting and teaching online courses about publicity since 2011. So it's been a fun journey so far.

Tracy: Super fun journey and so great because I have loved watching you. You're one of our first sort of strategic partners over here at Flourish and Thrive. I remember the day that you reached out like "Hey I hear you're launching a course, I would love to be involved" so it's been fun to watch you grow and you know ask someone who has a prime space business for like 20 years. But you know for a long time, I understand and know the importance of how media has really effected my business, how getting my jewelry on celebrities has really helped build my credibility and how all that has broadened my exposure and how media in particular can create such massive social proof for any product based business





but you know specifically jewelry as well. So it's awesome to have you here.

Andreea: And you know it's definitely likewise I mean it's been awesome to watch you and Robin grow as well and see you everywhere and help so many jewelry designers. It's been really awesome. It's been a fun journey for both of us, I think.

Tracy: I totally agree. So let's dive right into this media stuff because media exposure is a huge opportunity for any jewelry brand as I mentioned before to get social proof and ultimately to make more sales and there is a lot of ways to leverage media to get more sales. But there is so many types of media exposure, can you tell us a little bit more about some of the opportunities that are working right now to get exposure for your brand?

Andreea: Yeah, sure. So as you mentioned there are quite a few different ways you can go about it. There are national magazines like Vogue and Glamour and all the ones that you see in all the major bookstores and you can pretty much find anywhere so that's one way to do it. You can also reach out to local and regional magazine and those are much smaller. They have less circulation but the chances of getting featured in one of those is much greater because often times they are looking for local products, local entrepreneurs to feature so often times I tell entrepreneurs to start with their local media and then regional media and then national magazines as well because there is a great opportunity in both of them. Then there are as you know working with influencers and getting reviewed on YouTube or Instagram. There are also things like working with influential blogs and websites. There are a couple of different ways you can go about publicity. We are going to focus mostly on print magazines today like the national and the regional and locals ones and what they are working on and what they are looking for. I would recommend if you have the opportunity as a jewelry designer to pursue all of these and you don't have to them all at once, you can sort just work on one segment at a time but I think if you can add all these different strategies to your marketing like your marketing strategy, I think that is going to be really helpful.

Tracy: It's going to be so helpful like you said you don't need to do them all at once but maybe you have like every week is like a different focus or whatever and it takes time.

Andreea: That's actually what I learned too after doing PR for my own brand is that I would just set aside a time each week when I would focus on publicity and you know it's not something that you have to do every single day just set aside like an hour or two each week. Focus on that and really dive into it and I think you can get a lot of great results.

Tracy: Yeah, an hour or two is not that much time either.

Andreea: Not at all.





Tracy: Okay cool. So what are some of the topics that editors are looking for every month and how do you figure that out?

Andreea: Okay so this is something that I've learned by looking at ... I was going to say hundreds of editorial calendars but probably by now it's thousands.

Tracy: Yeah, right.

Andreea: Of editorial calendars because it's all I look at all day. But I realized that there are different themes that magazines are looking for every single month and yes, they do vary the kind of product and stories that they feature but often times they will cover these different themes in their magazines throughout the year. So one thing I actually wanted to mention before I talk about that is that magazines – the national magazines work about three to six month in advance so let's say you want to be featured in their December issues probably you want to start pitching them in July or August or even sometimes as early as June and I know that sounds really crazy but they do they work ahead of time.

Tracy: Oh yeah.

Andreea: So that is something that you know as a jewelry designer you should keep in mind because you do want to plan this out. You can't say – it's February and you want to be featured as a Valentine's gift, you can't start pitching in January that's already way too late by that time magazines are working on summer issues and so on. One thing to keep in mind is that there is a three to six month lead time with national magazines and then with the local and regional ones, it's usually about two to three months or maybe two to four months. So that's something you want to keep in mind as you're pitching magazines but I want to go through every single month if that's okay Tracy?

Tracy: Yeah let's do it.

Andreea: And talk about what magazines like what the main things they are looking for and I know at the end of the podcast you're going to talk about like a sort of a magazine themes cheat sheet that I completed.

Tracy: Yeah.

Andreea: And you're going to share the link so you guys can take notes if you want or you can just download the cheat sheet that we are going to talk about at the end of the podcast episode. But basically in January a lot of magazines are looking for products that are centered around New Year's resolution, fitness, dieting, detox, sort of a new start, a new you. So if you have any jewelry that is inspirational in nature this is a perfect time to be pitching that and remember if you want to get into the January issue, August is when you want to start pitching for that. So that's something to keep in mind. A lot of jewelry falls into this category. I know a lot of designers have jewelry with words on it or things that inspire you so if





that describes you then you definitely should be keeping out of the January issue.

Tracy: You can have your word of the year stamped on bracelet and that could be your pitch even like word of the year bracelet or something like that.

Andreea: Perfect, perfect. Yeah, and you know the thing is that even if you don't have a jewelry design like that you could think about creating one right if it falls in the line with your current line and current designs, why not, it's just going help you get out there even more.

Tracy: We used to create heart stuff specifically for Valentine's Day and I'm not a heart jewelry person but we did just because.

Andreea: Perfect exactly and I'm glad you brought that up because Valentine's Day is what I wanted to talk about next with the February issue. A lot of magazines, most of them especially the women's magazines will have a Valentine's Day gift guide and I would say for this one, any type of jewelry goes whether it's inspirational, or handmade or you know luxury or upscale, really all of it goes so everyone should be pitching in September for February issues for pitching their product as a Valentine's Day gift guide and it's funny Tracy you mentioned that you used to do stuff with hearts, I actually did that with my t-shirts as well so I made a t-shirt specifically for that that said love on it and I pitched it as a Valentine's Day gift and got a lot of media attention. This is one way you can think outside the box a little bit and just get more exposure. So that is a huge month I think especially for jewelry designers.

Now moving on to March and March magazines are looking spring fashion and spring travel products, spring beauty products so if you have any – again any type of jewelry can fit into this because you can pitch it as a great item for spring fashion. You know like what's new this spring, what you should wear with your spring outfits so that is a really great angle to be pitching as well and you want to start pitching that in October. So pitch in October for March for spring fashion.

Now in April, a lot of magazines are covering eco-friendly products and they talk about like their green issue to celebrate Earth Day. So if anyone listening has jewelry that is handmade that's maybe made from recycled material or that's eco-friendly or that can be recycled all of that can be pitched for the April issue. You want to pitch that in November. I used to do this with my t-shirts as well because my t-shirts were made out of bamboo. I know a ton of jewelry designers can fall into this category as well so April is the perfect time to be pitching eco-friendly products.

Now is another one of my favorite months and that's because May is Mother's Day and it's also graduation so a lot of magazines have Mother's Day gift guide, they have a graduation gift guide especially the parenting magazines. So again you're jewelry or everyone's jewelry can fit into this category if it can be gifted to a





woman, you can pitch it as a Mother's Day gift or even as a graduation gift as well. You can pitch if you personalize your jewelry and it can be customized. You can approach that angle as well like a personalized Mother's Day gift so that's something that I think would be a great fit for everyone and for that one you want to think about starting to pitch that one in December.

June and July are a little trickier because there isn't as much but you could still pitch your product. So June is Father's Day and magazines, especially parenting magazines and men's magazines do a Father's Day gift guide. So if you have any sort of jewelry that is great for men, you can go ahead and pitch it for that and also magazines talk about beach products and summer products. So if you have any sort of like coastal-themed jewelry or jewelry that would be perfect for the summer and I know a lot of jewelry designers can fit into that category, you can go ahead and pitch that for both June and July as well. Just take the angle of this one would be a great jewelry to go with a beach outfit or you know with a barbeque outfit or something like that. If your jewelry fits into that so really you can think about it every single month there is something for you to be pitching.

Now August again is all about fall fashion or even though August is still summer but magazines are starting to look at fall fashion and there is also a lot of wedding coverage in August. So if you have jewelry for brides or anything that would be great for a wedding or for the fall, August is when you want to get featured. You want to start pitching for August in March. So again make sure you plan ahead but again I think a lot of jewelry designers can pitch their product as wedding jewelry or as fall fashion.

Now September again is even more into fall fashion and then there is a lot of back to school products. So if you have jewelry that would be great for kids and actually for moms or parents, a lot of magazines when they do their back to school gift guide they talk about often times products for the parents as well not just for the kids who are going back to school. So I think again many jewelry designers who are listening can have their jewelry featured in back to school gift guides and then again fall fashion which is usually September is the biggest issue that talks about fall fashion so again anyone can be a great fit here.

Now we have a couple more months to cover so October is all about Halloween, breast cancer awareness month and fall weddings. So again if you have any jewelry that can be great for Halloween, you can pitch that. If you have any jewelry where you are donating a percentage of your profits to breast cancer awareness that would be a great one to do here and again I used to do this with my t-shirts as well where I would donate a percentage of one particular t-shirt to breast cancer awareness and you know the crazy thing there are different awareness months, you know every single month. So if you want to expand your reach even further and make a difference even more if you can pick what you're passionate about. You know whether is ALS or cancer or I don't know MS





whatever topic you're passionate about there is a month that is celebrating and bringing awareness to that topic so you can always donate a percentage of your profits to that particular charity or cause and talk about that in when you're pitching your product. So that's something I wanted to mention as well. Then there is also fall weddings in October so just like they were talking about summer weddings in August, they are now talking about fall weddings in October so if you have jewelry that fits into that category then go ahead and pitch that starting in May.

Now I want to talk a little bit about November and December. So in November as you know there is Thanksgiving, people start thinking about winter so you can kind of pitch your product, there's a lot of talk about bringing meaning and thanks back into your life and how you can sort of end out the year and start a new one so if you have any kind of inspirational jewelry again I think this would be a great fit that. Then December, this is my favorite month because this is when every single magazine talks about holiday gift guides and Tracy I know we've have done webinars about holiday gift guides and I've talked about it so much but this is really where everyone should be pitching. You want to start that in June and July. So everyone's jewelry will fit into a holiday gift guide whether it's gift that give back, gifts under \$50, a luxury gift, you know gifts for the hostess, eco-friendly gifts, and so on. So find the angle that defines your brand and go ahead and pitch your product for that particular theme for a holiday gift guide so that is - you know you're going to have a bit more competition because everyone is pitching for holiday gifts but the coverage is so much more whereas maybe in the rest of the issues magazines might give two or three pages to product reviews and their holiday gift guide in December you know it could even be up to 20 pages or I've seen even more so there's a great opportunity for you to get featured even though you have a bit more competition so don't let that hold you back. I think that everyone should be pitching for that particular issue. So that is just a kind of overview and again there are magazines. We'll talk about other things outside of these specific topics, this is just an overview so just to give you guys and idea, you really can pitch your jewelry every single month of the year. There is no excuse not to do it.

Tracy: Well that was like intense and crazy great all at the same time because it really puts it into perspective like there is so much opportunity out there that we forget that we are always focused on like maybe a certain month but every single month you have an opportunity to get your jewelry into magazine or in local and national publications which is super cool.

Andreea: Yeah, exactly and one thing I wanted to mention too is that bloggers are now, a lot of them are starting to follow this same format so you'll find Valentine's Day gift and spring fashion and eco-friendly products in a lot of blogs as well so you can start pitching for blogs just remember for that you probably want to pitch about a





month in advance not three to six months.

Tracy: Yeah, you don't need as much time.

Andreea: Right.

Tracy: ...Which is awesome because you can always be like getting things ready at different lead time of opportunities for the different holidays. The thing too that I love about gift guides so much is that people are actually shopping them so those are like the great opportunities for sales when it comes to publicity.

Andreea: That's such a great point. People, I know I do this, I look at Oprah magazine every year just for gift ideas whether it's gifts for myself or you know gifts for friends and family. Yeah so people are ready to buy during that time.

Tracy: One for me, one for you.

Andreea: Yeah, exactly.

Tracy: Oh my gosh. So we talked a lot about how you can – because my next question for you is going to be like how can people, some of the designers, like use some of these angles to cater what they offer but you kind of explained that, do you have anymore to sort of explain on how like you have a specific type of jewelry brand how you can make it work for any of these stories?

Andreea: Yeah, sure. This is actually a question I get asked a lot and people often say you know should I pitch my entire product line, should I pitch just one product? This is where you can actually – you know if you have multiple collections that maybe you have an inspirational collection and maybe you have an eco-friendly collection, you can pitch that particular collection for that particular magazine's issue so that's one way you can do it or if you have jewelry that fits into every single one of these categories, I would usually pick maybe your best selling items and pitch those as main thing but you don't want to pitch like your entire line. You want to pick one or two products or maybe one collection that has a cohesive theme and pitch that particular thing.

Tracy: I was going to say, like a couple images embedded in the email instead of like giving them all choices because like people can't decide if there is too much there.

Andreea: Exactly yeah. Yeah you want to include no more than two images is what I usually recommend.

Tracy: Yeah, great, great advice. Thank you so much. So okay now that you talked about what the themes are; what is the best way to connect with editors and are there any best practices that designers should be considering?

Andreea: Yeah definitely. So the best way to connect with them is definitely via email. I know it might seem like calling them would be a better option but you don't want to call them. You want to email them and the reason for that is because they can look at your images right away. They have an overview of what makes your





jewelry stand apart and they can actually forward your email or print it out and share with other editors that they are working with so email is definitely the best way to be pitching. You want to be really specific so when you are writing your email in your subject line you want to say jewelry for your Valentine's Day gift guide or products suggestion for your back to school guide. You want to be really specific with what it is that you're pitching. You don't want to say something like – and I see this a lot because I get pitched a lot too – but companies will say like new baby wear launches innovative products or something really generic that is not even going to capture my attention but if you're really specific and you are telling them what issue you are pitching and what you're pitching then that's going to definitely get their interest because it's more relevant to them. So when you are sending your email, I think the subject line is really important so make sure that it is really specific and it's about them and what they are looking for and not about you and who you are. You'll talk about who you are in the body of the email.

Tracy: That's really, really great advice because I see a lot of designers; number one being super generic and if you can solve their problem and help them like get – because editors are so busy, right?

Andreea: Yeah.

Tracy: They don't have time to respond to everything. If they can't tell from the headline, they won't open it. If they look and it's not clear and concise like if this is right for them or not, they are just going to move on. I would say, would you agree like the more you like if you keep providing like sort of like non-specific messages that you might start getting ignored?

Andreea: Yup. Absolutely. Yeah, I mean this happens to me all of the time or I get pitches that it's just the press release, you know?

Tracy: Yeah.

Andreea: And yeah it's terrible and you know yeah there is some great information in that press release but then why are they reaching out what do they want me to do with it? Do they want me to write about that person, do they want me to interview them on my podcast, do they want me to mention them on social media like what is it that they actually want from when they are sending me that press release? So that's something you have to keep in mind like what would you like to come out of you sending this email and usually you would like to get featured in the November 2017 issue or in the Made in the USA products guide or whatever it is they want to be featured in, you have to be really, really specific. Then in the body of your email, it actually should be really short. I have a rule and my rule is no more than three to four paragraphs of two to three sentences for each paragraph. So I know that is kind of concise but you want to keep it short and to the point but at the same time provide them with the relevant information that





they need and the information that they need is things like the benefits of your jewelry like what makes them stand out from the competition, what are some of the features, and what makes you unique so whether that's materials or your process or your story or you know the whole reason behind why you started your jewelry company. They want to know those. They also want to know your website. They want to know the price point of your products whether it's the collection you're pitching or the particular products. Then you also want to offer them – they want to sometimes get the actual jewelry so that they can either photograph it with their own props or you know with their own style or sometimes magazines will ask your photos instead of asking for the actual jewelry. I know that this is an issue sometimes because some jewelry designers have jewelry that is \$100, \$200 and even more per piece and that can get really expensive so if that describes you and your jewelry is more on the luxury or on the upscale end, you can actually request for your jewelry to be sent back. So that is something that you can do and you can arrange ahead of time so when the editor is requesting the sample from you, you can just say, "Hey I'm happy to send this to you but we do need this back to send it to other editors as well." So don't be shy to ask for it back if you feel like your products are really expensive. I don't usually recommend to ask for things to be sent back if it's under \$100 but anything over \$100 you pretty much have every right to ask for it back.

Tracy: Yeah and especially it's fine jewelry.

Andreea: Exactly.

Tracy: Make sure you ask for it back and they have to sign insurance and all that stuff.

Andreea: Yeah.

Tracy: So I have a question because I know people are going to ask and be curious about it. How do you get the editors' email addresses?

Andreea: So there is a couple of ways you can do it. You can purchase access to a media database and there is quite a few out there. Those range in price anywhere from like \$2000-\$3000 a year to maybe \$10,000 and more so if you have the budget for that I would say that's the most direct way to do it and to get access to everyone. That's one way to do it. You can also use a PR service like Media Leads which why I started it because I wanted this when I had my t-shirt business and there was nothing like it out there so I ended up launching it myself so that's one way to do it. The other way which takes a bit more time but is actually really inexpensive is that you can use an email program that allows you to view people's email addresses so there is one – it's my favorite one, it's called Email Hunter and if you just Google Email Hunter and you can download the extension into your browser then what you can do is you can go to LinkedIn and search like say you want to contact someone at Oprah magazine so you can search for people who currently work at Oprah magazine who have said that in their profile and then you can





actually if you have Email Hunter installed when you click on their profile this little red button pops up with the Email Hunter logo and you can click on that and it will tell you their email address. So it is like sort of like a sneaky way to go about it but it totally works. You know it takes a bit more time than if you were to buy access to a media database but you can totally do that that way too. I have done that too with retail owners like if I want to get my products into a retail store. I would just go and see who owns it on LinkedIn and then use Email Hunter and get their email address. So that is great way, it's totally free to get people's email addresses.

Tracy: Oh yes that is such a ninja trick. I love it. I'm totally going to get that. Okay so I have two more questions for you. The first one is earlier you talked about your free little cheat sheet for magazine themes. Why don't you tell us a little bit more about that?

Andreea: Yeah. So the cheat sheet is basically outlines what I talked about earlier so it has – it's sort of like a one page pdf that talks about every issue from January to December, what the themes are for that issue, and when you should be pitching. So that way you can sort of schedule it in advance and you don't have to think about you know it's June what issue are they working on. You can just look at the cheat sheet and say now it's June or December or whatever and you can know exactly what issue to pitch for and what the main themes are of the magazine are. So that is just a one page pdf that you can download.

Tracy: Okay awesome and we're going to have that listed in the show notes but you can also head on over to www.flourishthriveacademy.com/magazinethemes to grab it. So you have mentioned it a few times and I'm huge fan of Media Leads. We had a bunch of designers sign up last year. Most of them got some really great placements in magazines and in other publicity opportunities so can you tell us a little bit more about your service Media Leads?

Andreea: Yeah, I'm very excited to work with all of your jewelry designers, Tracy. I'm so happy when I see them featured in all these magazines. But basically I started Media Leads because again it's something that I wish I had when I had my product business.

Tracy: I do too. I wish I had that back then.

Andreea: Yeah, then you know once I started working one on one with entrepreneurs I started doing their PR. I realized that I was pitching the same products to the same editors over and over again so I figured is there a way for me to kind of package this in a way that instead of me doing the pitching, I can empower entrepreneurs and brands to do their own pitching. So basically what my assistant and I do and I have two assistants now. They reach out to hundreds of magazines editors and bloggers every single week and we ask them, "Hey what are you working on this week? What stories? What kind of products are you





working with? What deadlines do you need to meet? And they will do ahead and help you find those products.” We do that hundreds of editors each week and they write back to us and they say, “Yeah, I’m actually working my Mother’s Day gift guide and I’m looking for Mother’s Day gifts that are under \$50 or I’m looking for jewelry that has a beach theme and my deadline is August 27th and here is my contact information.” So what we do then is we take what information they give us. We put it in our Media Leads database and then as a member if you think that particular lead is a good fit for your products then you have the editor’s name, email address and their deadline and a little bit about the magazine or the blog so you know what its about if you’re not familiar with it and then you can go ahead and pitch them directly. So it sort of like you don’t need to work with a PR firm if you have Media Leads and you don’t need to do all your research about what editors are working on because we do all of that for you.

Tracy: Well I think the great thing about too is it’s such an affordable option because like you said doing something like doing that Email Hunter thing it’s a lot of work and spending a couple thousand dollars or up to \$10,000 on a media list is an investment and those media leads change. You buy it once and those change so this is really a great opportunity to have like your finger on the pulse of what editors are actually looking in a low cost solution. Because you do sort of like DIY, right? Like they can join membership?

Andreea: Mhh hhm.

Tracy: And then you also have another like done for you service but I think that I would have killed for this when I was actually actively pitching back in the day because me and my team had to do it and a lot of times what would end up happening is because we had to do all of this research, it would fall by the wayside because other things would take priority. Because you know when you’re running the business, there are things that need to happen right away and PR is very important but it’s not like something that is kind of like – it’s not something that if you didn’t reach out, you end the day bad. It’s just like something you need to do in order to grow your business and get more exposure but it was like one of the first things that got cut off the plate because if we had to do work or whatever. So for me like an opportunity like this, when we did our PR in house we always got the best results because we are committed to the outcome, right? Where as when you work with a PR firm like one of the big firms, they don’t have your brand’s vested interest as much at heart as they do as the retainer fee that they are making so this I feel like is like the perfect fill to that gap because it save you all the time of the research and helps you not push it by the wayside and not actually do that work and pitch because it’s basically handed to you.

Andreea: Exactly, yes. And that’s exactly why I started it because I wanted to save people’s time. I wanted to save their money. I wanted empower entrepreneurs and brands to kind of take this and run with it because I have worked with PR firms





and I do provide PR services so I have nothing against PR programs or PR services but they do charge a lot. They are also working with a ton of other clients at the same time and no one can tell your story better than you can. So I think ultimately that's what it really comes down to so when you are directly communicating with an editor, you get to know them. You get to establish that relationship. When you are working with a PR firm they have all the relationships and you don't. So this way it's like you are in charge of those relationships and you are in charge kind of your own success.

Tracy: And this is another great point because the relationship thing is so key because editors bounce around so like there was this one editor, Dawn. She was at Lucky magazine and she went to People then she went to In Style and then she went to Glamour so when I first met her she was at Seventeen so these editors you end up getting exposure in all these other magazines as well because the editors move around and when you have a relationship with them they remember you.

Andreea: Exactly. Yup. Mhh hhm.

Tracy: Yup. So this is such an awesome episode today. I'm kind of blown away because I wasn't expecting it to be as amazing, I mean I knew it was going to be amazing but I didn't expect it to be as amazing as it was and as always it's so great to talk to you, Andreea. So thanks for being here today.

Andreea: Oh thank you so much, Tracy for having me on today as well. I'm so excited.

Tracy: Alright you guys, make sure you that you grab your freebie www.flourishthriveacademy.com/magazinethemes and then check out Media Leads, it's like one of the best investments you're going to make in your business. www.flourishthriveacademy.com/medialeads

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